

RADIO — STAGE — LIST NUMBER — PICTURES — OUTDOOR

JAN 26 1935

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JANUARY 26, 1935

# The Billboard

The World's Foremost Amusement Weekly



FRANK RICHARDSON

Radio — Stage — Screen

# JACK JOYCE

## THE MON(OPED)OLOGIST

PERMANENT ADDRESS

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# The Billboard

Vol. XLVII  
No. 4

The World's Foremost Amusement Weekly

January 26,  
1935

Published weekly at Cincinnati, O. Entered as second-class matter, June 4, 1897, at Post Office, Cincinnati, under Act of March, 1879.  
76 Pages. Subscription, \$5 per year. Copyright 1935 by The Billboard Publishing Company.

## GUILD GETS AFL CHARTER

### Danziger Hits "Barnum" Pix; Authentic Material Broomed

SPRINGFIELD, Mass., Jan. 19.—Another note of dissent was added to wide national criticism of the picture, *The Mighty Barnum*, in *The Springfield Republican* yesterday in an article signed by Milton Danziger, assistant general manager Eastern States Exposition here and special writer for the newspaper.

"The current showing of the motion picture, *The Mighty Barnum*, has revived interest in the life and activities of the master showman of all time," Danziger says. "The picture is an unfaithful portrayal of Barnum's character, and is the motion picture 'art' at its worst. Bridgeport, the town which he helped develop (and recipient of his many benefactions) turned thumbs down on the picture, and a scheduled three weeks' showing was canceled at the end of the first week. Barnum's life was adventurous and glamorous enough without the exaggeration and distortion of truth which the picture producers have included to bring utter disgust from students of Barnum's career."

NEW YORK, Jan. 19.—A nationally known magazine writer and author, intimate friend of P. T. Barnum's family, submitted authentic material on Barnum's career to the producers of *The Mighty Barnum* in its first stages of production the past summer, but his findings were turned down with the statement that what was wanted was fiction, not fact. *The Billboard* learned.

NEW YORK, Jan. 19.—*The New York American* telephoned *The Billboard* today for particulars concerning James A.

Bailey. It was recalled that Gene Fowler, co-author of the screen play, *The Mighty Barnum*, was managing editor of that newspaper some years ago. Whether the inquiry has any connection with the film was not disclosed.

NEW YORK, Jan. 19.—The local Ringling-Barnum office denies that there is anything to the report that The American Circus Corporation intends to start an action against the producers of *The Mighty Barnum* for a libel on Barnum and hence damaging to the Ringling.

(See DANZIGER HITS on page 59)

### Theatrical Council Nears As Unions Meet With CWA

Colonel Boothe asks support of all theatrical groups in plans for subsidized stage-show circuit—would have admission charge—hopes for self-sustenance finally

NEW YORK, Jan. 21.—The first step toward the formation of a theatrical union council was taken Friday when representatives of 10 actor and theatrical unions gathered in Equity headquarters to hear Col. Earle Boothe ask for their support of a plan for a government-subsidized stage-show circuit. William B. Mahoney, New York organizer for the American Federation of Labor, presided, and Frank Gillmore, president of Equity, was later elected chairman of a permanent committee. Col. Boothe explained his idea for a nation-wide circuit of theaters alternating between dramas and vaudeville and subsidized by a federal government loan. The theaters would charge admission and eventually become self-sustaining.

Boothe says he got the unions together to tell them of the work of the Civil Works Administration drama and vaudeville divisions here and to ask their continued support. He says several plans to aid the theater were discussed, and that the meeting sought to lay the groundwork for rehabilitation of the theater.

Those present included: Dorothy Bryant, secretary of Chorus Equity Association; Ralph Whitehead, secretary of American Federation of Actors; John Casey, secretary of Stagehands' Local 1; Richard McCann and David Freed, of the executive board of Musicians' Local 802; Fred Marshall, of the Scenic Artists' Union; Mrs. Augusta Ocker, secretary of the Theatrical Wardrobe Attendants' Union; William McCarthy, of the Inter-

contract, to confer with Compton on the Wild West angle.

The town's newspapers are behind the pageant 100 per cent. The pageant and the circus hookup is obtaining publicity all over this section of the country.

The Junior Chamber of Commerce today informed Mayor Smith, Chief of Police S. Tilden Davis and Sheriff C. B. Pearson that Krause had contracted to produce an "absolutely clean and inoffensive midway." The contract has a "slough" clause which gives the committee the right to close any show or concession at any time it is deemed wise by reason of justified complaints or squawking.

### Screen Players Jubilant Upon Official Okeh of Four A's Tie

Expect no help from Washington or NRA—plan strike if demands are not met — producers ready for long-drawn-out battle — complete tieup of studios forecast

NEW YORK, Jan. 19.—At a meeting of the Four A's Wednesday, the long-awaited separate charter of the Screen Actors' Guild, covering jurisdiction in the film field, was issued, subject to the provisions of the agreement drawn up between the Guild and Equity, which had previously held screen jurisdiction. Provisions of that agreement are already well known. They include the right of either party to terminate the contract upon four months' notice; the right of either party to terminate it immediately upon a breach of its provisions; the reversion of jurisdiction to Equity upon such a termination; refusal of both parties to allow members to scab in the other field in the event of a strike; reciprocal recognition of penalties, fines and dues imposed by the other organization; complete autonomy for the Guild under the Four A's and the American Federation of Labor, and various other provisions. The agreement between the two organizations was ratified by the members of both, results of a mailed ballot of Guild members becoming known last week, when it was predicted that the charter would finally be issued Wednesday.

The issuance of the charter creates a solid union front of actors and is conceded to strengthen immeasurably both organizations.

Frank Gillmore, president of both Equity and the Four A's, issued the following statement after Wednesday's meeting:

"The Screen Actors' Guild is now a component part of the American Federation of Labor. It is wholly autonomous. I want it clearly understood that Equity is not a dictator in this situation. The Screen Actors' Guild has been given complete authority, with a few restrictions which have been noted in the agreement already exchanged with them."

(See GUILD GETS on page 16)

### Circus-Wild West, Midway Added To Sarasota Pageant Program

SARASOTA, Fla., Jan. 21.—One of the biggest parades in the history of Florida, with horses, animals, cages, spec floats and other contributions from the Ringling-Barnum Circus, combined with some 25 commercial and civic organization floats, several bands and hundreds of people, will feature the revival of the Pageant of Sara de Sota, it was announced today by Director General Curly Stewart of the Ringling organization.

Negotiations are being conducted for the staging of a small circus and Wild West show on the pageant program under direction of Cy Compton, using several men and women riders now in Sarasota getting ready for the coming season. The pageant committee of the Sarasota County Junior Chamber of Commerce, sponsoring organization, has asked Bennie Krause, of the Krause Greater Shows, holder of the midway

### Tim McCoy in Charge Of "Big Show" Concert

SARASOTA, Fla., Jan. 21.—General Manager Sam W. Gumpertz yesterday announced that Tim McCoy has been engaged to take charge of the Wild West contingent of the Ringling-Barnum Circus the coming season.

This department of the "Big Show" for some time has been under the direction of Cy Compton with the exception of a couple of years, including 1932, when he had a rodeo and Wild West show in Europe.

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### In This Issue

### Chicago Loop Shows Prosper

"Ah, Wilderness" leads  
—new shows coming in—  
heavy advance inquiries

CHICAGO, Jan. 19.—After a week of slipping that had the theater men worried, Loop shows suddenly took an upward spurt last Sunday and have been going strong all week. Advance inquiries indicate that coming weeks will see a continuation of good business. Several new shows are slated for early openings.

The outstanding hit among shows now playing here has been *Ah, Wilderness*. It closes tonight after a capacity week. Could have stayed longer had not advance bookings necessitated leaving. *Roberta*, at the Erlanger, has hit a popular chord and is doing excellent business. No closing date has been announced. Dennis King in *Petticoat Fever* has done very well, but will close its engagement at the Harris January 26. *Stereodon*, an interesting and entertaining play despite its leaning toward propaganda, has extended its stay at the Selwyn and will remain at least another week, perhaps longer. *The Globe*

(See CHICAGO LOOP on page 16)

# ACTOR "FORGOTTEN MAN"

## Administration Program No Aid To Actor in Many of Its Phases

**Roosevelt's unemployment insurance plan would not be of help to performers—Edwin E. Witte gives The Billboard administration's stand—showfolk to fight**

WASHINGTON, D. C., Jan. 21.—The actors will undoubtedly be the "forgotten men" of President Roosevelt's social security program. A checkup of the administration's program to aid the unemployed and the aged reveals that traveling performers will hardly benefit from the unemployment insurance program being rushed thru Congress now. It is true that actors and actresses should receive the same aid as any other group so far as old-age insurance is concerned, but the nature of their business will cheat them out of many other benefits. In a statement to *The Billboard* the President's Committee on Economic Security explains:

Actors can be brought under such laws (unemployment insurance) only with great difficulty. If a pooled State fund is set up, the unemployment benefits will depend upon the entire employment within the State, regardless of the number of employers. Employment beyond State lines, however, can be covered only if States enter into some sort of reciprocal agreement to mutually recognize such out-of-State employment.

Frankly, unemployment insurance is not of much value for many types of employes—actors who travel all over the country among them. It is more valuable to people who have quite regular employment, but it is doubtful how much people who are constantly changing jobs and traveling all over the country will benefit therefrom. The statement comes from Edwin E. Witte, executive director of the committee.

In other words, according to the administration (Wagner-Lewis Bill) program, the proposed unemployment insurance system will be administered by State agencies and financed by a 3 per cent tax on pay rolls imposed by the government, with credits up to 80 per cent to employers contributing to similar plans in the States. Since actors usually travel and do not have year-round stationary jobs, they will probably not be able to establish unemployment insurance claims in any one particular State. The whole proposed system is based on the State and the individual employer. It is obvious that theaters, for example, could hardly insure actors who might play only a few days a year in their theaters.

The inadequacy of the government's program in covering traveling performers recently forced Equity, the American Federation of Actors and smaller actor groups to endorse the Lunden Workers' Bill, which has no chance whatsoever to pass Congress, it is admitted.

Ralph Whitehead, secretary of the AFA, is conferring with Congressman William Conner January 29 and urging the congressman to see to it that the administration program takes care of actors.

### Carroll Loses Appeal

ALBANY, N. Y., Jan. 19.—An appeal made by Earl Carroll from a judgment of \$118,116 gained by mechanics concerned in building the Earl Carroll Theater, New York, now the French Casino, was decided against him this week. When the realty company putting up the house finished the job and didn't pay in full Carroll, as signer of a construction bond, was sued. Other legal entanglements were also involved concerning Carroll and the 755 Seventh Avenue Corporation. A court order vacated the judgment, except for \$250, which was sustained by the Appellate Division. The new decision, from the Court of Appeals, reverses the Appellate findings.

Case is said to be quite important to many property owners, since one of the phases involved foreclosure proceedings.

### L. A. Exhibits Hit Relief Showings

LOS ANGELES, Jan. 19.—Los Angeles exhibitors are voicing squawks at the constant run of gratis shows being offered by the Los Angeles County Relief Administration in various parts of the county. Started several months ago, exhibitors paid little attention to them until of late when attendance started to mount at a terrific rate. People now attending them in preference to the neighborhood houses. Entertainments generally are plays, and last week's offering was a two-night engagement of *As You Like It* with a cast of 40 and a pit orchestra of 15.

Exhibitors maintain school auditoriums exist on heavy taxes partly paid by picture houses and should not run in competition to the neighborhood houses.

### President's Daughter Marries J. Boettiger

NEW YORK, Jan. 19.—Mrs. Anna Dall, daughter of President Roosevelt, and John Boettiger were married here yesterday at the Roosevelt home.

Boettiger, a former Chicago newspaper correspondent in Washington, joined the Hays organization about a month ago and was transferred to New York, where he is head of the public relations department.

## New Rule on Broadcast Pay, Other Reforms, in Local 802

NEW YORK, Jan. 19.—Local 802, American Federation of Musicians, still bent on cleaning up various conditions that have hindered earnings of its members, this week passed one new law and started work on several other campaigns. The new law, in the works since late last year, provides that for each broadcast by a dance band from a remote spot the operator of the place shall pay \$3 extra per man per broadcast, the receipts to go into an unemployment fund of the local. Enforcement of the rule will be easy, since the money is to be collected weekly from the contractor on the job. Rule was changed from its original form whereby the number of remotes, from restaurants, hotels, night clubs, etc., was to be limited to two weekly. Protests were numerous against this phase of the law.

Local is also continuing its battle against under-scale wages in every branch of musical employment where that condition exists. Burlesque is one field, with all musicians being promised

### Kids' Stogie Show

GRAND RAPIDS, Jan. 19.—Van Dam Cigar Company is sponsoring a kids' program thru a script series on WOOD. Sponsor has organized a radio club and the youngsters can only join thru sending in two cigar bands. Station directors were loopy of putting on the show, but finally gave in, with account satisfied after a jump in business.

Hair pins for men next?

### Panic Prevented at Swell Theater Blaze

NEW YORK, Jan. 19.—Ray Bolger, dancing comedian in *Life Begins at 8:40*, teamed up with a fireman and helped stave a panic in the Winter Garden Theater yesterday. The fireman, William Brundage, noticed some smoke coming in the theater from outside and, going on stage, announced the existence of the blaze near by, reassuring the \$4.40 customers not to get excited. The house thought the fire eater was kidding for a while, but changed its mind when some more smoke got in. Bolger, taking the baton from Al Goodman, led the orchestra and kept all but about 100 people in their seats. Theater was filled.

Fire was in rubbish on the marquee of the Seventh avenue side of the theater, caused by a short.

### Summer Op for Detroit?

DETROIT, Jan. 19.—Plans for a season of summer opera in Detroit at Navin Field, home of the Detroit Tigers, were revealed this week by J. J. Shubert on a visit here. Shubert was accompanied by Herbert J. Krapp, theatrical architect.

After an inspection of the site Shubert discussed plans with Harvey J. Campbell, secretary of the Detroit Board of Commerce, and other civic leaders. His plans would be modeled on those of the St. Louis Municipal Opera. A probable gate of 25 cents to \$1, with seating capacity of 10,000, was indicated.

A season of 10 to 12 weeks with a weekly change of bill is Shubert's plan, with musical plays and light opera predominating, including one or two possible productions of new operas. A possible circuit of several cities to present outdoor opera in this fashion was discussed, with Kansas City and Pittsburgh being named.

immunity on giving info to the local. Union is also arranging to collect salaries thru a sergeant at arms and to pay off at the offices of the local.

One of the most important undertakings of the local's new governing board concerns hotel employment of musicians. It is described as being one of the most pernicious fields, from the standpoint of under-scale and kickbacks, and the local is bent on signing a contract with the Hotel Men's Association, with which group the union has never had an agreement. It's common knowledge that many of these places are paying far below the prescribed scale.

Local is also going to investigate the new American Broadcasting Company. When its predecessor, American Broadcasting System, left WMCB, no four-week notice was given the house, men, and the sum due is \$8,000. Local is also investigating, thru a committee, Station WNEW, ABC's New York outlet, with a view to boosting the scale to Class A type, where the men get \$100 weekly.

Governing board of 802 has also decided on a publicity committee. Reasons for this, as explained by William Peinberg, vice-president of the local, are that the union feels it necessary to air both sides of any dispute involving its men, and that it will aid in doing away with misunderstandings in possible industrial disputes. It is also felt that such a committee will aid in gaining public sympathy.

## Theater Authority Okehs More Shows

NEW YORK, Jan. 21.—The Theater Authority moved closer toward eliminating gyp benefits when the major actor unions, Equity and American Federation of Actors, informed their members not to play benefit shows without okeh of the Theater Authority. Equity is circularizing its members, warning them that they will be fined if caught playing unauthorized free shows.

The Authors' League Fund, Inc., charity branch of the Authors' League of America, joined the Authority this week, with Marc Connelly its representative.

The Authority has approved the following shows: Actors' Fund, last night, at the New Amsterdam; the Yiddish Theatrical Alliance, last night also, at the Second Avenue Theater; the Catholic Actors' Guild, February 17, at the St. James Theater; the Men's League in Aid of Crippled Children, March 3, at the Majestic Theater. A dozen other big shows are scheduled during the next two months. Alan Correll, assistant secretary of the Authority, says the organization might resort to picketing shows that refuse to accept the Authority's terms.

### Sunday Hopes in Pa.

PHILADELPHIA, Jan. 19.—The inauguration of George W. Earle this week as first Democratic Governor of Pennsylvania since the Civil War days has revived hopes of the liberals of the State who are driving for open Sunday, as the new Governor is characterized as a "liberal."

Already this week in the State Legislature Representative Schwartz, of Philadelphia, has introduced a bill calling for a local option referendum on the subject of Sunday movies and theatricals.

It was Schwartz who two years ago introduced the successful bill which provided for Sunday sports.

### F. D. R. Commends Cardini

WASHINGTON, D. C., Jan. 19.—Cardini mystified the President Wednesday at the formal dinner given by Vice-President and Mrs. John N. Garner. The party was a spectacular affair, attended by the cabinet officers and their wives. After the dinner President Roosevelt told Cardini that he was the first magician he ever saw who worked the cards with gloves on. Cardini will appear before the President and Mrs. Roosevelt tonight at another affair.

Gene Buck did the introducing and will Rogers the comedy at the Garner affair.

### "Ah, Wilderness" on Tour

CHICAGO, Jan. 19.—*Ah, Wilderness* closed a successful run at the Grand Opera House tonight and leaves for a road tour that will include Milwaukee, Madison (Wis.), Des Moines, Omaha, Kansas City and St. Louis. Show was here for six weeks, first at the Erlanger and later at the Grand.

### FRANK RICHARDSON

#### This Week's Cover Subject

WHEN Frank Richardson was seven years old (in 1905) he made his rather inconspicuous debut in the show business singing illustrated songs in the Lubin nickelodeons in Philadelphia. He was eight years old when he went on the road as one of the Farley Trio. In his teens Richardson did a piano act in catholickers, billed as Edwards, Longbrake and Richardson. His entry into vaudeville was via the Three Ragged Troubadours act, and this was followed by a five-year stay with Emmott Welsh's Minstrels.

In later years Frank branched out as a single and when the talkies became the rage he was signed by Fox and appeared with conspicuous success as a featured player in that company's "Sunnyside Up," "Happy Days" and "Fox Movie-tone Follies." Frank's high tenor carried him up to a top-line spot in vaudeville thereafter. He has since played most of the leading theaters of the country, interspersing theater engagements with night club runs.

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**TICKETS \$100,000-\$17.00**  
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 ELLIOTT TICKET CO. (WE DO OUR PART)  
 127 N. DEARBORN, CHICAGO  
 615 CHESTNUT ST., PHILA.

# Date for Hearings Set In Legit Ticket Battle

**Brokers' injunction proceedings and Shubert dismissal motion both to be heard Thursday—Abrams submits affidavits, including quote from code authority minutes**

NEW YORK, Jan. 19.—The curtain will go up on what is expected to be the last act of the legit ticket broker battle next Thursday, according to a decision of Justice Aaron Steger, of the Supreme Court. Justice Steger postponed until that time the hearing on the application of five members of the Theater Ticket Brokers' Association for an injunction restraining the legit code authority from enforcing the ticket provisions of the code. On that day also there will be argued a motion to dismiss the brokers' suit against the code authority and its individual members, the motion having been brought by William Klein, Shubert attorney.

The Shuberts figure largely in the supplementary affidavits filed early this week by Charles Abrams, counsel to the TTBA. The affidavits include one by Leo Newman, stating the brokers' side of the case, and one by Abrams, citing alleged abuses in the distribution of tickets, and quoting a part of the minutes of a code authority meeting, in an effort to show that members of the authority themselves see the justice of the brokers' viewpoint. It is the brokers' contention that they cannot subsist on a 75-cent maximum overcharge when they are forced into gratuities to managers and box-office men, and when the best seats are allocated to favored agencies, forcing resale, with no advance in premium. Gratuities are expressly forbidden in the code, but the brokers contend that certain managers still insist on them.

Abrams said this week that the intent of his affidavit is to show that "the man-

agers themselves know and the federal government knows that the managers and producers are not living up to the code and are exacting commissions from the brokers far above the 75-cent code maximum and are making special deals with certain preferred brokers."

In his affidavit Abrams charges that the (See DATE FOR on page 16)

## Boston Bans O'Casey Play; Citizens Pile Up Protests

BOSTON, Jan. 19.—The home of the bean and the cod has again managed to make itself the laughing stock of the nation; America's self-proclaimed cultural capital has again yielded to blind fanaticism. Sean O'Casey's *Within the Gates* has been banned from Boston's sacred and presumably pure precincts, and the banning has caused the sudden shutdown of the contemplated road tour of the show.

From Philadelphia, where the play showed this week unmolested, John Tuerk of Bushar & Tuerk, the producers, announced the abandonment of the road plan. He said that so large a production could not afford to take the chance of being thrown out again at the last minute and that his firm did not

### SEND IN ROUTES

The Route Department (appearing in this issue on Pages 24 and 35) represents one of the most important functions that this paper performs for the profession. Certain listings are obtainable only thru the consistent co-operation of the performers and showmen involved. How about helping your friends in their efforts to locate you? This can be done only by keeping THE BILLBOARD Route Department informed of your whereabouts, and sufficiently in advance to insure publication. ALL ROUTE LISTINGS SHOULD BE SENT TO ROUTE DEPARTMENT, BOX 872, CINCINNATI, O.

### Globe Players Going East

CHICAGO, Jan. 19.—The Old Globe Theater Players will leave Chicago for an Eastern tour when they conclude their engagement at the Studebaker Theater January 26. It is announced by Thomas Wood Stevens, director, New York is on their itinerary. They will return to Chicago after their road tour and will add several Shakespearean plays to their repertoire.

### PECOC To Hold Show

CHICAGO, Jan. 19.—A supper and show are to be held by the Professional Entertainers' Club of Chicago the night of February 21. Club is composed largely of club and cabaret performers.

### "Gates" Returns to N. Y.

NEW YORK, Jan. 21.—Sean O'Casey's *Within the Gates*, which announced the abrupt termination of its scheduled 11-week road tour after it had been banned in Boston, will come instead to New York to play a return engagement, starting tomorrow.

## 802 Autonomy Fines Are Lifted in Court Decision

**Justice Hammer enjoins fine levied by executive board and grants temporary injunction against interference with rights of members for nonpayment of \$300 fine**

NEW YORK, Jan. 19.—Enjoinment of a fine levied by the executive board of the American Federation of Musicians against George Koucky, William Feinberg, Sam Tabak and other leaders of the fight for autonomy for Local 802, and a temporary injunction restraining the officers of Local 802 from interfering with or depriving the leaders of the leaders, were granted this week in two important decisions handed down by Justice Hammer in Bronx County Court. Judge Hammer's decisions, which took five full columns in *The New York Law Journal*, are of considerable importance in union labor fields and at the same time represent practically complete justification for the autonomy fight.

Justice Hammer ruled on two cases, following interim injunctions previously granted the same plaintiffs. First action was against Joe Weber and the other AFM executives, and the other against Edward Canavan, chairman of the Local, and former 802 officers. The AFM fine was granted on the ground that various actions rising out of steps to gain autonomy were injurious to the local. In his ruling the justice pointed out that the levy of a \$450 fine on top of the \$300 fine imposed by the local governing board was, especially in view of economic conditions, "oppressive, unreasonable and illegal."

In his decision concerning the action against the governing board, Justice Hammer first reviewed the battle for the past year for autonomy, pointing out that the leaders were not acting for themselves but for the entire membership of the local, since their actions were supported at various meetings by resolutions and other votes. Justice Hammer said that the "acts of the plain-

(See 802 AUTONOMY on page 16)

### The Billboard Attorney Promoted to the Bench

CINCINNATI, Jan. 19.—Oliver G. Bailey, attorney for *The Billboard* since 1910, has been promoted to the bench. He was sworn in today as judge of the Common Pleas Court of Hamilton County. The appointment was made by Governor White early this week on recommendation of the Bar Association.

### "Vanities" One Week in Chi

CHICAGO, Jan. 19.—Earl Carroll's *Vanities* will play Chicago just one week. Show has been booked into the Grand Opera House for week of January 27. It is understood the loss of costumes and props in the fire at Indianapolis will not affect the show, new costumes and props having been secured.

## S. M. FOX

**Announces Another Opening of Virgin Spot**  
GREENVILLE, S. C.  
TUESDAY, JANUARY 29

Good floor money and plenty sponsors. You have heard of Charlotte Show.  
Kids making floor money as of old times.  
Flash Teams, come on. Report to DADDY FOX, Imperial Hotel, or Walkathon.  
Friends of staff write to Duke Hall, Billy Lang, Johnny Morgan, Moon Mullins and Clyde Earle. What a Staff. You can't Miss.  
Following come at once, or advise, Frank Costello, Helen Chester, Jimmy Lynch, Alice Krug, Jimmy Parker, Lois Maxby, Joe O'Neill, Jean Moon, Charles Lobb, Nick Redding, Wiggles Royco, Jimmy Burgone, Fritz Burgono, Ernest Gilberti, Jean Andrews, Porky Jacobs, Bella Jacobs, Jack Glenn, Margie Bright, Bud Hodson, Grace Hodson, Tommie Gardner, Jean Gardner, Tommie Long, Eddie McWilliams, Joe Landiso, Mary Landiso, Joe Rock, Mary Rock, Joe Van Raam, Mary Van Raam, Pop Van Raam, Line Walker, Johnny Crowder, Jackie Fields, Buddy Valentine, Jimmy Valentine, Helea Time and Bill Coventry.

**DUD NELSON**  
**TED MULLINS**  
**PAT WEBSTER**

Communicate at once with  
W. E. TEBBETTS, Robert Treat Hotel, Newark, N. J.

## WALK-A-THON

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M. C.s, Trainers, Judges, Nurses Don't Bother Me. Have Full Staff. Jack Rhodes, Slim Knodel Wire.

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## WANTED BURLESQUE PEOPLE--ALL LINES

Principals and Girls; must be new to Indianapolis. Need 20 Chorus Girls, salary \$15; Comics, Straight Men, juveniles with real voices and good Principal Women. Salaries small but sure. Show opens February 2. Write or wire **JACK KANE**, Colonial Theatre, Indianapolis, Ind. P. S.—Would consider Organized Burlesque Company.

Thank You for Mentioning The Billboard.

**OAK BRAND: HY-TEX**

## BALLOONS

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## MARIE PURL UNIT

WANTS good Dance Team, Modern or Staging Girl Trio or two good Boy Dancers. Wire Arcade Theatre, Salisbury, Md., January 24 to 26, or Embassy Theatre, Johnston, Pa., week of 28.

## Producer Wanted

8-hr. African Operetta. Already staged. **POWELL**, 117 W. 144th St., New York, N. Y. AU 8-0391.

### AT LIBERTY MUNDEE & JUNE

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**I**N ABOUT two months—on March 28 to be exact—the American Federation of Actors will observe the first anniversary of the granting of its labor charter by the Four A's. Much has been accomplished since that time; far more than had been expected by the most enthusiastic ones among the level-headed supporters of the organization. But as will always be the case as long as human nature rules mundane affairs there are a few—some sincere and others with axes to grind—who feel that the AFA has not done enough for the actor and who also feel that they could have done better or somebody of their choice could have carried the standard further than the so-called Ralph Whitehead administration. To these we offer our reminder of the general agreement when the AFA was formed that slow progress in a movement of this kind is far better than a series of hasty, impulsive moves that defeat thru their destructive by-products the very purpose of the organization: the solidification of actors' strength in an evolutionary effort to better the lot of the profession.

Thru changes in the general setup of the AFA, thru resignations of officers who either couldn't take it or found professional duties interfering with their work in behalf of the organization and thru all kinds of fire and water that every new organization has to pass, Whitehead has held his place and forged ahead. Whitehead took the reins when everything was against him and his purpose. He has not only succeeded in cementing together contrasting elements in a vital and widespread movement, but his breadth of vision and his wide scope of action have combined to make of the AFA, really a baby in swaddling clothes among labor organizations, an institution possessing respect, dignity and a growing power.

Whitehead has had to fight off the attacks of disloyal and selfish members of his own organization, the natural antagonism of managerial elements and the disconcerting and potentially harmful thrusts of seditious Broadway columnists who are these days read with greater eagerness and faith than the Bible. We honestly believe that Whitehead has finally reached the stage where none of these bombshells can affect him or the steady progress of the organization he actually heads.

In recent months certain groups loated at the fringe of the show business—not actually out of it but not really in it—have kept hammering away at the AFA in general and Whitehead in particular. Only one general motive can be ascribed to these irresponsible insurgents who thankfully have no standing among those who count. This is their envy at the clean sweep the AFA has made of the parasitic elements present at its birth

and clinging to its windpipe during the early months of its existence.

Whitehead's outstanding fault in the very early days of his career as a labor official was his inclination to take too seriously and too literally the shafts of criticism let loose at him. He soon got over that—and today Whitehead takes the bitter with the sweet; doesn't get swell-headed over the boosts and laughs off the knocks with a gesture of sportsmanlike tolerance and silence—a sure indication of his self-reliance and sureness of troad. To use a further figure of speech, Whitehead the erstwhile nanny goat has become the mountain goat—wised up to the tricks and follies of those who seek to trip him up and sure of where he is going.

The AFA—to detail tangible accomplishments—has collected in less than a year \$14,000 for actors that would have been lost forever were it not for the intervention of the organization. The AFA has been directly responsible—regardless of what might be claimed by self-centered publicity hounds—for vaudeville actors obtaining employment on various relief projects. The AFA has created paid jobs for actors thru its fight against the benefit racket and along this line the AFA has been the pioneering and leading factor in the organization of the Theater Authority, which represents the first wide-scale and all-inclusive move to curb benefit racketeering. The AFA has built up a friendly relationship with the trade papers, a very important achievement for an organization of its type, and it has maintained a friendly contact with circuits and theater owners.

Whitehead has been accused of being membership crazy. We hope for his sake as well as that of his organization that he is far crazier along this line than his worst critics allow. The AFA needs membership more than anything else. It can get nowhere without it. It not only needs membership but the right kind of membership; in our opinion the dues-paying and name-lending support of the actors at the head of the procession.

The AFA has really accomplished things in the short period of its existence. Aside from progress made within its own field an important achievement engineered by Whitehead alone has been the recognition of the AFA by the labor movement. Because of his loyal devotion to a cause, his indomitable energy and personal qualities that ingratiate him to those with whom he comes in contact, Whitehead has won the respect and potential allegiance of important labor groups that the AFA can use in good stead when needed. One man has done this and the acting profession owes to this one man a debt that can be repaid only in terms of support for the organization and movement he represents.

It is well that the AFA has recovered moneys for actors from welching managers; also very fine that it has won the respect of important factors in the show business; and quite nice that it has made phenomenal progress in the ranks of labor. But the average actor must not be too precise in his measuring of the AFA's progress in such terms. All of this is well and good, but it does not represent the real role cut out for the AFA.

As we started out to say, the AFA can only achieve its goal—the establishment of a strong organization to really represent the performer—by going slowly and treading carefully the dark passages representing the acquisition of a loyal, powerful and numerically great membership. We do not expect definite, tangible progress of Whitehead and the AFA at once—and particularly at a time when vaudeville is holding on for dear life. Performers should not measure the AFA's progress by the number of actors it puts to work or by the success of its part in the benefit-regulation movement. It must be borne in mind that the AFA is essentially a labor movement and in its infancy. The AFA was originally a benefit-regulation group, but that's over and done with. It was never an employment agency and it can never be one if it is to keep striving toward its original goal. Actors will get better jobs and more of them when conditions improve generally. The AFA cannot and does not claim that it is in a position to directly effect an improvement in employment conditions. When vaudeville—in its present or any other form—gets back into circulation then it will be up to the AFA to effect improvements in conditions and make more stable the professional career of the average performer. But until that time the actor must be patient and loyal. Without these he and his organization are lost.

## The Broadway Beat

By GEORGE SPELVIN

**W**HAT cheap imitator copped the title of Mr. Spelvin's column? . . . Yep, you're right the first time. . . . Huey Long enjoyed looking at himself in the Embassy Newsreel Theater last Thursday night. . . . Or did he? . . . Belle Rigas, singer, is the cousin of George Rigas, picture player if you're interested. . . . Roody, the European magician, can make his heart stop and go as he pleases—and he proved it to the satisfaction of Mr. Spelvin's most conscientious sidekick, backstage at the Academy last week. . . . The Movie Ball at the Waldorf-Astoria last Sunday augmented its show by wiring stars and inviting them to be "guests"—at the table of the entertainment committee chairman. . . . Another variation of the free show gag. . . . Charles G. Levy, former head of the ushers' union here, blew into town for a brief stay last week. . . . Bring on the long wars: one of Mr. Spelvin's myrmidons reports that Ruth Morris is the best dressed woman in the Mayfair Theater Building. . . . Grace and Charlie Herbert are singing their sophisticated songs at the Cafe Lounge of the Savoy-Plaza. . . . They recently returned from a long Coast stay. . . . Jane Davies' home cooking on West 55th street attracts the showfolks. . . . Among the diners there the other night were Sophie Tucker, Bert Wheeler, Harry Jans, Lee Stewart and Phil Omn. . . . And, of course, a Spelvin stooge. . . . Ernest Torrence Jr. is in town. . . . One press agent who's taking himself importantly now that he's making money is making the big mistake of horsing some of the newspaper boys around. . . . Wonder how long it'll take him to find out. . . .

Marty Whyte, now agenting with Jack Kalkheim in Chi, arrived in New York last week to dig up some acts. . . . His car overturned in Altoona on the way in, but he escaped injury. . . . Bob Broder returned from his hurry-up Coast trip last Wednesday, bursting with a future announcement. . . . The most annoying ballyhoo of the decade was the steam whistle that the Mayfair looked to attract attention for *The Silver Struck*. . . . The house was literally whistling for its customers. . . . It stopped, tho, after the first day. . . . Complaints, probably. . . . Steve Ferutz, former RKO manager, is now overseer of the Kingsbridge Theater up in the Bronx. . . . Arthur Bonline and Ben Stein are looking after *Revenge With Music* for H. B. Franklin. . . . Incidentally, Leblang's has taken over the show. . . . A great deal of legwork on the part of tired movie executives was saved Monday when a last-minute settlement was made with the Paramount Building elevator operators. . . . The boys were given \$3 to \$5 raises. . . . Bill Boehnel, picture critic for *The World-Telly*, is running a new picture of himself in his column. . . . He runs a different pose almost every week, and seems to be getting almost as camera shy as Grover Whalen. . . . Heywood Brown has joined the AFA. . . . There may be some argument as to whether he's an actor, but at least he furnishes entertainment. . . . The brunet cashier at the Trans-Lux is an autograph hunter, and scrutinizes every customer going in. . . . So watch out. . . . The sixth annual Warner Club dinner and ball will be held at the Waldorf-Astoria February 16. . . . The Firemen and Oilers Union, Local 56 (of all things!) is picking the Alvin Theater. . . . Harry Luxenberg, formerly head of Simon Ackerman's theatrical department, has formed his own male costuming firm under the name of Harrows. . . . Luxenberg is continuing with the former Ackerman rehearsal studios, too. . . . The ITOW was plenty embarrassed when the story about the gyp gambling concession leaked into the dailies last week. . . . What theatrical newspaper is trying to sell a yachting department to *The Daily Worker*? . . . Maybe he can sell a Young Labor section to *The Wall Street Journal*, too.

## Chicago Chat

By NAT GREEN

**H**OODOOS shivered and alithered away Sunday, January 13, when at 13 minutes past 5 o'clock 13 vice-presidents of the Anti-Superstition Society sat down to a banquet at L'Aiglon as Nathaniel Leverone, president, smashed a mirror by way of bringing the meeting to order. . . . Sidney Strotz, of NBC; Major Frederic McLaughlin (husband of Irene Castle) and other well-known members of this society, which defies black cats, ladders, three-on-a-match and such. . . . Calling all cards. . . . Col. Fank (Times radio ed) Taylor was the victim of hold-up men the other night. . . . The boys are breaking in that swell new Magic Carpet which Ernie Byfield and Frank Bering have installed in the Sherman lobby for their convenience and comfort. . . . Lew and Ada Dufour are having a perfectly wonderful time across the water, according to word received from them. . . . Charlie Riley, publicity man, doing some special promotion work for Little Jackie Heller. . . . George Troeth in circulation again after his enforced sojourn in a hospital. . . . No doubt the mag will hold a jollification at Nankin's to celebrate George's recovery. . . . New publicists' association membership is confined to the male of the species, but they have made Renee Howard their p. a.

Howe (Midwest News) Mayer back from New York, and was he stepping! . . . Dinner with Winchell, breakfast with Sally Rand. . . . Better watch him, Helmsel. . . . Captain Riley, John McMahon, Jack Morrison, Bill Utley and others of the World's Fair publicly crowd are working on the President's Birthday Party, which is going to be a big affair. . . . Frances Kennedy motoring east with her daughter, Frances Johnson, who is to try out in a show. . . . Luck to you both! . . . Dick Hoffman back on the job in Billy Diamond's office after a slice of the flu. . . . Jerome Kern in town looking over Roberta, for the score of which he was responsible.

Let's step up north a bit—to Minneapolis—just for a change of scenery. . . . There was plenty of life around the Radisson during the fair men's meet and all of the old standbys of the booking game—Mike Barnes, Ernie Young, Frank Duffield, Earl Taylor, Alex Sloan and the rest—were there from Chi, along with two score others from all over the Middle West. . . . Biz—well, so-so! . . . Time off from the convention to duck around to see a few friends. . . . His Honor Buzz Bainbridge the same hall fellow well met he's always been. . . . Never too busy to greet the show boys, of whom he's one. . . . Mert Gribble a trifle fed up on the busy city after all these years and would like to retire to his grand estate in the wilds on Lake Superior—or he thinks he'd like to, but we have an idea he'd miss the old bunch. . . . Al (Stormy Petrel) Steffen has bought the Schubert Theater for a quarter million smackers and will spend an additional 75 G's on improvements. . . . Changed name of house to the Alvin. . . . Sig Couch, of the mayor's special detail, proud of his talented daughter Maren, who's appearing at the Silver Dime in St. Paul. . . . Mildred Couch, you know, used to have a swell girl's band. . . . Gale Branceel, 16-year-old beauty, carrying on with her late dad's old vaude act and making good. . . . Ray Kolb doing a swell job as producer at the Gayety. . . . Tom Canfield, for many years secretary of the State fair, now a poultry farmer. . . . M. J. Donahue, postmaster at Streator, Ill., renewing acquaintances among the outdoor show boys. . . . He'll be with Sam Solomon this season. . . . "Flesh" making a comeback—Palace and Orpheum packing 'em in.

## Champ N.Y. Area Time Buyer Set

**Fur coat shop branches out with 28 half-hour shows on two stations**

NEW YORK, Jan. 19.—Buying 28 half-hour programs per week on two local stations, WMCA and WNEW, Sally's Studio, New York fur shop, is breaking all records for local ether consumption. Firm has been a steady radio advertiser on WMCA for several years, and just this week boosted its time total on that station to 15 half-hour spots by buying seven more periods. In addition the company bought time on WNEW two weeks ago.

Sally's is on the air on each station twice daily, in itself a record. Other accounts have been on the air for as many or more times, but in practically every case just spot announcements have been involved. And besides the radio spread the fur firm is using considerable display space in metropolitan dailies.

Talent on the WMCA series is also involved in the record, since it means more make appearances weekly for Al Shayne and Jerry Baker, singers, than other artists have for the same advertisers. Sally's time on WMCA is 9:30 to 10 a.m. daily. In addition the furrers are on from 5:30 to 6 daily except Sunday. Sundays the account goes on for two half-hour periods, 4 to 4:30 and 6 to 6:30.

WNEW schedule includes a half hour in that station's dance parade from 10:30 to 11 every night except Sunday. Talent is Leo Kahn's Orchestra and Chic Farmer, vocalist. Afternoons the account takes WNEW from 5 to 5:30 p.m., a half hour earlier than its WMCA afternoon buy. Sundays the furrers are on from 10:30 to 11 a.m.

## New Biz, Renewals

NEW YORK, Jan. 19.—Usual quota of new business and renewals for National Broadcasting Company includes:

COTY, Inc., thru Blow Company, starting February 23, 1935, on WJZ and 13 stations, 10-10:30 p.m. Program is *Ray Noble and His Orchestra*.

PHILIP MORRIS & COMPANY, thru Blow Company, renewals effective April 30 its Tuesday 8-8:30 spot on WEP and 44 stations and rebroadcast 11:30-12 on KPO and 10 stations. Program is *Leo Reisman Orchestra with Phil Ducey*.

CLIMALENE CO., thru W. S. Hill Company, Inc. Renewals effective February 7, Thursdays, 11:30-12 noon on WBEN and 11 stations. Program is *Climalene Carnival*.

HAROLD F. RITCHIE & CO., Inc. (Eno Salts), Renewals thru N. W. Ayer & Son, Inc. effective February 5, Tuesdays, Wednesdays, 8-8:30 p.m. on WJZ and 16 stations. Tuesday program is *Eno Crime Clues* and Wednesday *Penthouse Party*.

STERLING PRODUCTS, Inc. (Bayer Aspirin—Dr. Lyons Tooth Powder). Renewals thru Blackett-Sample-Hummert, Inc., effective January 20, Sundays, 9-10 p.m. on WRAF and 46 stations. Programs are, 9-9:30, *Manhattan Merry-Go-Round*, and 9:30-10 p.m., *American Album of Familiar Music*.

Columbia Broadcasting System's new biz and renewals take in the following: BENJ. MOORE & CO. (paletas), booked direct, renews its Wednesday, 11:30-11:45 a.m. spot on WABC and 23 stations, effective January 23, Program is *Betty Moore, Interior Decorator*.

STUDEBAKER SALES CORP. OF AMERICA, thru Roche, Williams and Cunyngnam, renews effective February 2, 1935, on WABC and 43 stations Saturdays, 0:30-10 p.m., rebroadcast 11-11:30 p.m. Program is *Richard Himber and Studebaker Champions*.

MOHAWK CARPET MILLS, thru Blackett-Sample-Hummert, Inc., starting February 4, 1935, on WABC and 15 stations, Monday to Friday, inclusive, 12:30-12:45 p.m., originating at the Little House, New York. Program is *Five Star Tones*, script act.

J. L. PRESCOTT CO. (Oxol), thru BBD&O, Inc., starting February 4, on

(See NEW BIZ on page 9)

## Re Cigaret Sales

NEW YORK, Jan. 19.—Publication of cigarette sales figures is giving radio men, especially those of CBS, something to talk about and they are not kidding as much as it would seem.

Two leaders, Chesterfields and Camels, are pointed out as being on the air, whereas Lucky Strike has been off since April and seems to have lost its leadership with its big air shows. When it was riding high, wide and handsome on National Broadcasting Company with its three one-hour shows, it was leading the (and by) pack. It is not a matter of public preference cycles, infer the radio men, as much as kilocycles. No extra charge for the gag.

## Norton Goes With RCA; Rosenblum NBC Treasurer

NEW YORK, Jan. 19.—David Rosenblum, recently elected to a vice-presidency of the National Broadcasting Company, has been appointed treasurer also, succeeding Henry Kottredge Norton, who goes with Radio Corporation of America as assistant to the president, David Barnoff. Rosenblum is from Trade Ways, Inc., efficiency service organization, which has been actively engaged in looking after various matters for NBC.

Directors of RCA voted yesterday to clear up all dividends in arrears on the A preferred stock and declared a disbursement of approximately \$4,520,000. Dividends on the A preferred stock had not been paid since the first quarter of 1932 and about \$9.62 a share covers the accumulations. Since the last quarter of 1933 RCA earnings have taken a turn for the better, further aided by the splendid showing of its subsidiary NBC.

## Burnett Leaves CBS

CHICAGO, Jan. 19.—Hal Burnett has resigned from the CBS publicity department to devote all of his time to the insurance brokerage business. Burnett joined the CBS staff in September, 1933, as night editor of the Western bureau of Columbia news service. In December of the same year he transferred to the publicity department, handling the special features broadcasts and programs broadcast from A Century of Progress grounds.

## NBC Retains Gabor

NEW YORK, Jan. 19.—Notice given Al Gabor, NBC's music contractor, has been rescinded, following talks with officials of Local 802. It is stated that NBC wanted certain concessions from Gabor in connection with his contract with the network, and that when he refused he was given the office. As a result all house musicians were let out, this always following when a contractor is discharged. Gabor is now retained until the end of his contract in March of this year.

## Goodrich Tire Time Clearance Stiffest Network Job to Date

NEW YORK, Jan. 19.—Probably the longest battle to clear time for a network commercial concerns National Broadcasting Company's attempt to find a suitable spot for the variety program Goodrich Tires has set on. For the last several weeks daily reports have come out that time has finally been cleared, and it was again stated this week that details were all arranged. Up to last night, however, no confirmation was obtainable. Situation is precedential.

Goodrich auditioned its program last November. Talent included Ted Lewis and his orchestra, Tim and Irene, Doctor Rockwell, Phil Ducey, Lucille Manners, Peg La Centra and the Modern Choir. One or two competing shows were submitted and turned down, with the talent on the show mentioned setting info, advising them that they were set. Since then clearing time has had everybody concerned woozy. Recently when the tire firm held a convention in Atlantic City it was expected that by that time the salesmen would be told full details of the air program. They weren't.

## Storer States Third Chain Now Operating at a Profit

**Change in N. Y. outlet did the trick—2 network accounts signed with more in offing—will proceed with caution from now on—to announce officers and quarters soon**

NEW YORK, Jan. 19.—George B. Storer, head of the American Broadcasting Company, finally admits that New York is a tough town and different from that of other spots he has frequented, but due to the turn of events the past week he has made up his mind that he likes the old berg and will really settle down in it for a while; in fact, send for his family. Also, he will announce officers of the reorganized third chain in a day or two, and new quarters, which have not yet been leased. Recent experiences have taught him to take his time and pick a spot that will last. Local outlet for the ABC continues to be WNEW and a permanent understanding has been arrived at, said Storer, who denied that the current agreement was only for a 60 or 90-day period. Agreement with Arde Bulova on WNEW, also with Milton Blow, is definitely set and WNEW will continue to furnish the programs. Storer intimated that his new quarters would not be in the same building with WNEW, which, he believed, could use more space and studios.

## Two New Networks Latest Air Rumor

NEW YORK, Jan. 19.—Talk of two new possible network hookups are the latest rumors flying around since the American Broadcasting System reorganized and hooked in with WNEW. One of them was denied while the other is merely a comment on what may happen in the future.

First to go around was prompted by talks between Fred Weber, stations relations boss for ABS, and Donald Flamm. Theory here is that Weber's close station contacts might make such a deal possible, maybe with ABC stations. Yesterday Weber stated it was just talk.

Other is of American Broadcasting Company eventually hooking in with Columbia Broadcasting System, WNEW and CBS have always been very friendly, while George Storer, of ABC, owns several CBS stations, and is close to William Paley, CBS head. Further is the angle that CBS has often discussed and wants a second chain, but can't get it because its station holdings do not include doubles in important key cities. This could be obtained thru the CBS-ABC linking, altho ABC's stations are now of low wattage.

## KWCR-WMT Union

CEDAR RAPIDS, Ia., Jan. 19.—Plans are being made to consolidate KWCR in Cedar Rapids and WMT in Waterloo, both owned by *The Des Moines Register and Tribune*, into one, with the possibility of a new location outside of Cedar Rapids, where KWCR has a studio in the Montrose Hotel. The Federal Communications Commission has granted permission for the removal of WMT's transmitter to this city from Waterloo. Studios of both stations will remain "as is," with direct wires being supplemented to carry programs under the designation of Station WMT. *The Register* also owns KSO in Des Moines.

NBC's attitude in the Goodrich case is different than it has been towards several other previous accounts formerly on NBC. One reason, of course, is that Goodrich has been a long NBC advertiser and has spent considerable wampum on that chain. Tire firm was one of the first NBC accounts. Goodrich was offered time on Columbia Broadcasting System but turned it down, as well as rejecting a split broadcast on NBC because of the extra talent costs that would be involved. Some reports yesterday that the tire show would finally get either a Tuesday or Wednesday night spot.

NBC's sales department reports that 10 accounts, all with shows set, are ready to go on the air as soon as time can be found. It may seem early to think about summer, but both networks are expecting another "beat" hot spell from the standpoint of income. Reason is that if they go off the air the advertisers are very likely to lose their time and they will be unable to get it back in the fall.

## Now in the "Black"

Of utmost importance, however, is the fact that the ABC is actually now operating in the "black." Storer pointed out that the Federal Broadcasting Corporation's lease on WMCA here, plus the huge overhead in personnel and program costs, ran the former ABS into a monthly overhead of \$88,000. Rid of the weekly rental of over \$9,000 for WMCA and the high-gear expenses generally, the WNEW tieup has brought the overhead down a sizable 68 per cent, if not more. The \$1,600 monthly fees for unlimited sustaining program service fed to affiliated outlets brings the ABC about \$34,000 monthly and this nearly covers the cost of the wire service.

ABC rate card has been dropped \$200 because of lower overhead. Fred Coll has the office of assistant to Storer and is in charge of network operations. Additional personnel is now being chosen by Storer who stated he is out to keep costs down, however. Sufficient capital is on hand, with the affiliated stations and owners mentioned in these columns last week being willing to put the money up, plus the help from Bulova and John Hay Whitney.

Straw that really broke the camels back and broke up the WMCA tieup was the WMCA engineer cutting off the Chevrolet network-sponsored bouts in Detroit. Engineer who was responsible to Donald Flamm cut prematurely without orders, said Storer, even tho a half-hour had elapsed. There was no special program to follow and no final credit was heard. Flamm reserved the right to give the chief engineer his orders. In winding up the ABS Storer explained that unpaid stock subscriptions were called in and about all obligations were called in and surplus left. About \$50,000 was involved. Short notice to employees was imperative, but all "loyal" personnel were taken care of. Deal is on between ABC and Flamm to take care of a short-noticed house band. This involves \$8,000.

Tom Ashwell has resigned as drama supervisor for KYA and has gone to New York City. H. G. Connetta, continuity writer, succeeds Ashwell. Another change at KYA brings James Cosgrove in as sales manager, succeeding Dave Sandberg.

# 10 Network Accounts Spent Over a Million During 1934

11 have gross billing upward of \$500,000 to near million-dollar mark—same groups of ad agencies place most of the business with NBC and CBS

NEW YORK, Jan. 19.—Ten network accounts each spent well over \$1,000,000 for network programs in 1934 and 11 spent in excess of \$500,000 each, most of them ranging upward near the million-dollar mark. Although figures listed below are exclusive of the involved discounts, approximately 15 per cent may be allowed for about all of the accounts.

Leading accounts for 1934:

Standard Brands, Inc. (4 subsidiaries) .....	\$1,847,178
Pepsodent Company .....	1,642,153
General Foods, Inc. (10 subsidiaries) .....	1,450,574
Colgate-Palmolive-Peet Co. ....	1,333,873
Sterling Products, Inc. (3 subsidiaries) .....	1,240,503
Ford Motor Co. ....	1,191,577
General Motors Corp. (9 accounts) ..	1,172,450
Liggett & Myers Tobacco Co. (Chestersfield) .....	1,140,460
American Home Products, Inc. (6 subsidiaries) .....	1,105,548
Accounts that spent over \$500,000:	
Procter & Gamble .....	\$969,236
Lady Esther Company .....	963,836
General Mills .....	901,384
Wasey Products (5 subsidiaries) .....	813,295
R. J. Reynolds Tobacco Co. (Camel Cigaretts) .....	687,197
Gillette Safety Razor Co. ....	683,919
National Dairy Products (Kraft-Phenix) .....	614,782
William Wrigley Co. ....	649,909
Bristol-Myers Co. ....	608,053
Sun Oil Co. ....	530,774
Pillsbury Flour .....	502,727

For the most part the same group of advertising agencies did most of the billing, although there are one or two instances of phenomenal gains having been made. Columbia Broadcasting System had at least six agencies which placed a million dollars or more business with the chain in 1934. These are: Blackett-Sample-Hummert, Inc. Erwin, Wasey, Inc. Young & Rubicam, Inc. Newell-Emmett, Inc. Batten, Barton, Durstine & Osborn, Inc. N. W. Ayer & Son, Inc.

Group of agencies placing the bulk of the business with National Broadcasting Company follows, though not necessarily in order of gross billing: J. Walter Thompson Company. Blackett-Sample-Hummert, Inc. Lord & Thomas, Inc. Benton & Bowles, Inc. McCann-Erickson, Inc. Cecil, Warwick & Cecil, Inc. Young & Rubicam, Inc. Erwin, Wasey, Inc. Rutherford & Ryan, Inc. N. W. Ayer & Son, Inc. The Blackmor Co. Batten, Barton, Durstine & Osborn, Inc.

J. Barclay Layne, KYA's Dream Ship pool, has invaded music circles with a number called Fools in Paradise, sold thru Warner Brothers.

## Direct Mail Selling of Artists By NBC-B. A. Rolfe Show Is First

NEW YORK, Jan. 19.—Sales end of the National Broadcasting Company's Artists' Service is going in for general direct mail selling, the a.m. sustaining artists getting the first break. First on the list is the B. A. Rolfe show, 7:45-8 a.m., on the NBC-WEAF basis. Red Network three times weekly. Show has been on for some months and also has Eddie East and Ralph Dumke, plus a male trio. Program is a peppy one as to orchestra tempo, and the comedy duo supply time announcements every five minutes, as well as gags and humorous sound effects.

First direct mail piece is a combination pamphlet and folder with special cover, illustrated and in red and black ink layout. As made up by Edward De Sallabury, doing the sales promotion work for the Artists' Service, the job itself is considered a good one. Sales message claims the program has proved successful and is worthy of sponsorship by any advertiser whose product goes into the home. Buildup continues thru the pamphlet until it is time to refer interested advertisers to the NBC sales

### Gong Gets 'Em

NEW YORK, Jan. 19.—Tuning in on recent amateur programs shows undoubtedly that the caliber of talent trying the mike for the first time is getting better. General run of talent, whether musical glass masters, saw fiddlers or singers, is several times better than the species hoard when the amateur craze first hit the air. Reason is that where once it used to be a gag, the jibes made at the expense of the tyros, plus the ignominy of that crushing gong, have scared away the gagsters and hopelets ones.

### Foresee WLW Court Battle for Power

WASHINGTON, Jan. 19.—Indications are that WLW, 500,000-watt Cincinnati station, is planning to go to court to settle the question of its power. Result will be either to give in to complaint by CFRS at Toronto, that WLW is causing interference with the Canadian station, which interference the Federal Communications Commission ruled must end by February 1, or to cut WLW's night power to 50,000 watts. Station's license for 50,000 wattage was renewed this week by the commission.

Two applications have been filed. First asked to modify WLW's license to 500,000 watts permanently. This has been set for a hearing at some future, but unspecified date. Other application seeks commission permission to have special authority for 500,000-watt night power.

Although none concerned is talking about the case, because of its international aspects, opinion is that WLW is trying to get a ruling either way and thus pave the way for a possible court test.

### Litt's Television Talks

NEW YORK, Jan. 19.—Leon Litt, television authority and author, goes on the air again, this time on WMCA, New York, January 26, to discuss his pet topic along lines of "the truth about television." Litt was on the station today, also. In his discussion the writer will discuss phases of television as brought out in recent survey information published in *The Billboard*.

### CONSOLIDATED RADIO ARTISTS, INC.

CHARLES E. GREEN, PRES.  
1619 Broadway, New York, N. Y.

**ANGELO FERDINANDO**  
AND HIS ORCHESTRA.  
NBC NETWORK  
HOTEL GREAT NORTHERN  
318 W. 57th St., N. Y. City.  
Dir: CONSOLIDATED RADIO ARTISTS,  
1619 Broadway, New York, N. Y.



**LEON "SNOOKS" FRIEDMAN**  
MANHATTAN 41st Week.  
MUSIC HALL.  
Broadcasting WMCA  
and American Broadcasting System.  
Dir: Consolidated Radio Artists,  
1619 Broadway, New York City.

**HARRY RESER.**  
WRIGLEY'S APARTMENT  
TOOTHPASTE HOUR  
DECCA RECORDS  
Tour Direction: CHARLES E. GREEN,  
1619 Broadway, New York, N. Y.

**BILL SCOTTI and his N. B. C. ORCHESTRA**  
On Tour—Direction M. G. A.  
Personal Management: CHARLES E. GREEN,  
1619 Broadway, New York, N. Y.

**EMIL VELAZCO and his ORCHESTRA** Dir. CBS  
The World's Only Dance Orchestra Using a Full-Toned \$18,000 Portable Pipe Organ.  
Personal Management CHARLES E. GREEN,  
1619 Broadway, New York, N. Y.

**HOWARD WOODS and his Royal Crest Orchestra**  
4 TDWERS, Cedar Grove, N. J.  
On the Air Nightly, 10:30 P. M.  
9 A. M. via WNEW.  
Direction CHARLES E. GREEN, 1619 Broadway, New York City.

**ERNIE AND HIS ORCHESTRA**  
Broadcasting Via WTIC-RBO.  
Eleventh Week Hartford, Conn.  
Dir. CONSOLIDATED RADIO ARTISTS,  
1619 Broadway, New York, N. Y.

**LOUIS ARMSTRONG AND HER KINGS OF RHYTHM.**  
Featuring KING LOUIS II.  
New Playing Hotel Windsor, Buffalo, N. Y.  
Direction: CONSOLIDATED RADIO ARTISTS, INC., 1619 Broadway, New York, N. Y.

**McKINNEY'S COTTON PICKERS**  
Personal Direction WILLIAM MCKINNEY,  
COTTON CLUB, Cleveland, Ohio.  
Direction: CONSOLIDATED RADIO ARTISTS, INC., 1619 Broadway, New York City.

**EDITH MURRAY**  
The Dramatist of Song  
Kerrel London Lead "Good News"  
Featured Star  
Blue Monday Minstrels.  
Executive Management CBS Artists' Bureau.  
Personal Representative, IRVIN S. GRAYSON,  
Hotel Roosevelt, New York City.



**FREDDY AND HIS ORCHESTRA**  
Master of Ceremonies at the ROXY THEATRE, New York. Indefinite Run.  
**MACK**

**"BUDDY WELCOME" AND HIS ORCHESTRA** ABE M. PARODOL, Mgr. HIS COAST TO COAST, WABC.  
DIRECTION ORCHESTRA CORP. OF AMERICA,  
1619 Broadway, New York, N. Y.

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

**Continental Orchestra Corporation**  
PRINCIPAL OFFICE,  
HOTEL UTICA, - - - UTICA, N. Y.  
BRANCH OFFICE,  
540 MAIN ST., - - - BUFFALO, N. Y.  
DIREOVINO

**JACK ALBIN AND HIS ORCHESTRA.**  
SAVARIN RESTAURANT, BUFFALO.  
Heard Nightly over WGR-WKRW.  
Available February 11 for College or Private Parties, Clubs or Hotels.

**TEDDY BREWER AND HIS RADIO STARS**  
NOW ON TOUR.

PAT HOKE, Directing  
CAMPBELL'S  
**WASHINGTON and LEE ORCHESTRA**  
Nightly Over WHAM, Marigold Restaurant, Rochester.

**CLIVE SIERNAN AND HIS RIVIERA ORCHESTRA**  
— FIRST AMERICAN TOUR —

**FREDDY KAY AND HIS LEW REDMAN'S BELL HOPS**  
TWELVE COLORED RHYTHMATIC.

**HILTON SISTERS**  
World Famous Siamese Twins  
NOW ON TOUR  
Direction FRANK FISHERMAN,  
1619 Broadway, New York, N. Y.

**JOE REICHMAN and his ORCHESTRA**  
Now Playing  
HOTEL STATLER  
BOSTON, MASS.  
COAST TO COAST, Via NBC.  
Direction Music Corp. of America.

**JERRY JOHNSON AND HIS ORCHESTRA**  
Floridan Hotel, Miami Beach, Fla.  
ORCHESTRA CORPORATION OF AMERICA,  
1619 Broadway, New York, N. Y.

**HENRI GENDRON and his AMBASSADORS**  
Touting the Middle-West.  
ORCHESTRA CORP. OF AMERICA  
1619 Broadway, New York, N. Y.

**ANNE BOLAND**  
"Songs of Love"  
NOW ON TOUR

**MIMI CHEVALIER**  
"The Flavor of France in Songs of Romance."  
RADIO, STAGE, SCREEN.



**AL GOODMAN Bromo Seltzer Hour**  
WJZ, Friday, 8:30 P. M.  
"HALL OF FAME,"  
WEAF, Sundays, 10 P. M.  
Musical Director  
"Life Begins at 8:10,"  
Winter Garden, New York.



PROGRAM REVIEWS

Chesterfield Show

Reviewed Wednesday, 9-9:30 p.m. Style—Operatic soloists and orchestra. Sponsor—Liggett & Myers Tobacco Co. Station—WABC (CBS network).

Arthur Tracy

Reviewed Tuesday, 7:30-7:45 p.m. Style—Baritone and accordion. Sponsor—Scholl Mfg. Co., Inc. Station—WOR (MBS network).

Singin' Sam

Reviewed Friday, 9:45-10 p.m. Style—Baritone and orchestra. Sponsor—Wasey Products, Inc. Station—WOR (MBS network).

are getting a whack at it. Aot is the same, with the pleasing baritone doing his popular and traditional ballads and talking to the folks in intimate fashion.

Closing credit includes the offer heard on previous programs, that of a re-fill toothbrush holder for one empty carton from package of the brushless shaving cream.

Jimmy Fiddler

Reviewed Wednesday evening, 10-10:15 p.m. Style—Hollywood gossip. Sponsor—George W. Luft Company, Inc. Station—WJZ (NBC network).

You either take your Hollywood chatter or leave it. Women take it in as big gobs as they can get it, which probably means listeners to the stuff Fiddler dishes out.

"Dark Enchantment"

Reviewed Tuesday, 9:30-10 p.m. Style—Negro versions of fairy tales with music. Sustaining on WOR (Network).

Dark Enchantment consists of Negro interpretations of well-known fairy tales written by William Lenox, a Southerner, who, it was announced, heard the stories from an elderly Negro.

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.

especially written spirituals apropos the action. Robert Armstrong is the composer, and the choral transitions achieve a quality of movement that's particularly desirable in radio drama.

"Outdoor Girl"

Reviewed Saturday evening, 8-8:30 p.m. Style—Orchestra, soloists and dramatization. Sponsor—Crystal Corporation. Station—WABC (CBS network).

NEW BIZ

(Continued from page 7) WABC and 10 stations. Program is Jack Fulton and His Orchestra. Chicago Participation sponsorship for five food products has been arranged over WLS by the Mitchell Paust Advertising Company.

Newark

WOR's new accounts include: BORDEN'S ICE CREAM CO., thru Pedlar & Ryan, starting March 20, 1935.

Network Song Census

Selections listed below represent The Billboard's accurate check on three networks via WJZ, WEAf and WABC. Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Period covered is from January 11 to 17, both dates inclusive.

Table with 2 columns: Song Title and Count. Includes items like 'Blue Moon', 'I Got a Kick Out of You', 'I Believe in Miracles', etc.

Friday, 6-6:30 p.m. Program is Uncle Don. HEARN'S DEPARTMENT STORES, Inc., starting January 20, 5:30-8 p.m.

NATIONAL ASSOCIATION OF ENGINE & BOAT MEPS., thru Briggs and Varley, on January 18, 9:30-9:45 p.m.; January 21, 8:45-9 p.m.; January 22, 9:30-9:45 p.m.; January 23, 7:45-8 p.m.; and January 24, 8-8:15 p.m.

AMERICAN CLINICAL LABORATORIES (Retardo) thru Lowry Adv. Agency, starting January 15, for 13 weeks. Six minute periods weekly, Monday, Tuesdays, Wednesdays, Friday and Saturday 4:30-4:45 p.m.

STEWART-WARNER CORP., Chicago (Alemite, auto lubricant), thru Blackett-Sample-Hummert, Inc., Chicago; starts February 19, Tuesdays and Saturdays, 7:30-7:45 p.m. PST. KPRC and Columbia-Don Lee Broadcasting System.

ETANCO, INC., New York (Nujol), thru McCann-Erickson, Inc., New York; starts January 22, Tuesdays and Thursdays, 7:45-8 p.m. KPRC only. Program not announced (transcription).

PROCTER & GAMBLE CO., Cincinnati (soap products), thru Blackman Co., New York; starts January 29, Tuesdays, Wednesdays and Thursdays, 6:45-5 p.m. KFC only. Program, Tim Healy's Stamp Club (transcription).

PROCTOR & GAMBLE CO., Cincinnati (hair tonic), thru Hughes-Norton Agency, Los Angeles; started January 15, Tuesdays and Thursdays, 4:40-4:45 p.m. KGO. Program not announced (electrical transcription).

HORLICK'S MALTED MILK CORP., Racine, Wis. (malted milk), thru Lord & Thomas, Chicago; renewed from January 7, daily except Saturday and Sunday, 6:15-6:30 p.m., KGO. Program, Lum and Abner, dramatic skit (transcription).

DR. MILES LABORATORIES, INC., Elkhart, Ind. (Alka Seltzer), thru Walter Biddick Co., San Francisco; renewed from January 16, Monday, Wednesday, Friday, 8:30-8:45 p.m., KGO. Program, Comedy Stars of Hollywood; talent, Hotel Biltmore Orchestra, directed by Yasha Borowsky, and guest stars (transcription).

Associated Oil Again Sponsors Coast Games

SAN FRANCISCO, Jan. 19.—For the fourth consecutive year Associated Oil Company is sponsoring broadcasts of the Pacific Coast intercollegiate basketball games over eight West Coast stations at a cost of more than \$20,000. The broadcasts, which started early this month, will continue thru the middle of March, according to Harold R. Deal, advertising manager of Associated.

NBC—WOR Network  
The International Favorite of Dance,  
**FERDINANDO**  
And His Music.  
**HOTEL MONCLAIR**  
New York

★ **EDDIE PEABODY**  
RADIO'S MOST VERSATILE ENTERTAINER.  
THIS WEEK  
ALBEE THEATRE, BROOKLYN, N. Y.  
WEEK OF JANUARY 26.  
FOX THEATRE, DETROIT, MICH.  
Exclusive Direction  
**SIMON AGENCY**  
RKO BLOC., RADIO CITY, NEW YORK.

★★★★ **FREDDY BERRENS**  
AND HIS MUSIC  
Now Playing at the **FLYING TRAPEZE**  
New York's Smart Restaurant and Cafe  
57th St. at 8'way  
Broadcasting Coast to Coast  
VIA WEAFF—WJZ  
N. O. C. NET—WORK THRIICE WEEKLY  
Fred Berrens Flying Trapeze Orchestras, Inc.,  
217 West 57th St., New York, N. Y.

★ **PAUL TREMAINE**  
AND HIS BAND from LONELY ACRES  
Personal Management **BERT MEYERSON**  
Personal Representative: **ABNER J. GRESHLER**  
Suite 1003, 545 Fifth Avenue, New York, N. Y.

**FRANK RICHARDSON**  
"THE TALKIES SMILING SINGER"  
NOW ON TOUR.  
JACK MART, Palace Theatre Bldg., N. Y. O.

**NEW YORK** **ALBANY**  
NOW SERVICING THE SOUTHLANDS' LEADING NIGHT SPOTS—THROUGH OUR FLORIDA OFFICE,  
Suite 419, Olympia Theatre Building, MIAMI, FLORIDA.  
**STANLEY H. WILLIS**  
**MIAMI**

**JESS HAWKINS**  
and HIS ORCHESTRA  
Now Playing Merry Gardens, Chicago  
Featuring "RED" EVANS  
R. W. STEVENS, Mgr.  
Belmont Hotel, Cleveland, O.

**AIR BRIEFS**  
By JERRY FRANKEN

**JACK FULTON**, formerly trombonist and vocalist with Paul Whiteman, starts a Columbia Broadcasting System commercial February 4, with a newly organized band, for Oxol. . . . **Jolly Coburn**, with Roy Campbell's singers, starts for Spartan radios on National Broadcasting Company February 10. . . . **Henry Burbig** will have the center spot on Borrah Minevitch's WOR Red Ice cream show at the end of this month. . . . **NEC** has tightened its restrictions against song pluggers again. . . . **Ben Selvin** is doing a large recording job for North American Corporation, utility holding company. . . . **World Broadcasting** and station representatives are still talking about getting together. . . . **Barry McKinley** goes into vaude at the Fox, Brooklyn, January 25. . . . **Tennessee Loma** starts a Columbia commercial March 3. . . . **And Jack and Loretta Clemens** are due for their third commercial, going back on for Wilbert's floor wax. They already are on the *Gibson Family* and *Venida* shampoo.

**Columbia** has collected a fairly large roster of NBC names. **Eddie Cantor**, **Jack Pearl**, **Charlie Winninger**, **Pickens Sisters**, the *Revelers*, all start on various programs shortly. **Frank Parker**, mostly on NBC, also goes CBS with **Winninger** and the others on the *Gulf* show, while **Donald Novis**, **Conrad Thibault** and **Lois Bennet** started recently. Last few named, however, haven't been on NBC exclusively. Besides CBS has landed **Cab Calloway** and **Duke Ellington**. NBC's CBS talent list is far shorter, mainly being **Morton Downey**, **Ruth Etting** and **Red Nichols**.

**COINCIDENCE** in that shortly after American Broadcasting System and

**American Broadcasting Company** started, the network, or networks, should get a high-spot news broadcast. **First ABS** had the *Morro Castle* investigation. Now it has the *Hauptmann* trial from the sheriff's courthouse office. Other networks are said to be peeved.

**Al Lewellyn** and **Brad Brown** start for *Fels Napha* soap (CBS) soon. **Arthur Johnson**, formerly radio columnist on *The Boston Transcript*, is now a New York radio press agent. . . . **General Motors** isn't shifting time and stays on NBC from 8 to 9. . . . **Jimmie Melton** starts in vaude in *Hershey*, Pa., January 24, while **Eddie Peabody** is off on another six weeks' stage jaunt. . . . **WOR's** first *Little Theater* tournament program goes on January 24. . . . **WMOA's** new talent includes **Wanda Gull**, **Jamy Haskell** and **Edith Bow**. . . . **Glen Gray** and the *Casa Loma* Orchestra stay at the *Essex House* on renewal until April 27. . . . **James Post**, former assistant sales manager of ABS and who got the blowoff news while recuperating in a hospital, left for a three months' stay in Florida this week. . . . **Claim** is made that legit theaters are paying for time on WMOA with its new **Harry Hershfield** legit review stanza every midnight. **Hershfield** will also give check lists of preferred plays and start a theater club. But that legit is paying for it is hard to take. . . . **1935** is **B. A. Rolfe's** 50th year in show business. . . . **With Arde Bulova** in on ABC, trade figures he will drop his quest for the 1400 Brooklyn station kilocycle assignment. . . . **John Herrick** goes on both weekly programs of *Genes of Melody* (Father John's medicine) succeeding **Frank Sherry**, with whom he previously alternated.

**CHI AIR NOTES**  
By NAT GREEN

**Jack Benny's** Chicago broadcast is in the nature of an "Old Home Week" as he returns to the scenes of his youth here. . . . **Benny** was born in Chicago, went to school and was married in a Chicago suburb and spent his honeymoon playing a theater engagement in Chicago.

**Henry Weber** and the **WGN** concert orchestra inaugurate a new series of programs January 22 to be known as the *WGN Symphonette*—60 minutes of the better known classics. . . . **Jill Edwards**, educational director of **WAAF**, and **Arthur Trask**, **WAAF** continuity editor, are writing a book titled *The Springboard to Culture*. . . . **George Olsen** and **Ethel Shutta** signed for **Selby Shoe Company** program. . . . **David Owen**, CBS producer, planning to spend three weeks in Florida, starting February 22. . . . **Helen King** (Em of Clara, Lu 'n' Em) has advanced to the finals in the NBC women's ping-pong tournament for the **Irene Wicker** trophy by defeating **Marge Morin**, of the **Morin Sisters'** harmony team. . . . **Lulu Belle** and **Skyland Scotty**, of **WLS**, were married December 24. . . . **Kay Kyser**, band leader, has signed **Art Wright**, tenor, formerly on **WBBM**, **WMAQ** and **WGN**. . . . **Francis X. Bushman** joined the *Little Church Around the Corner* program January 15 and is heard as the rector. . . . **Joe Parsons**, basso, has had his contract with **Sinclair Minstrels** renewed for another year—with a boost in salary. . . . **Bill Carlson** and his band on **WTMJ**, Milwaukee, doing a commercial for a clothing house. . . . **The Housewife**, a program catering to the home hostess, started on **WGN** January 21 and features **Eda McCready**, for years social director for a large steamship line. . . . **Jean Sandra**, who won the **Gordoni & Saeh** Clothing Company audition, has changed her name to **Jean La Mae** and is singing over **KMOX**, St. Louis. . . . **E. S. Mittendorf** back in **Chi** as general manager of **WIND**. **Mittendorf** formerly owned **WKRC**, Cincinnati.

**Irene Besley**, radio queen now in New York for personal appearances, may not return to **Chi** for further chain broadcasts. . . . She hasn't re-signed with **NBC**, although she has continued on a temporary sustaining basis—reason, a prospective sponsor who isn't sure of what network he will use. . . . **Norm Russell**, vocalist with **Art Kassel's** Band, has been signed by **Metro-Goldwyn-Mayer** to make a picture. . . . **Prof. Russell**, piano instructor, returns to the air January 22 over **WBBM**, sponsored by a local radio store. . . . A new program of reminiscent songs and original poems will be heard on **WGN** starting January 22, with **Quin Ryan** as m. c. . . . **The Penthouse Serenade** (Maybelline) company met the local press at a shummy party held a few afternoons ago.

**The new song, Ridin' the Range**, which **George Olsen** and his band have been featuring from the **College Inn** over **NEC** was written by **Fleming Allen**, of the **NBC** production staff. . . . **Norm Sherr**, CBS staff pianist, is buying time on **WBBM**, featuring the **Cadets** and **Milton Charles**, for announcements of his new **Studio of Modern Music**. . . . **William Farnum**, formerly of **WKBB**, La Crosse, has joined the announcing staff of **WTMJ**, Milwaukee. . . . **Ruth Baier**, head of **Professional Studios**, on the job again after undergoing an operation for gall stones and appendicitis. . . . **Perde Grofe** and his orchestra held over at the **Drake** until February 12.

**West Coast Notes; Pearce Going East**

**SAN FRANCISCO**, Jan. 19.—**Al Pearce's** Gang, making a personal appearance at the **Orpheum Theater** here this week, goes to New York to broadcast over an **NBC** transcontinental for an Eastern sponsor, not yet announced, some time in March. **Pearce** and his Gang will first make a personal appearance tour of the Pacific Northwest. **Jack Haaty**, production manager of **MacGregor-Sollie** transcription lab here, goes along with **Pearce**. He is taking a 90-day leave of absence from **MacGregor-Sollie** and will write script and assist in producing the **Pearce** show on the transcontinental. **Pearce** has increased his gang to 25 artists and will take them all east. **KFRC** Newscast is the name of a house organ issued monthly by **KFRC**.

The publication, circulated among advertisers and agencies, continues news of station features, results of successful campaigns and the like. Edited by **Murray B. Grubhorn**, sales manager, the publication uses the slogan "Radio Pays Big Dividends to Those Who Use It Wisely."

**Lewis Clay**, well-known Pacific Coast radio advertising executive, has been appointed head of the local radio department for **Ruthrauff & Ryan, Inc.**, with **Isabel McCloud** assisting.

**Los Angeles**

**LOS ANGELES**, Jan. 19.—The board of directors of the musicians' Local 47 has served notice on **KHJ** that the station must pay each of its musicians \$10 per recording extra for the *Calling All Cards* program effective immediately. Station is using a 12-piece orchestra as a background for the program, which is presented in the flesh over **KHJ** and the 12 stations of the **Columbia-Don Lee** network on the Coast. However, the feature is waxed at the same time and sent out to smaller stations in Arizona and New Mexico, and union, acting under its standard rule on waxed programs, is asking for an additional \$10 per man.

**Phil Regan** got off to a flying start on his first program of a series of 13 with **Burns** and **Allen** on the *White Owl* broadcasts on January 16. Regan entered pictures a year ago after a like series with **Guy Lombardo** and his orchestra on the **Burns** and **Allen** broadcasts. Feature emanates from the **Figueron Playhouse** in Los Angeles, where it is presented before an audience.

**Don Bernard** has resigned as program manager of **KHJ**, effective February 15. **William Goodwin** and **Scott Perkins**, of the production department, will take over his work.

**Will Aubrey**, old-time vaudevillian and featured on the *Nestle's Milk* broadcasts over **NBC** the past year, has arrived in Los Angeles to look over the local radio field and seek an opening.

**Los Angeles** dailies are letting down the bars and accepting program listings of **KNX**, Hollywood, after banning the station's programs for over a year because of **KNX's** defiance of the **Press-Record** news alliance. *Daily News* and *Post-Record* are first to reinstate the station.

ALWAYS A GOOD REPORT ON **CHIC FARMER** N. B. C. Scientist  
Featured Artist **MORRIS FUR HOUR**, 7:15 P.M. Daily, WNEW, Orchestra Corporation of America, 1818 Broadway, New York, N. Y.

**ANTHONY TRINI**  
The Romantic Fiddler, AND HIS MUSIC.  
Now Playing Hotel Governor Clinton.  
Personal Management **SOL TEPPER**, Hotel Governor Clinton, New York City.

**FRANK FISHMAN** Presents **NBC** and **ABS** Networks.  
**ARCHIE BLEYER** And His Orchestra  
Dir. MUSIC CORPORATION OF AMERICA.

**EDDIE ELKINS**  
AND HIS MUSIC  
Personal Direction **HARRY BESTRY**, Paramount Buildings, New York, N. Y.

Now on Tour  
**ANSON WEEKS**  
NBC Coast to Coast WJZ—WEAF  
TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

# BANDS and ORCHESTRAS

By ROGER S. LITTLEFORD JR. (Cincinnati Office)

**DON PABLO** and his orchestra are current at Leo A. Stotter's Club Lido, Dayton, O.

**PERCY CARSON** and his orchestra have been held over indefinitely at the Skirvin Hotel, Oklahoma City. Band is playing for luncheon, dinner and late dancing and has a WKY wire.

**FRANK BINNS** has completed a 17-week engagement at the Silver Dome, Clearwater, Fla., and is back at the Silver Star Ballroom in Sulphur Springs.

**HOWDY WILCOX** and his orchestra have had their four-week engagement at the Hotel La Salle, Battle Creek, Mich., extended to April 1. Combo is broadcasting nightly over WELI, and five times weekly over WXYZ, Detroit, as well as doubling at a local theater once a week.

**BOB DUPREY** and his Music have completed their eighth week at the Colony House Cafe, Detroit. Lineup includes Lou Miller, Fred Marks, Don McCullough, Freddie Grant and Duprey.

**GLEN DALE** and his Rhythm Ramblers, stage combo now on Cushman West Coast time, recently added Larry Gibson, sax player and arranger.

**SHAN AUSTIN**, "the little man with the big band," recently working the Club Ballyhoo, Detroit, opened January 19 at the Eastern Star Cafe. Will broadcast nightly over WXYZ.

**AL McCARTY** and his orchestra last week played at the Peacock Club, Lima, O.

**ADDIE CLEVENGER** and his orchestra open an indefinite engagement January 25 at the New Trianon, Ft. Wayne, Ind., after six weeks at the Nuelm Ballroom, Youngstown, O. New Trianon is managed by Jack Reeder and Marchal Cour, w-k. local amusement men.

**JACK SPRIGG'S** Orchestra, current at the Old Vienna Cafe in Cincinnati, is slated to remain around the Queen City for the greater part of the winter. Roster has Deloyce Moffit, Jack Jellison, Tiny Graces, Earl Paul, Jimmy Vancordell, Fred Lower, John Bartley, Joe Tonge, Bob Snyder, Roland Pancher and the Greer Sisters, vocalists.

**FREDDIE MILETTI** and his Club Royale Orchestra, having finished an extended engagement at the Embassy Club, Youngstown, O., opened January 10 at the Club Frolics, Springfield, O. "Mooch" Behmer is handling the combo.

**DEKTER'S PENNSYLVANIANS**, 11 men strong, and featuring Charlie Schultz, Freddie Stiles and Mrs. Stoetzel, have begun their third year at the Log Cabin Ballroom, Aurora, Ill. Have been broadcasting twice nightly over WIND, Gary, Ind.

**DUKE BARRON** and his orchestra opened an unlimited engagement in the King Cotton Hotel, Greensboro, N. C., January 6 after a four months' run in the Hotel Robert E. Lee, Winston-Salem.

Personnel of the orchestra includes Herby Cooper, vocalist; Jimmy Cantwell, Russ Slayton, H. Watson, Bert Weesner, John Berryberry, Clarke Lyle, Carl Helton, Bill Kennon and Leon Spillman. Unit is managed by J. Roy Cary.

**BENNY RESH** and his Recorders are current at Detroit's newest night club, the New Bohemia, operated by Irving Jacobs.

**A TRAMP** and His Band of Hoboes, a six-piece unit playing 15 instruments, under the direction of Al Tramp, are putting their "name" idea across with appropriate music and props. The "Hoboes" are playing club and road-house dates thru Texas.

**DIXIE DIXON** and her Joy Girls continue to draw wherever they play in Kansas City. Combo just finished a stay at the Cortez House Grill and went into the Spinning Wheel Club. Edna Moss, piano, is a recent addition. Dixie will possibly play a walkathon in the near future.

**WILL HAUSER** and his band are one-nighting this week thru Tennessee and go into Huntington, W. Va., following week before working back thru Ohio. Murriel Brown has been added to the

combo, and Hauser is featuring his own violin solos.

**BUDDY WIDMER'S** recording band, of Cleveland, O., has been engaged to play for six weeks at Billy Terrell's New Night Club, Conran, Mo.

**KEN RAY**, Chicago orchestra booker, is on an extensive trip thru the South in the interests of his office and is not expected back in Chicago until February 18. Bradford Smith is in charge of the office during his absence.

**DANNY RUSSO** and his Orioles are having a successful tour of one-night stands thru the Middle West.

**JIMMIE WHITNEY** and his band are playing at the Hotel Baker, St. Charles, Ill.

**THE KAY MORTON** now heard with Herbie Kay's Band from the Edgewater Beach Hotel, Chicago, is Alpha Louise Morton, who won laurels by winning a vocal contest at Oriental Gardens in Chicago and was featured with Don Pedro and his band over NBC.

**BUDDY FISHER** and his Hollywood Orchestra recently completed a two-month engagement at New Orleans' swanky Club Forest and began an indefinite engagement at the Hotel Peabody in Memphis, Tenn., this week. He succeeds Jimmy Carr's Syncopators.

**CLYDE McCOY** and orchestra open at the Rice Hotel, Houston, Tex., February 6.

# MUSIC NEWS

Sigmund Spaeth's newest effusion on popular songs entitled *The Facts of Life in Popular Song*, brought out by Whit-tlesy House, a McGraw-Hill division, is well worth reading by those in the trade, even tho it is originally meant for the layman. As usual the academic Doctor Spaeth starts out as tho it were a razz for Tin Pan Alley, but in this case assures the reader that the murdered English, etc., found in the average pop lyric is really expressing the idiom of the day as such music has done thruout the ages. There should be both laughs and blushes for the average writer when he reads the various titles and phrases pertaining to that part of the book which gives it its title.

Rocco Vocco, vice-president of the Crawford Music Company, New York, and Lester Santley, of Santley Bros. Music Company, New York, are in Chicago from the West Coast on their way back east.

Milton Ager, of Ager, Yellen & Bornstein, is Florida bound. He has located at Miami for a well-earned vacation. This would indicate that Ben Bornstein, his incapacitated partner, will return to his desk shortly to resume his former duties curtailed last September thru a painful illness.

Jack Richmond, one of the better known contact men in the music field and equally as popular, has shifted from the Leo Feist firm to the Robbins Music Corporation. The change was made last week. Richmond started on his job very auspiciously by bringing several new clients to the Robbins forces.

# BALLROOMS

By ROGER S. LITTLEFORD JR. (Cincinnati Office)

**SOUTH BEND, Ind.**—Palais Royale, popular ballroom here, was badly damaged when a bomb explosion wrecked a cafe in the same building. Damage to the premises is estimated at \$150,000. The Palace Theater, motion picture and vaudeville house adjoining, was not damaged.

**OKLAHOMA CITY**—Elmer J. Dowler, wide-awake publicity manager of the Blossom Heath Ballroom here, is keeping the spot free from the usual post-holiday slump. Johnnie Lochaby's Orchestra, from the West Coast, has replaced Hugh McCarthy.

**GRAND JUNCTION, Colo.**—The Mile-Away Ballroom, near here, largest hall between Denver and Salt Lake City, is operating on three nights a week with traveling bands policy.

**BRODHEAD, Wis.**—The Silver Ballroom here has been reopened under the direction of Nelson Nipple and E. C. Harper. The latter is manager of the Blue Moon Srenaders, a Jancsville (Wis.) band.

**FORT WORTH, Tex.**—The KTAT Barn Dance, formerly held in the Recreation Building here, has been moved to the ballroom on the roof of the Texas Hotel. Nickel beer and sandwiches are sold at these Friday night parties, and Milton Brown's Musical Brownies furnish music for dancing. Each dance is given a three-hour broadcast over KTAT and the Southwest Broadcasting Chain.

# Sheet-Music Leaders

(Week Ending January 19)

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 Richmond-Mayer Music Corporation, Music Sales Corporation and Ashley Music Supply Company for their kind co-operation.

1. Blue Moon.
2. June in January.
3. Winter Wonderland.
4. Believe It Beloved.
5. Object of My Affection.
6. Good Ship Lollipop.
7. Invitation to a Dance.
8. Stay as Sweet as You Are.
9. With Every Breath I Take.
10. Hands Across the Table.
11. Dancing With My Shadow.
12. Observatory Hill.

# STATION NOTES

Address All Communications to the New York Office

**CARL EVERSON** and Larry Roller, program director and announcer of WHK, Cleveland, appeared on WJAY's Information program January 16.

**KNX** expects to increase its effective radiated power 100 per cent when its new transmitter, now nearly completed, goes on the air, this figure coming from preliminary experimental tests. Antenna uses the modern principle of doing away altogether with wires, tower itself acting as the radiating unit. Kenneth G. Ormison is the engineer in charge of construction, and the antenna is located in the San Fernando Valley, north of Los Angeles.

**KOMO**, Seattle, has started a series of organ and guitar music directed by Harry Reed.

**KMOX**, in St. Louis, Mo., has signed Harry Flannery, former announcer at WOWO and WGL, Fort Wayne, Ind., and WIND, Gary, Ind., as news commentator.

**WBT**, Charlotte, N. C., has started a series of programs with T. D. Kemp Jr., film and stage critic and brother of Hal Kemp, the orchestra leader. Kemp, who at one time managed Morton Downey, is doing movie gossip each Sunday night.

**KNOW**, Austin, Tex., broadcast the inauguration of the governor of Texas.

**UNION GAS AND ELECTRIC CO.** has started a Sunday series on WCKY, Cincinnati. Talent includes an orchestra directed by Lee Irwin; Jerry Behrens, hillbilly singer; Radio Tomboys, girl trio, and the Kentucky Jubilee Singers, Negro choir.

**WGGB**, Long Island, is already preparing to install lines in various night spots on the Island this summer.

**KTAT**, Fort Worth, Tex., uses a survey on listener preferences recently completed by CBS for the basis of a recent program. Quotes given by listeners as to their likes were dramatized.

**WHK**, Cleveland, is originating three programs for Columbia, beginning January 25. They include the WHK Variety Show every Friday night, with Louis Rich, Helen Wyant, Charles Reutsch, Judy Sherrill, Joan Devoe and Jimmy Ague, and Dave Roberts, m. c. Every Saturday night the Cleveland station will broadcast Nazur Kurkdjle and his Hotel Cleveland orchestra, and every Sunday morning an instrumental group of six will go on, with Emanuel Rosenberg and Edith Fletcher as vocalists.

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### Gotthelf's Music at Chi's Monte Cristo

CHICAGO, Jan. 19.—One of the newer dine and dance spots adjacent to the Loop that is attracting a discriminating clientele is the Monte Cristo Cafe, where Manfred Gotthelf and his Continental Orchestra hold forth. Operated by William Curotto and Don Marre, who had the M. & C. restaurant at A Century of Progress, the Monte Cristo is a cozy, intimate sort of a place, not at all ritzy, but furnished in excellent taste and serving excellent food and drinks. The music is of the better sort, ranging from restful tunes to the peppier dance music, and Gotthelf has several competent vocalists whose solo work is very good. Gotthelf himself is an accomplished pianist and regales the diners with splendid classical and popular airs.

The spot, which is just a few blocks north of the Loop, has of late become a favorite dining place for many show people and almost any evening well-known stagefolk may be seen there.

### Helen McFarland Is Shadowland Feature

SAN ANTONIO, Jan. 19.—Helen McFarland, former Public star, is in the floor show at Shadowland for an indefinite engagement. She is featured as a dancing xylophonist, novelty treat for the natives. Other new faces are Bobby Bixler, dancer, formerly on Radio-Keith-Orpheum time, and Vera Fern, little Miss Personality with dancing feet. Happy Felton and his combo are still on deck.

The Olmos Dinner Club, one of the newer night spots, recently had Dorothy Van Alst, Jack Beckman, Rico and De Costa, and Leon Keller's Orchestra featured in the nightly presentations.

Club Royale, the brightest downtown spot, is changing its acts every week to good advantage. On the current program is the Texas Centennial All-Girl Revue, a snappy boy of singers and dancers; Katie Keith, songstress, and Otto Gleaser, comedian, both held over by request; Darlene LaMar, acrobatic tap dancer, and Harrell Everett, succeeds John Harrison as emcee. Jimmy Arnold and his recording band are also a strong drawing power at this nitery.

## Detroit Club Entertainment Hits New Low With AFA Scale in Effect

DETROIT, Jan. 19.—Entertainment in Detroit beer gardens and night spots, aside from the bigger class spots, dropped to a new low this week. The enforcement of the new scale of wages by the American Federation of Actors was responsible for a majority of the spots in the city dropping shows.

The new scale has a base rate of \$5 a day net, or \$25 a week, less 10 per cent commission, for dates in the city and \$30 a week, less commission, for out-of-town spots. Many operators feel that the increase was not justified by business and are attempting to get along without floor shows for a while.

How seriously the town has been hit was indicated by reports of two booking agents handling a large percentage of garden dates. Peter Iodice, of the Amusement Booking Office, lost 40 spots out of 44 on his books at the beginning of the year. Jack Dickstein, manager of the Detroit Gus Sun Booking Office, reported 12 spots dropped out of 30, but all remaining locations on his books are out-

of-town cabarets where the local situation is not effective.

Booking agents and owners interviewed this week felt that a few weeks' experiment without flesh will result in the return of talent to many spots with the contact manager of Del-Ray Attractions, said, "These spots never did us either harm or good. They usually played small bands, below the union scale, however."

A first step toward recovery was indicated with the announcement of most of the remaining cabarets that a cover charge will be imposed beginning this week. Among spots definitely placing the cover or door charge for the first time this week were the Oasis, Palmetto, Brown Garden, Royal Gardens, Fairview Garden, The White Owl, Bolero, and the Dutch Village at Toledo and the Stables at Crowsco. All these places are booked locally. The cover charge in many cases is the minimum of 10 cents, fought for by several leading local booking offices, and will be used to cover the expenses of the floor show.

## Dance Hall Hostesses, Check-Room Girls Both Have Grievs

NEW YORK, Jan. 19.—More than 100 dance-hall hostesses and teachers from 12 local ballrooms met Tuesday in the Hotel Knickerbocker and voted to send a committee to Mayor LaGuardia and the police commissioner, asking for the restoration of the privilege to "sit out" dances with patrons. Section H of the new police regulations governing dance halls prohibits this.

Since the new regulation went into effect the girls claim they can't make a living wage, and the ballroom operators claim they will have to go out of business. At Tuesday's meeting, which was addressed by Attorney Bebe Aron, the girls voted to ask permission to sit with patrons at the tables for refreshments, a

time charge being optional with the man.

Not alone are the hostesses with their griev, but the newly organized check-room girls are having a good cry, too. The Checkroom Attendants' Union here reveals further info on the sordid working conditions in some checkrooms. A union official confides that the union is having plenty of trouble with three proprietors who expect their checkroom girls to tend to other than strictly business. In one spot there has been an average of one new girl a week.

The union is threatening a strike if it does not get closed shops. It is asking employers for a \$25 minimum wage and a six-day week.



## 'ROUND THE TABLES

ROSELYN, w.-k. dancer, headed the Liberty All-Star Revue offered New Year's week at the Seville Tavern in Johnstown, Pa. With her appeared Budd Kearns, song and dance artist; Beatrice Wendler, acrobatic and rumba dancer; Ginger Lewis, novelty stepper, and Maxine Moore, personality singer.

BILL REVEL and Jane Moore, comedy dance team, are in for a four weeks' engagement at the Coconut Grove in Los Angeles. They replace Veloz and Yolanda. Revel is a brother of Harry Revel, Paramount Pictures screenwriter.

TWEEDY BROTHERS and Lucas are in their seventh week at the Whiteway Club, Columbus, O. George Crotty, emcee and tap dancer, and Eddie Daley, dancer, are featured entertainers. Manager Bill Williams states that the floor show is drawing large crowds nightly and is scheduled to remain at the spot all winter.

THOMAS ELMORE LUCY, protean artist, cartoonist and radio entertainer, has just concluded a holiday tour of 22 dates in the Black Hills district OCC camps. He was accompanied by O. W. Brace.

BOBBY KORK'S Oriental Follies are current at the Bluebird Inn, Trenton, N. J. Six girls are in the line, along with several principals, singers and dancers. Fred Caniff and his Kings of Syncopation provide the tunes. Mr. and Mrs. Leo McCain are co-managers of the club.

CONNELLY AND RADCLIFFE are the floor feature at the Hi-Hat Club, Jackson, Mich. Biz is reported as good.

ALEIDA COGHILL, singer and acrobatic dancer, is now in her eighth week at the Crystal Club, Galveston, Tex. Other acts enjoying extended stays at

the Crystal are Cook and King, novelty dancers; Gypsy Lee and Madeline Jennings. Music is under direction of Bobby De Quier, who also doubles in emcee. George Munsey operates the spot, and Gloria Cook chases talent.

WARREN B. IRONS, veteran Cleveland showman, is at present operating one of the city's most popular clubs, the Gay Nineties Music Hall. Irons specializes in the Bowery type of entertainment, as well as in many novelty numbers. Tommy Evans and his Bowery Band are supplying the music.

EL CHICO, Greenwich Village Spanish restaurant, is now on the air over WEAF, New York, twice weekly.

CORDOBA SISTERS and Rigo and Carmencita have joined the new show at the Cubanacan, Cuban Harlem night spot in New York.

STAN CARTER opened January 12 as emcee of the Marquette Club, Chicago, succeeding Dick Hughes, who had a run of 20 weeks.

WALLY LANE'S Manhattan Trio, adagio dancers, has just concluded an extended engagement at the Club Cassano, Cincinnati, and last Saturday began a fortnight's stay at the National Theater, Louisville. From the Falls City they go to a Lexington, Ky. club. Charlotte Hilberg has replaced Ruth Arlen in the act. Jane Arlen is still with it.

DE LARIO AND ADRIAN, dance team, are drawing 'em at the Cactus Club, Austin, Tex., spot under the management of Ken Saunders.

GREY WOLF TAVERN, Sharon, Pa., is currently featuring Doris and Wally, dance team; the Great Marlow, human frog, and Marie Wright, dancer. Show

## Saranac Lake

By BETTY HUNTINGTON

Gone is that "mother touch" from us, for a few weeks, in the person of Ma Morris. We all wish her luck and eagerly await her return.

We hear from Dr. Robert, who is back at his home in Baton Rouge, La., that he received our "Round Robin" letter and was immensely pleased with it. Maurice Pearson is showing signs of improvement. He has been moved down to the ambulatory section and is up for one meal daily.

Rosalie Susman enjoyed a visit from her sister, Miss Bessie Sussman, of New York, who is delighted with the wonderful progress Rosalie is making.

Dickie Moore is sporting a new set of choppers. Now he can smile with enthusiasm.

Mr. and Mrs. James Marshall were "quite the ones" as they sat in a box in the Diamond Horseshoe while attending the Foxcock Ball at the Waldorf-Astoria last week. Our Jimmie took part in the show, substituting for Roy Roberts in the Florodora number given by the Lambs' Club members.

Mr. and Mrs. Weiss (our new chefs) had a surprise visit from their very attractive daughter, Rose Weiss, of New York City.

The after-holiday season Bible classes have started. At the opening meeting quite a large crowd attended and enjoyed a very interesting discussion led by Mr. Lyon, of the Presbyterian Church in Saranac Lake.

Looks like the phrenic parade has started, with the operations being done here by Dr. Woodruff, Toni Temple and Doris Shrage head the list.

Please write to those you know in Saranac Lake.

is an Al Benson production. Benson's shows have been a feature of the spot for the last 50 weeks. Lee Leall and his orchestra are in their eighth week, with Irwin Bendel doing the vocals.

MICKEY SCRIMENTI is now singing with Leon Belasco and his orchestra at the Casino de Paro, New York. Scriminti, formerly paymaster for Belasco, was accidentally discovered by the orchestra leader.

DON AND AUDREY EL MERE, recently featured in the College Inn show at the Hotel Sherman, Chicago, open an engagement at the Detroit Athletic Club, Detroit, January 25 and will double at the Michigan Theater in that city for one week.

VIRGINIA SIMMS, now singing with Tom Gerun's Orchestra at the French Casino, Chicago, is joining Kay Kyeer's Band as soloist and will accompany the band on its Southern trip.

GEORGE OLSEN and Ethel Shutta are planning a big Jack Benny night at the College Inn, Chicago, Wednesday of this week. Benny is making a theater appearance in Chicago.

NEW talent at the Congress Restaurant in New York includes Marlon Barr and Henrietta Cross, song duo; Ted Meza, dancer; Joan Cartier, tap dancer; Lucille Staff, Donna and Darrell, and Charlie Davis and his orchestra, held over. Davis also acts as m. c.

THE DIVONS, French dance team, and Grace and Paul Hartman, comedy dance pair, have been added to the floor show at the Chapeau Rouge, New York.

COMFORT AND REILLY, singing team, have been engaged for Hector's Club New Yorker, replacing Owena and Valerie. Spot is holding over Lois Elliman, society singer, and Jack Meyer's Orchestra.

JACK WHITING, legit musical player, has made his night-spot debut at the Hotel Weylin, New York, as m. c. and singer and dancer.

MAX BAER, the champ, emceed a special show at the Chez Paree, downtown Detroit spot, recently. The affair was Vanties night, with a number of prim- (See 'ROUND THE TABLES on page 56)

## Night Clubs—Hotels—Cafes

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# RKO Goes on Vaude Spree

Prompted by weak picture schedule—"names" bought—may make policy changes

NEW YORK, Jan. 19.—Confronted by a schedule of pictures which doesn't show any too bright an outlook for the box offices of its theaters, Radio-Keith-Orpheum has gone on a vaude-spending spree and in addition is studying a couple of situations where vaude policies might be installed. Then, too, the circuit will continue to use the one-act policy in some spots to help a weak b.-o. film.

To help the theaters the circuit conceived the idea of celebrating the 52d anniversary of the birth of vaude in Boston by the playing big stage shows at the Memorial Theater during the month of February. The bill for the week of February 1 comprises Joe Fenner, the Boswell Sisters, 12 Aristocrats, Stan Kavanagh and the Great Yacops; the February 8 show consists of Phil Baker, Mitzl Mayfair, *Kitchen Pirates*, Diamond Boys and the Four Ortons, and the February 15 show will be the *Casino de Paris Revue* headed by Milton Berle. No show has been set for the week of February 22.

In addition to these shows in Boston other money acts booked by the circuit are Duke Ellington, Paul Whiteman, Bert Wheeler, Olsen and Johnson, *Riss of the Goldbergs*, Weaver Brothers, Col. Stoopnagle and Budd, Roscoe Atos, Donald Novis, and then such units as *Anatof's Affairs*, Benny Meroff and *Bowery Music Hall Follies*. The bulk of these acts are booked for the Midwestern houses, with only a couple of them playing the local territory.

The circuit's division managers have been going into a number of huddles lately with a view to restoring vaude to some former vaudefilm spots. Nothing definite has been determined about this as yet, but it appears that it will be done, taking in a number of houses in this section of the country. Probably some of those houses which have been playing the one-act policy on the weekend will be affected. In addition, six house managers are requesting the circuit to give them an added flesh attraction with a shaky picture.

## Hal LeRoy Sues For Accounting

CINCINNATI, Jan. 19.—Hal LeRoy, dancing star of stage and screen, in a petition entered in Common Pleas Court here Thursday, alleged his father, George H. Schotte, has breached his contract to act as his manager and has taken possession of certain funds and personal effects. The petition states that LeRoy has earned over \$70,000 since 1930, and demands a full accounting of all funds coming into his father's possession in payment for the plaintiff's professional services. A temporary injunction against withdrawal of certain moneys said to be deposited in Cincinnati banks was granted by the court.

## B&K Previews for Paradise

CHICAGO, Jan. 19.—The Wednesday vaudeville previews heretofore held at the Harding Theater and booked by the local William Morris office are being switched to the Paradise Theater on January 23.

## Osborne Heads Unit

NEW YORK, Jan. 19.—Will Osborne and orchestra will head a unit, opening for Loew at the Valencia January 25. Osbornes will be supported by the Two Fonzells, the Duponts, Screw Douglas and a 12-girl line.

## Dows Book Two More

NEW YORK, Jan. 21.—The Dows have added two new spots, the Playhouse, Hudson, N. Y., five acts, Friday and Saturday, and the Rialto, Glens Falls, five acts, Thursday to Saturday. Both houses played vaude last year.

## You Made Me What I Am Today

Vaude is dead, is dying or in any event is a very sick offspring of the amusement industry. Old age isn't the reason for the condition, but as in the case of Cock Robin, somebody released the arrow of destruction which sped right to the heart of vaude. Who did it? The finger points to the booking office of an organization which grew from a company recognized as the daddy of vaude.

Much circumstantial evidence has been accumulated by veterans of the field to prove that RKO is the responsible party. They cite the current conditions of its booking floor. New material is seldom encouraged, even the acts are bought at what is commonly known as showings salaries. The bookers proceed along the lines of least resistance, afraid to use their own judgment and waiting for bookers of other circuits to pick up the new acts.

Also, there's the exorbitant attitude of a young booker whose power has gone to his head; the wholesale slashing of salaries; confining of buying to certain favored agencies; constant repeat bookings; the lack of a booking office head to which an act or agent could go as a final authority; the some 60-odd agents discouraged by their inability to sell new acts and by the play given to the favored agencies, and the doing of business direct with outside reps.

## Will Harris' Solo Producing Venture

CHICAGO, Jan. 19.—Morris S. Silver, general manager of the local William Morris Agency, emphatically denied this week that the Morris office was in any way connected, except as a booking agency, with the producing venture operating as the Production Center of America.

Silver stated that originally it was the intention of Will J. Harris and himself to organize a company for the production of three units, and that Charles E. Hogan, Sam Bramson and Dick Bergen, all of the Morris office, were to be interested in it financially as a personal venture. Furthermore, that the Morris Agency itself was not directly interested. Later Harris decided to go thru with the idea alone and the others withdrew, according to reports.

Harris has established offices and is casting the first unit, which will be called *Trans-American Varieties*, and is expected to go into rehearsal early next week. Two other shows are contemplated, *Way Back When* and *Continental Casino*. Harris retains the firm name originally agreed upon.

## New Detroit Agency Combo

DETROIT, Jan. 19.—Sol Berns, local vaude agent, moved into new offices in the Fox Theater Building, consolidating his offices with the new space being taken over by Del Delbridge and Ray Gorrell orchestra and attractions. Berns will still retain his separate identity for the time being, however. This is the second merger of local booking offices within the last month. Plans to operate with a single license for both offices, with a \$200 license fee for each office, one of the heaviest in the country, have something to do with the consolidations. Berns will handle the club department of the Del-Ray Attractions, succeeding James Bush.

## Fisher Gets 2 Houses

NEW YORK, Jan. 19.—Arthur Fisher has added a couple of houses to his books. He has the Tower, Philadelphia, which went into a three-day polley yesterday. The Circle Theater here, last booked by Godfrey-Linder, is on his books also as a two-day stand. He has a deal on at present for a house in New Haven.

# Warner-Loew Vaude Battle in Pittsburgh; Loew Splurging

NEW YORK, Jan. 19.—Loew has resumed vaude at the Penn. Pittsburgh, after using occasional units and vaude shows the past season. The *Casino de Paris Revue* unit starts the new polley February 1. It will be followed by Jimmy Savo, Alex Hyde's Melody Boys and girl line week of February 8. George Givot will head the February 15 bill, and George Jessel the February 22 show.

Warner, meanwhile, is answering Loew with "name" shows at the Stanley, Pittsburgh. It has Polly Moran and the Words and Music unit in for January 25 week, and Ina Ray Hutton and band February 1. Warner will probably continue vaude at the Stanley as long as Loew does.

Loew is putting a line of girls and an emcee into its Jersey City house beginning February 1. Johnny Perkins, assisted by Dorothy Bushey, goes in for two weeks, with options. The opposition Stanley (Warner) will continue to pick up occasional attractions and units, according to Steve Trilling.

## Detroit Booking Office Expands Its Quarters

DETROIT, Jan. 19.—Booking affiliates of United Detroit Theaters, the Public circuit unit here, enlarged their space this week, taking over most of the fourth floor of the Madison Theater Building. Henry P. Zapp, manager of United Detroit Service Corporation, handling film bookings, is now handling booking for a large number of independent theaters as well.

Lew Kane, manager of the Detroit Artists' Bureau, handling vaude for the Public houses, except the Michigan, and for independent dates, now claims to have one of the largest vaude booking offices thru his office. He has 11 theaters, totaling five and one-half weeks, and two single days in addition. Six to 11 major private jobs are being booked each week also thru this office. Typical engagements this week were a private show for Walter P. Chrysler and the engagement of Buddy Fields' Orchestra to play for the week at the National Auto Show at Convention Hall. Kane is also booking the Tuller Hotel, Oriole Terrace, and Detroit Athletic Club.

## AFA Votes To Call Vaudeville Variety

NEW YORK, Jan. 19.—Claiming the word vaudeville had been abused so much by cheap and shoddy shows, the AFA council has voted to use the name variety in preference to vaudeville. This is not the first time there has been a move to substitute a new name for vaudeville.

In the summer of 1930 RKO announced it would eliminate the word vaudeville from all advertising and publicity and replace it with "Varieties." Figuring this would be too sudden a change, it decided on "vaudeville-varieties" and later decided to stick to vaudeville indefinitely. The Vaudeville Managers' Protective Association changed its name to Variety Managers' Association four years ago.

Secretary Ralph Whitehead of the AFA explains the term "vaudeville" has fallen into ill repute because so many theaters have been running amateur and semi-professional shows and billing them as vaudeville. He says the AFA unit that will open a good-will tour shortly will probably be called AFA Variety Show.

# AFM's Ruling On Vaude Acts

Musicians' union not to sign up actor doing incidental musical bits

NEW YORK, Jan. 19.—Actors who do instrumental bits incidental to their performance will not have to carry musicians' union cards, according to an agreement between the American Federation of Musicians and the American Federation of Actors. This clears up the confusion over vaude actors who did incidental music bits, but who did not consider themselves musicians. Many of these performers had been required by the musicians' locals to carry traveling cards or pay traveling musicians' tax to the AFM.

Ralph Whitehead, secretary of the AFA, had appeared before the executive board of the AFM during its session last week and had explained the situation, asking for clarification. The AFM board then issued the following statement Wednesday:

"If the services of the members of an act chiefly consist of acting, singing, dancing, acrobatic exhibitions, tumbling, clowning; that is, services other than that of musicians, and a member or members of the act during the performances of the act, incidental to their other services, play a musical instrument, then they are not obliged for the purpose of doing so to carry traveling cards in the American Federation of Musicians or pay traveling musicians' tax to the Federation."

The AFM is notifying all its locals of its action.

## Mass Meet Opens Harlem Campaign

NEW YORK, Jan. 19.—The American Federation of Actors' campaign to organize the Harlem district, particularly the colored performers, was launched with a mass meeting Tuesday night in Lafayette Hall. A follow-up meeting will be held Monday night at the same place.

At Tuesday's meeting the following spoke in behalf of the AFA: W. C. Handy and Rosamund Johnson, composers; William Alex Conway Jr., colored member of the executive board of Local 802, musicians' union; Jacob Rosenberg and William Feinberg, officers of Local 802; Frank Crosswath, colored labor leader; William B. Mahoney, Eastern organizer for the American Federation of Labor; John McCarron, of the Association of Theatrical Agents and Managers, and Alan Corell, AFA recording secretary, Ralph Whitehead, AFA secretary, president.

At Monday's meeting it is expected that an advisory board will be set up to assist LeRoy Collins, new Harlem rep for the AFA.

## New Fort Worth Unit-Producing Firm

FORT WORTH, TEX., Jan. 19.—Harry Williams, former vaude unit producer, has formed the Harry Williams Productions Company with headquarters here. The first unit scheduled to go on the road is *Music Box Revue*, its cast including Ted Jennings and his band, Elton and Marie, Howard Randol, Mack and Leo, the Rankins and Hazel Bruce. This unit has a long route thru the Southern States.

Williams plans to use small units with "names." He is dickering with well-known "names" in this section, among them being Lee Morse and Dick Ward. Latter just concluded an extended engagement at the Sylvan Club near here.

## Detroit AFA's New Quarters

DETROIT, Jan. 19.—Local offices of the American Federation of Actors were moved to the Tiffin Hotel on Winder street, with Walter Ryan remaining as representative. Plans for a "green room" for performers such as "green room" formerly maintained here by the Detroit Entertainers' Association were reported to be under consideration.

**GILBERT BROS.**

OPENING HACKNEY EMPIRE THEATER, LONDON, ENGLAND.

JANUARY 28

Thanks to VIC OLIVER

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RKO PALACE, New York, Week Jan. 13—Now.

RKO COLISEUM, New York, To Follow.

At the Piano, ("Come on Harry") Direction, MARTY FORKINS.

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**GWYNNE**

The Aristocrat of Deception

LOEW'S STATE, NEW YORK—NOW!  
LOEW'S METROPOLITAN, BROOKLYN, N. Y., NEXT WEEK

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IN A NOVEL INTERLUDE OF RHYTHMIC TOE TAPPING  
This week, January 18 to 24,  
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"CRAZY PEOPLE" ★

"VERY CLEVER" ★  
Says The Melbourne Evening Star, and All of Australia Says "Yes, Indeed," of

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**Palace, New York**

(Reviewed Friday Evening, Jan. 18)

Down to four acts this week—the closing turn, Salici's Marionettes, taking the place of two acts by doing 25 minutes. It's a new act, too, and its newness and unusualness brought a show-stop even after the house traveler closed in on the show. New and different acts are what the public wants. The other three acts on the bill help to make up a nice layout, which runs 61 minutes on the dot. Current picture is Katharine Hepburn in *The Little Minister*. At this supper show opening day the lower floor was about three-quarters.

Madie and Ray are to this house what the duck is to Joe Fenner—they've been here so often. And they're liked all the time. The turn is very effective, the youngsters applying their dancing and roping talents very expertly and at the same time dressing the act up with special scenery and nice costuming. Fared well.

Ada Brown, aided by a male pianist, follows to give out with her singing a la a Southern mammy. Her voice isn't what it use to be, noticeable on those high notes, but she sells her songs just as well as ever. That broad smile of hers and her keen delivery put an audience in an applauding mood. Besides, she uses a swell song repertoire.

Jack Pepper, in this spot, carried on galore with his quintet of stooges and he's even added to the merriment with a new discovery, Terry Howard (a fem). This gal has plenty on the ball, with her comedy, singing and dancing. The stooges, with the fright wigs and all, are a noisy but funny lot, and thru it all Pepper is a clever pacer.

Salici's Marionettes, a foreign turn new to this side, mopped up in the closing frame, chalking up a convincing show-stop. It's a highly interesting and entertaining turn, the Salici family handling the strings perfectly and timing the singing and music unusually well. The whole presentation is excellent—a miniature stage being used, the lighting done beautifully, and there are showmanly bits like raising a hanging piece to show the family manipulating the strings. Frequent applause dotted the turn and then came the show-stop. **SIDNEY HARRIS.**

**Capitol, New York**

(Reviewed Friday Evening, Jan. 18)

Capitol's stage show runs but half an hour this week because of the long feature, the entertaining *David Copperfield*. Flesh offering is out of the usual de luxe vaude routine, consisting only of operatic arias by the Capitol Grand Orchestra, with two soloists and the Danny Dare Girls featuring Patricia Bowman. Operatic selections are all popularity leaders, including an aria from *Aida*; *Cara Nome*, sung okeb by Doris Daniels, coloratura soprano; the prayer scene from *Capalleria Rusticana* with a mixed chorus of 27 voices, and Raeddielli, of the Chicago Grand Opera, in *Vesti la Giubba* from *Paillacci*. Raeddielli's contribution was excellently received.

Ballet number by the girls is a pleasing and graceful affair, the girls in white costumes. Miss Bowman provides the high spot of the stage show with her solo to several Chopin waltzes, which deservedly was excellently received. Girls then come back for a short ensemble finale. **JERRY FRANKEN.**

**Loew's State, New York**

(Reviewed Friday Evening, Jan. 18)

A nice five-acter this week. Picture is *Flirtation Walk* (Warner), and opening day business was not so hot.

Vera Gordon, who has not been around here for quite some time, headlines the show along with Buck and Bubbles. It's Buck and Bubbles, however, that run away with the whole bill. In excellent form, they rang up a show-stop easily.

The show is opened by Jack Gwynne, assisted by two girls and two boys. Gwynne is a clever magician, who gives his tricks a sly presentation and also embellishes them with nice music and colorful trappings. The toy house stunt makes a good curtain ringer. The customers enjoyed him immensely.

Pappy, Zeke and Ezra, hillbillies in mountaineer costumes and flowing beards, provide swell entertainment. Their singing of hill songs and own musical accompaniment is great stuff. Elton Brice steps out for a bit of yodel-

ing and drew a big hand. The act has quite a bit of comedy relief, too.

Vera Gordon is doing a sketch written by Edgar Allen Woolf and William Siegel, and is assisted by Brice Spaulding, Mitchell Harris and a girl. An Jewish mother waiting pathetically for her son to claim her at the immigration office she gives a fine performance. The sketch has its drama along with the dialect comedy and Miss Gordon makes the most of it.

Buck and Bubbles were a great hit. Their clowning at the piano, with hoofing and singing thrown in along with the comedy, is first-rate entertainment. They pulled a show-stop.

Owen Stone and Bob Vernon are assisted by two boys in their four-people adagio. Miss Stone is tiny and lithe, and is bounced around in the proper adagio manner and to the rhythm of pleasant music. The routine includes daring throws and catches and is split only for a dress change. Sunny Rice coming out in one for some neat acro tap dancing. **PAUL DENIS.**

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**Chicago, Chicago**

(Reviewed Friday Afternoon, Jan. 18)

Since Jack Benny made his last stage appearance in this town he has built up a radio reputation and from the looks of the waiting lines all of his Chicago listeners are trying to get in at the same time to see him. Of course, Mary Livingstone, Frank Parker and the latest Bing Crosby film have something to do with the crowds, too, but it is safe to say that the greatest draw is Benny himself.

The Chicago Theater orchestra, with Cherniavsky directing and Ruthe Farley at the organ console, got the show started with an expert reading of the *Poet and Peasant Overture*, with clarinet and trombone passages among the highlights of the rendition. Drew the usual heavy hand.

The 16 Evans Girls opened the stage show with a neat toe routine and were followed by Lewis and Van, in full dress, who did a tap routine, using two small sets of stairs, and later doing challenge stuff that got speedier as it went along. Left to a nice hand.

Jack Benny made his first appearance here and came on to a hand. After a few wise cracks he introduced Mary Livingstone and several minutes of crossfire between them followed, Mary finally breaking into a poem. After this Benny brought on Frank Parker, who sang *Smoke Gets in Your Eyes*, *One Night of Love* and *What a Difference a Day Makes* and chalked up a hit. A comedy scene between the three was next, during which Parker sang *You Have Taken My Heart*. Three femme stooges called the Chicken Sisters wowed them with comedy answers to Benny's expert feeding, their awkwardness and corny actions. A clever satire on harmony trios. The band then switched from the pit to the stage and Benny did his band-leading burlesque, which was good for plenty of laughs. Mary Livingstone sang *The Object of My Affections* and had to sing another chorus. The finale had a swell piece of business. Having threatened to play the fiddle all thru the show, Benny finally takes it up and starts, but the picture screen comes down back of him and the opening music of the picture draws him out.

F. LANODON MORGAN.

emerging from the pit, appearing on the stage to announce Miss Sheridan. Picture is Will Rogers in *The Country Chairman*, and the house was packed at the supper show opening day.  
EUGENE BURR.

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

(Reviewed Thursday Evening, Jan. 17)

The house is more like itself this week with its stage show after that setback of last week. This current show catches the spirit of the theater—the vivacious, the grandeur, etc. Still there's a spot or two that's not in keeping with the tops rating. The current specialty acts might have been better chosen—for one, so hokey an act in so fine a layout is too extreme, and for the other a fair singing trio is hard put when stacked up against such class singers as the house usually has. Aside from that, the production crew did a commendable job. The show runs 45 minutes, not including the 10-minute overture. Picture is *Romance in Manhattan*, with Francis Lederer and Ginger Rogers.

Following the well-handled *Poet and Peasant* overture, the stage show gets off to an excellent start with a beautiful flash number. It's called *Spirit of Vienna*—a posing item in a white setting illumined brilliantly by clever lighting. In this number the corps de ballet work gracefully, Louise Fornaca and Nicholas Daks do a very classy dance number and Samuel Antek plays the violin while aboard a pedestal.

Harold Boyd and Jigsaws follow, and it's unusual to see an act applying so much hoke in so dignified a house. The act worked a lot better and faster than when this reviewer saw it the last time. Got some laughs and a fairly good hand. Work very hard and do corking acrobatics, but the comedy is too sloppy at times.

Next item, *Angles*, is a repeat number in which the Rockettes do a routine in la wooden toys. They are in colorful garb, their precision is, as usual, perfect and the number itself is a grand piece of work.

The Music Hall Glee Club and the Do-Re-Mi Trio (girls) next take the stage to do a good arrangement of *What Is This Thing Called Love?* Do it well enough, and one of the members of the male ensemble solos okeh. In the next inning Sorel and Vilan do a clever story dance, applying their dance talents to a story about a wealthy chap and his flame splitting up, the girl winding up via the poison route. Very effective and got splendid response.

The Do-Re-Mi girls come on again joined by Don Cortez, first singing *Be Still My Heart* followed by the show's theme song, *Ting-a-Ling*. Leads into the finale, in which the ballet corps, the glee club, the girl trio and Cortez and the Rockettes perform. Nicely done and a good windup for the show.

SIDNEY HARRIS.

**Earle, Philadelphia**

(Reviewed Friday Afternoon, Jan. 18)  
(Second Show)

A capacity house turned out this afternoon to take advantage of the Earle Theater's reduction in prices and to greet George Choo's production *Dancing Homeymoon*. Show also marked the return of theater after two years of ostensible independent management to direct Warner Brothers' management, with William Haynes as new house manager.

Choo's show is presented by a sprightly array of talent including the Nora Wesner Dancers, a line of 12 girls who participate in several sparkling production numbers. After an excellent bit of scenic trickery, which opened the show from the observation platform of a train, the girls began the show with a smart routine in attractive green and white costumes.

Mills, Kirk and Howard, with Lillian Dawson as leading woman, contributed an amusing black-out called *Three Russians*. Muriel Gardner and Marvin Kane followed with fast tap dancing. Another skit, *The Firehouse*, was next on the bill.

The girls then appeared in a ballroom set in a graceful old-fashioned waltz routine, set to the strains of Strauss music. For comedy relief, "Pluto," the comedy horse, brought hearty laughter with his antics. The chorus offered a dance number in a Cuban setting in which Gazella and Giovanna presented an intricate rumba. Muriel Gardner then offered a toe and acrobatic dance, and Miss Dawson

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sang a clever patter song. Al Nord, with his banjo, and Jeannie, a Lilliputian, offered a novel act, and the chorus swung into another elaborate production number, *The Continental*, with Gazella and Giovanna again soloing. Mills, Kirk and Howard then offered some slapstick nonsense and the finale brought the whole company on the stage.  
The film is *Maybe It's Love*.  
H. MURDOCK.

**State-Lake, Chicago**

(Reviewed Saturday Afternoon, Jan. 19)

With this bill the programs change from Sunday openings to Saturdays. Polly Jenkins and her Floughbobs, two men and a woman, opened the show. With a barn drop the idea is supposed to represent a rube broadcasting studio, with one of the men as an old hick doing the announcing. Act is a mixture of harmonica, guitar, piano and accordion, with some singing, a couple of tunes on the xylophone and a tune on a row of cowbells thrown in for good measure. Act is pleasant and easy on the ears and eyes, but something should be done to improve the talk between numbers. Good hand.

Mack Brothers and Bobby deuced it. Here are three men and a girl who have the art of tumbling down to a fine degree. Their session of acrobatics, tumbling and comedy falls was excellent and sent them off to two bows.

Bert Walton was next. From his first story he had them with him, and his stuff with the stooge had them rolling

in the aisles. Bert has changed things here and there in his act until it is well-nigh perfect. His gags and business are really very funny, and the timing couldn't be improved upon. Showmanship is evident thruout, and combined with the other elements and a stooge who can sing, the act could only result in one thing, a sock hit.

*Jazz Minstrels*, produced by Charley Niggemeyer, had the band and all the entertainers in minstrel costume. Mac McCloud and Miles Putnam, in black-face, were the end men, with Verne Buck as interlocutor. After a minstrel strut by the State-Lake Sweethearts, the Four Gay Blades, male quartet, sang *My Gal Sal* and *The Coo-Coo* to good results. Tyler, Thorn and Post did a variety of tap steps and a comedy adagio with a slow-motion bit and got a good hand. McCloud contributed a trombone solo and a song; Martha Perry sang two numbers over the p.-a. system and the State-Lake Sweethearts did a soft-shoe routine to *Ida*. Grand finale had the entire company using tambourines. Usual minstrel jokes were interpolated between the singing and dancing numbers.  
F. LANGDON MORGAN.

**Jessel Starts Tour Feb. 9**

NEW YORK, Jan. 19.—George Jessel's road show, being routed thru the South by Max E. Hayes, will open February 9 in St. Petersburg, Fla. After the presentation of the show the audience is invited to dance on the stage to the music of the show's band.

**Roxy, New York**

(Reviewed Friday Evening, Jan. 18)

An excellent stage show at the Roxy, smooth, constantly amusing and packed with applause hits all the way. Lambert, the xylophoning clown, headlines with his rany tomfoolery that soaked over at the supper show opening day like a sailor in an old man's home. Closing with his excellent straight playing, Lambert was forced into a beg-off, and then after that scored two separate and individual show-stops. The crowd wanted more, and then some.

The usual singing assignment is taken care of this week by Jimmy Rogers, a lad from the club field, who sits at the piano, plays and warbles into the mike. He did *Walkin' in the Winter, Hands Across the Table* and *Object of My Affections* in a sweet high tenor voice. He has excellent delivery, a fine stage personality, and he builds up his numbers beautifully, offering something that any show, including legit, could use. For this reporter's money he's worth half a dozen of the usual microphoning male singers.

Joe Barry and Bill Keller, winners of the last *Town Hall Night* amateur air contest, were prevented from appearing because one of them is a Western Union lineman out at Flemington, so Ann Sheridan, second-place winner, was substituted. She's a coloratura, announced as being 16 years old. Warbling in a high, nasal voice, she did an operatic aria and *La Cucuracha*, with the crowd giving her an excellent hand, evidently on the heart-throb angle.

Pettet and Douglas, with the little fellow working like a Trojan, are if anything better than ever; Bombayo, a slack-rope artist, scores sensationally with his outstanding routine, and Alfred Brower and Sally Helt dance in the opening flash. Brower does some excellent hocking, while Miss Helt gets over beautifully with a fine toe-tap session.

The Gae Foster Girls open the show with a Russian routine and close it with an unusual and outstanding number in which they use large circular plaques to get grand effects. The troupe is still tops to this reporter. Freddy Mack leads the band and does his genial

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AFA May Support Agency Bill; Aids Similar Bill in Mass.

NEW YORK, Jan. 21.—There is a strong possibility that the American Federation of Actors will send Ralph Whitehead to Albany to ask that bookers be included in the pending O'Brien-Cuvillier bill for State control of employment agencies. An open hearing on the bill will be held in the Senate chambers January 30.

The status of artists' representatives is confused. It is understood that the AFA has not yet decided whether to include them along with the bookers when and if it asks for an amendment to the bill.

BOSTON, Jan. 21.—Massachusetts bookers may be licensed by the State instead of by local authorities if Congressman Patrick J. Kearns' employment agency bill goes thru. Kearns, who represents the Lynn district, had introduced a State control agency bill, but pulled it out for revision at the request of Tom Senna, local rep of the AFA.

Kearns and Senna are now rewriting the bill to cover theatrical agencies. Senna working in conjunction with the New York AFA office.

MIAMI, Fla., Jan. 21.—Because of the invasion of shoe-string showmen, local

authorities have been on a strict lookout for bookers. Only two local bookers have been granted licenses to operate, the Stanley Willis office and the Hugh Shutt office. Agencies must put up a \$2,000 bond.

DETROIT, Jan. 19.—First appointments to the Commission of Labor and Industry are Frank B. Wade, of Flint, president of the Michigan Federation of Labor, and Frank F. Ford, attorney of Kalamazoo, who succeed Daniel J. O'Connor and William A. Seegmiller.

The commission has jurisdiction over employment agencies, with the theatrical agencies taking up about as much time as all other agencies combined. This was the experience of the past administration.

Local booking agencies have generally made application for license renewals with the high \$200 fee the last two weeks, but apparently the actual payment has been withheld in most cases until the new commission takes active control. In past years agents have complained that a few agents were allowed to operate without paying the license fee, but strict enforcement was in effect last year, and agents are waiting to see the policy of the new administration.

CHICAGO LOOP—

(Continued from page 3)

Theater Players wind up their Shakespearean season at the Studebaker January 26.

Of the shows coming in, greatest interest centers in the Abbey Theater Players from Dublin. They open at the Harris January 28 and their repertoire includes The New Gossamer, The Far-Off Hills, The Plough and the Stars, The Colner, The Playboy of the Western World, Juno and the Paycock and The Whiteheaded Boy.

The Grand Opera House will be dark for a week following the close tonight of Ah, Wilderness, then Earl Carroll's Vanities comes in for one week, opening January 27. Studebaker, too, will be dark for a week, reopening February 4 with the Continental Vanities, which offers a mixed bill of singing, dancing and instrumental music. It is booked for but one week.

Engagement of Ina Claire in Ode to Liberty has been postponed and may not reach Chicago until late in the season. Helen Hayes in Mary of Scotland, American Theater Society play, also will be late. Helen Hayes is now completing her picture contract and will resume stage performances at Philadelphia February 4. No date yet set for the Chicago engagement.

THEATRICAL COUNCIL—

(Continued from page 3)

national Billposters' Alliance; Philip Tonge, of the Dramatists' Guild; Theodore Mitchell, president of the Association of Theatrical Agents and Managers; Paul Turner, Equity counsel, and Vincent Jacobi, business agent of Stagehands' Local 1.

The plan for a subsidized circuit had been pressed at various times on the government by several people. Joseph N. Weber, head of the musicians, spoke to several government officials about this early in 1933, as did Whitehead, who asked for a subsidized vaudeville circuit. Gillmore and Turner had asked for a subsidized legit theater last year.

GUILDS GETS—

(Continued from page 3)

This means that they have the right to conduct their own business independently of Equity. If they are unable to fulfill the conditions of the contract, then the Four A's has the right to cancel it and restore jurisdiction to Equity.

HOLLYWOOD, Jan. 19.—With word from New York that the Four A's has officially issued a charter embracing jurisdiction over the film field to the Screen Actors' Guild, the players here are confident that they can get a new contract from the producers, inasmuch as they now present a united front. They feel that, should a strike be necessary, they can tie up the studios indefinitely, materially cramp production and cause many houses to close because of lack of pictures.

The clause in the agreement between

Equity and the Guild, providing that members of one organization could not enter the other's field during the course of a strike, was pointed out as a powerful factor. It means that the source of competent players would be entirely dried up and it would therefore greatly facilitate the complete tieup of studio activities.

According to rulings of the actors' international, however, no strike can be called without the sanction of the Four A's.

The producers do not seem worried over the move and are still determined not to sign a contract. This is an open-shop town and they are afraid that if they recognize the players the electricians and other studio workers will demand union recognition.

There is a movement afoot now on the part of the Screen Writers' Guild to demand a new contract and one is being prepared for presentation to the producers. The producers are expected to turn it down and the writers are prepared to fight.

What with indictments and threats of strike hanging over the heads of the producers there is considerable worry in the film city.

At a meeting of the Guild held here this week, Albert Montgomery, vice-president of the organization, declared that whether or not the Guild gets aid from the NEA the organization is prepared to carry out plans for a general strike. His remarks were greeted by cheers from the members.

Lawrence Bellenson, attorney for the Guild, promised that no strike would be called unless assured of 100 per cent success, but continued that he felt confident that should the players finally vote for a walkout, they could tie up the studios, but expected the producers to hold out as long as possible.

The opinion prevails here that the players will be given the well-known run-around in Washington and will eventually have to take matters in their own hands, which they are prepared to do.

802 AUTONOMY—

(Continued from page 5)

tiffs were not infamous nor were they such as tended to the injury or destruction of the union. . . . It is my opinion that there is no substantial evidence establishing that plaintiffs were guilty of the charges set forth. He also pointed out that one complainant against Fainberg and the others was James Canavan, Edward Canavan's brother, stating that it has long been regarded that impartiality in such circumstances is impossible, citing other opinions as additional proof. He also criticized the \$300 fine in the same manner as the \$450 impost.

At the time these actions were taken other officers were in the local, the election of last month replacing those with the new slate, most of whom were involved in the suits for injunctions. It has been reported that Edward Canavan is going to the AFM to void the various charges.

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DATE FOR—

(Continued from page 5)

Tyson Operating Company receives preferential treatment from the Shuberts, and that other brokers are forced to buy their tickets thru Tyson, paying the 75-cent overcharge. He also alleges that, when an attempt, sponsored by Brock Pemberton, was made to secure an equitable allotment, Lee Shubert, "representing the largest single interest in the New York theater," stated that he could "give his tickets to anybody he pleased and would continue to do so." According to Abrams, Pemberton then gave up the plan.

To substantiate his statements Abrams quotes a section of the minutes of the meeting of the code authority held December 5. These meetings are closed to the press. The minutes included quote Deputy NRA Administrator William P. Furusworth, William A. Brady, Martin Beck and William McBride as believing that the managers are just as responsible for the ticket situation as the brokers. The quotes also indicate the belief of the speakers that certain managers are not living up to code provisions.

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Martin Welford... Louis Hayward

THE NEW PLAYS ON BROADWAY

not very startling variations upon precisely the same theme; Mr. Coward knows what he is about; he knows upon what reactions his central theme is based; he knows what gives the idea its value, and he knows how to develop it in order to obtain its full theatrical effect. He realizes, above all, that it is a thing of mood—or haunting, evil, fascinatingly ugly mood—rather than of surface plot.

Therefore, unlike his innumerable predecessors, he does not seek to tell his play in terms of plot that cheapen the emotional approach and obscure the dramatic entire reason for being. Instead he tells in terms of that very reason, that mood itself, of the sultry, oppressive, soul-warping air of his tropical backwater. Rain went nowhere in the same direction—but in Rain the atmosphere was used to affect the plot, whereas here it becomes the plot itself. The play is not in the action, but in the atmosphere.

That is something new in the theater; Point Valaine, despite its thrice-told tale and its externally hackneyed action, is an innovation. Its method is an accepted mode in the novel and the short story, but it is new in the theater—and, to this reporter's mind, splendidly successful. Evil hangs like a hot, miasmic cloud over the lustful nuances of Point Valaine, biting and corroding deep within the minds and hearts of the audience.

Linda Valaine, middle-aged hotel mistress of Mr. Coward's backwash, has lived in bestial lust for seven years with Stefan, her head waiter. The man—if he is a man—is a warped, sleazy, brutish, incoherent thing, something that has sild horribly out of primeval slime, out of the world's dim past, to glower dully in a modern corner. Both Linda and her heart are skillfully, remarkably etched before a background of hotel guests who serve as a jittering Greek chorus. Chief among the guests is a sardonic novelist who comments upon the situations and allows Mr. Coward to introduce his inevitable "E."

To Point Valaine Hotel comes Martin Welford, a young aviator, to recuperate from a much-publicized crash in African jungles. He falls in love with Linda, and she realizes that this is the thing for which she has waited—true, pure love. Stefan for a night is marooned upon the mainland, and that night Linda admits Martin to her chamber. But Stefan unexpectedly returns to find him there, and to exorcise his mistress in the bitterest, vilest, most violent and most bestial denunciation scene in the history of the modern theater. And then, slowly, thru the mists of the brute's warped brain, comes the stunning realization that he has lost all he ever had, that everything has gone—and he grovels, slobbers and crawls. Finally, after putting the audience thru the most bludgeoning theatrical experience that this reporter can remember, he slashes his wrists and jumps into the sea, where the sharks have their way with him.

The novelist prevents chaos, and the next day Linda, as a curtain line, remarks that she will have to find a new head waiter.

Naturally, in such a play the popular sophisticated banter for which Mr. Coward is famous (or notorious) can find little place. It finds little place in Point Valaine, which is something that not everyone need deplore. Some of it there is, of course, in the delineation of the guests, but even there it is somehow subtly changed and different, becoming a part of the play's prevailing mood.

Mr. Lunt appears not often but amazingly well as Stefan. He has much to do and the need to do it all at once, an almost impossible feat which he accomplishes with terrifying probability. Mr. Coward needed a master to dig deeply into the mud and slime of Stefan and to bring forth devastating belief—and he found one.

Miss Fontanne in the less pyrotechnical role of Linda, is similarly excellent, and Osgood Perkins is caustic and finely effective as the novelist. Louis Hayward, a new importation from England, plays the aviator with quiet effect, and many of those in subordinate roles stand out with their excellent playing. The settings—which must play a far more

important part in this than in most plays—are right in tone and mood as they were devised by G. E. Calthrop.

Mr. Coward, in his evocation of mood, digs deep. Pity and terror and great insight into the strange half-mad characters combine to make Point Valaine a compelling, evilly fascinating play, an innovation and a unique experience in the theater.

EUGENE BURR.

BOOTH

Beginning Monday Evening, January 14, 1935.

LABURNUM GROVE

A comedy by J. B. Priestley, featuring Edmund Gwenn. Staged by Lewis Allen. Setting by Watson Barratt. Presented by Gilbert Miller in association with Milton Shubert.
Ella Radfern... Margery Pickard
Mrs. Lucy Baxley... Elizabeth Rindon
Bernard Baxley... Melville Cooper
George Radfern... Edmund Gwenn
Harold Russ... Lloyd Gough
Joe Pflister... A. C. Andrews
Mrs. Dorothy Radfern... Molly Pearson
Inspector Stack... Reynolds Dennisson
Sergeant Morris... George Anderson
ACT I—Sunday Evening. ACT II—Scene 1: Early Monday Morning. Scene 2: Monday Afternoon. ACT III—Monday Evening.

The Whole Action Takes Place in the Living Room of the Radferns' House, Ferndale, Laburnum Grove, Shooters Green, a Suburb of North London. Time—Present.

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

For two acts J. B. Priestley's Laburnum Grove, which Gilbert Miller, in association with Milton Shubert, brought to the Booth Theater Monday night, provides a constant flow of chuckles—chuckles of merriment and suspense. And then, in the last act, Mr. Priestley forsakes his amusing and intriguing theme to write subtle but straight, sly but woefully slow melodrama. And, what's more, he forgets to finish his play. The audience knows that the comedy is over long before the author seems for it's rather a pity.

For Laburnum Grove, for two acts, is a tricky, witty and occasionally hilarious demonstration that dull respectability may sometimes be a cloak for something else again, and that criminality brings awe and respect, while dull honesty doesn't. It all comes out when George Radfern, ostensibly a pleasant little wholesale paper trader, tells his dissatisfied daughter and his two sponging in-laws that he is, in reality, an important cog in an international counterfeiting gang. That revelation drives away daughter's chicken-hearted and undecipherable suitor, and also drives away the in-laws, whose general makeup would make a leech look like an amateur. Daughter, who objected to the dull respectability of Laburnum Grove, wishes that she had it once more. Neither dullness nor respectability seem particularly objectionable when you see them from the outside looking in.

When mamma hears of the revelation she pooh-poohs it as something out of a detective novel that the romantic Mr. Radfern has just read, and for an act or so the audience is left in a state of amused jitters, wondering what actually is what. It's tricky, like so much of Priestley's stuff—delightfully and theatrically so.

In the end, however, a detective comes to bulldoze the seemingly inoffensive George into a confession, and the seemingly inoffensive George beats the copper at his own game. He not only refuses to turn State's evidence (or whatever it is they call it in England) but plans to take his family on a nice world cruise. What's more, he does it, without their ever suspecting that his great revelation is anything more than a dodge to get rid of the in-laws and daughter's undesirable suitor.

That last act is slyly written—but it also seems interminable. The suspense and trickery that pointed up the previous acts are gone, and long before the final curtain falls its descent is smoothly forecast.

But even that last act is made at least partially worth while by the pretending of Edmund Gwenn, who comes from England to play the irrepresible George. A mischievous, middle-aged, bald-headed Puck of a man, he proves a complete delight. As an example of his high pretending, watch his foot during the scene with the detective. Bland of voice and

smiling of face, he shows his real emotion by the pressure with which that foot presses against the rung of his chair. And that's just an example.

Melville Cooper, who was the Trotter of London's Journey's End, is imported to play the brother-in-law. He overplays rather extensively at times, but he manages to be hilariously funny in the process. A third importation is Margery Pickard, who enacts the daughter. She is very English and very coy—any coyness seems even harder to take with an affected English accent than it does in good plain American.

Elizabeth Rindon and Molly Pearson, at the head of the American contingent, acquit themselves admirably.

Laburnum Grove droops in what should be its climactic scene; its gay prestidigitation leads only to sly but slow meller. And yet Mr. Gwenn's acting and the humors of Mr. Cooper's buffoonery put it on the worth-while side.

EUGENE BURR.

48TH STREET

Beginning Tuesday Evening, January 15, 1935

FLY AWAY HOME

A comedy by Dorothy Bennett and Irving White, featuring Thomas Mitchell. Staged by Mr. Mitchell. Setting designed by Raymond Seavey. Built by Turner Scenic Construction Company, and painted by Teicher Studios. Presented by Theron Bamberger.

- Hammer Masters... Montgomery Clift
Buff Masters... Georgette McKee
Linda Masters... Joan Tompkins
Corey Masters... Edwin Phillips
Penny... Clare Woodbury
Tinka Collingsby... Lili Zehner
Johnny Harnings... Philip Faversham
James Masters... Thomas Mitchell
Armand Sloan... Albert Van Dekker
Maria... Geraldine Kay
Gabriel... Sheldon Leonard
Taxi Driver... Elmer Brown
Nan Masters... Ann Mason

The Scene is the Living Room of the Masters' Summer Home in Provincetown, Mass. ACT I—Mid-Afternoon in Early July. ACT II—Early Evening. One Week Later. ACT III—The Next Morning.

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

Dorothy Bennett and Irving White, authors of Fly Away Home (which Theron Bamberger brought to the 48th Street Theater Tuesday night) have a nice central idea and the ability to write hilarious farce dialog. Those two attributes make an evening at the 48th Street a constantly hilarious one, but the playwrights would have been better off if their central idea weren't quite so good.

Fly Away Home is based on the yarn of an old-fashioned but divorced father returning to his family after 12 years to find his four children brought up on the most advanced of modern plans. Sex doesn't rear its ugly head so far as they are concerned; it stands forth in all its naked honesty. Mother, you see, is engaged to a sociological professor who has practiced his ideas of upbringing on the children. Marriage for them is something to be mentioned with shame; monogamy a characteristic of anthropoid apes, and a father is merely a biological fact. Papa is somewhat upset. That is a basis for thoughtful comedy rather than for the farce that the authors chose to write. In putting it into a farce medium they emphasize the sex angles beyond all realms of possibility, they use stock farcical short-cuts to run thru their situations, they turn an interesting problem into a Broadway peep show, and in order to catch up Broadway's farce audiences all sympathy is on the father's side. With a proper and unburlesqued treatment that might not be entirely so.

Papa goes thru a variety of hectic experiences before he manages to get one daughter married and one son engaged (even the professor is overjoyed when the 18-year-old girl announces that she has been married!). Stock situations dominate the last act, as things are getting themselves ironed out, and in the end, as everyone expected, Papa and Mama plan a trip abroad. Papa it appears (and here the authors make a concession to clean common sense) has learned almost as much from his offspring as they have learned from him. The professor departs, like the peers in Iolanthe, dignified and stately.

Thomas Mitchell, who directed in an Infectious vein of modified madness, does a grand job as Papa—that that was only to be expected of him. Albert Van Dekker doesn't burlesque the professor as much as he must have been tempted

American Academy Students Present 'When Ladies Meet'

NEW YORK, Jan. 19.—Rachel Grothers' perilously feminine viewpoint had another inning in the American Academy seniors' current series of matinees when the youngsters put on her When Ladies Meet at the Empire yesterday afternoon. It was an excellent cast all the way.

Kathleen Milliken played the lovetossed lady novelist (who was far too good to be true even when Frieda Inescourt played her) with insight and tenderness. And matching her performance was that of Ann Evers, who played the wife. Miss Evers has an annoying affectation of speech, on the order of the nervous accent that Alfred Lunt has never managed to get rid of, but once she hurdled that obstacle she came thru with ease. She has sincerity, and she has a canny knowledge of stage effect, creating some of the most powerful moments of the performance thru her excellent underplaying. And, strangely enough, being blond and very lovely, she's not entirely unlike Selena Royle, who created the part.

Eleanor Pasner romped thru the role of Bridget—which was a Roman holiday for Spring Byington in the original—with ease and effect—displaying both charm and ability, while Lynn Hampton made an amusing and agreeable Jimmie. Paul Kendall did his best with the stuffed-shirt role of the entirely unbelievable Woodruff, over (or at least concerning) whose body the ladies meet. Robert Williams was amusing as Walter, not burlesquing as much as Academy youngsters usually do in this sort of part, while Erra Stone contributed a bit of buffoonery as the servant. It was really an unexpectedly excellent cast for a school production.

The first act of Maxwell Anderson's Saturday's Children was used as the curtain-raiser, with Rose McGehee, Paul Marlan, Jane Walsh, Mary Dewing, John Raby and John Nell in the cast. The general level was far beneath that in the major opus, with the kids trying awfully hard to act like their own conceptions of 840-a-weekers.

EUGENE BURR.

Plays Announced

"Stretch Is Late," by Noel Taylor (Delos Chappell, 7 Grace Square).
"Symphony," by Charles March (Michael Myerburg).

to; Clare Woodbury is excellent as a militantly righteous servant, and Ann Mason is pleasant as Mama. Edwin Phillips, as the elder son, has a good portion of the better lines and does well with them; young Montgomery Clift (any connection to Cliff Montgomery, the former Columbia quarterback?) is a bit stiff as the younger son, and Philip Aversham is excellent as the lad who turns out to be a son-in-law. Joan Tompkins is charmingly adequate as the marrying daughter, Gerorgette McKee is portly and pretty as the youngster, and Lill Zehner, a lovely child, appears briefly as a predatory flapper. Geraldine Kay and Sheldon Leonard do nicely as pair of passionate Portuguese.

Its lines make *Fly Away Home* almost constantly hilarious. The authors have a real farcical gift—but next time they should use it to give worthwhile treatment to a less worthy subject. The basic idea of *Fly Away Home* is too fundamental to be made into a Broadway farce for repressed cut-rate customers.

EUGENE BURR.

## PLAYHOUSE

Beginning Thursday Evening, Jan. 17, 1935

## LITTLE SHOT

A farce by Percival Wilde. Staged by Breteigne Windust. Settings by P. Dodd Ackerman. Presented by Malcolm L. Pearson and Donald E. Baruch.

Pat Vining.....Lillian Bond  
Henry James Ahern.....Eric Wollenkott  
Mildred East.....Cynthia Rogers  
Sturge Peabody.....Frank Wilcox  
Clyde Middleton.....Donald Macdonald  
Scarlett.....Robert Middlemass  
The Entire Rest of the Play Takes Place During the Morning and Afternoon of a Saturday in January.

ACT 1—Scene 1: At Middleton's, 10 A.M. Scene 2: At Scarlett's, 11 A.M. Scene 3: At Middleton's, 2 P.M. ACT II—At Middleton's, 3 P.M. ACT III—At Middleton's, Later in the Afternoon.

Advertised curtain time—8:40.  
Curtain rose at showing caught—8:56.

There is a wide difference between the farcical and the merely idiotic. Unfortunately for all concerned—including the customers—*Little Shot*, which Percival Wilde wrote and Pearson and Baruch presented at the Playhouse Thursday, falls well within the latter category.

Mr. Wilde is among the more famous of those playwrights who supply the needs of the nation's manifold little theaters. Many of his plays (he has specialized in one-acters) possess bright dialogue and a pleasant sense of comedy. *Little Shot* possesses neither. Perhaps if it, too, had been written as a one-acter it might be better; tho, one suspects, its characters and central idea would seem merely idiotic, even under the best of circumstances.

It seems almost silly to tell of the inanities and insanities of the plot. Briefly, they concern Clyde Middleton, a balmly fellow in love with a lass of whose father's estate he is executor. When that estate falls he continues to supply her zany but extravagant wants from his own pocket, without telling her about it. But when she returns from Europe with a poetry critic, who is also a revolutionist and a thief (the little theaters should like that combination), he is bankrupt. And in or-

## BROADWAY RUNS

Performances to January 10, inclusive

Dramatic	Opened	Perf.
Account on Youth (Plymouth)	Dec. 25	83
Battleship Gertie (Loceum)	Jan. 17	4
Children's Hour, The (Elm)	Nov. 20	75
Creeping Fire (Vanderbilt)	Jan. 15	7
Distaff Side, The (Longacre)	Sept. 25	138
Farner Takes a Wife, The (46th Street)	Oct. 30	96
Fly Away Home (46th St.)	Jan. 15	7
Gold Eagle Guy (Belasco)	Nov. 25	58
Hampden Repertory	Dec. 25	32
Hamlet	Dec. 25	10
Richard III	Dec. 25	10
Macbeth	Dec. 25	8
Labyrinth Grove (Booth)	Jan. 14	9
Lady Boatman, A (Ambassador)	Jan. 9	14
Little Shot (Playhouse)	Jan. 17	0
Living Dangerously (Broadway)	Jan. 18	4
Merrily We Roll Along (Minsk)	Sept. 29	131
Nowhere Bound (Imperial)	Jan. 19	1
Odd to Liberty (Little)	Dec. 21	34
Old Maid, The (Empire)	Jan. 27	63
Page Miss Glory (Minsk)	Nov. 27	63
Personal Appearance (Henry Miller)	Oct. 17	115
Picked Pops, The (Broadway)	Jan. 7	16
Point Valaine (Barrymore)	Jan. 19	67
Post Road (Minsky)	Dec. 27	7
Rain From Heaven (Golden)	Dec. 24	33
Romeo and Juliet (Beck)	Dec. 20	36
Salters of Cattara (Ohio Rep.)	Dec. 10	44
Tobacco Road (Forrest)	Dec. 4	496
Valley Forge (Quill)	Dec. 10	59
Musical Comedy		
Anything Goes (Alvin)	Nov. 21	71
Hot Waltz (Center)	Sept. 22	137
Life Begins at 8:40 (Winter Garden)	Aug. 27	174
Magic Bath Charms	Dec. 28	25
Retene With Music (New Amsterdam)	Nov. 28	48
Thumb Up (St. James)	Dec. 27	28

der to cash in on his \$1,000,000 insurance policy he hires the king of the underworld to kill him.

Shortly thereafter a rich uncle dies, leaving him \$11,000,000, no less, and the rest of the play is concerned with his frantic efforts to call off his underworld deal. If they were a bit more amusing they might be merely boring.

The underworld king, of course, turns out to be a secret-service agent, and Middleton's faithful secretary turns out to be the girl he loves. It's as silly as all that.

Unfortunately, Donald Macdonald gives by long odds his most charming performance as Middleton; unfortunately, that is, because no one will see it, and it is completely wasted on the play. It stands, however, as excellent farce pretending, and it offers whatever interest the evening includes. Lillian Bond is rather decorative as the ward, Cynthia Rogers is definitely decorative as the secretary, Frank Wilcox does what he can with the incidental part of a friend, Robert Middlemass is amusingly hardboiled as the racketeer-detective, and Eric Wollenkott, as the revolutionary critic-thief, gives an amazingly accurate portrayal of advanced asininity. But perhaps the amateurs will like it.

EUGENE BURR.

## VANDERBILT

Beginning Wednesday Evening, Jan. 16, 1935

## CREEPING FIRE

A drama by Marie Baumer. Staged by John Cameron. Settings by Cleon Throckmorton. Presented by Glenn N. W. McNaughton and John Cameron.

John Connors.....Maurice Wells  
Frankie Connors.....Marjorie Peterson  
Paul Connors.....Theodore Fetter  
Dot.....Hope Richards  
Joe.....Ralph Morris  
Mr. Greenback.....Frank Manning  
First Vendor.....Walter Vaughn  
Second Vendor.....Ralph Hertz  
A Fortune Teller.....Fernando Elicu  
First Reporter.....William Scott  
Second Reporter.....Butler Hixon  
Third Reporter.....Mark Preston  
State Trooper.....Gordon Gould  
Mr. Goodman.....Bernard Corcey  
Priest.....Harvey Savers  
A Singer.....Leslie King  
Mamma.....Adelina Rottino  
Papa.....Frank S. Marino  
Boy.....Tommy Emma  
Girl.....Dorothy De Vite  
Jim.....Jack Harwood

A Young Wife.....Joan Meredith  
Captain Johnson.....Alfred Webster  
Ed.....Morris Armor  
Dr. Bentley.....Alven Dexter  
A Nurse.....Jean Colbert  
ACT I—Scene 1: John Connor's Boating Pavilion in a Resort on the Delaware River. A Summer's Night. Scene 2: The Same. Afternoon, Two Weeks Later. ACT II—Scene 1: On a Hillside Above the Cave, Night of the Following Day. Scene 2: The Same. Later That Night. Scene 3: The Same. Just Before Dawn. ACT III—Scene 1: A Corridor in a Hospital. Immediately After. Scene 2: A Room in the Hospital. Immediately After.

Advertised curtain time—8:45.  
Curtain rose at showing caught—8:50.

The Vanderbilt Theater continues its run of tough luck with another feeble attempt. *Creeping Fire* is hoke meller which may get, at the most, some small out-rate play.

It's a thoroughly undistinguished job from all standpoints of theater craftsmanship. That the acting is feeble is no fault of the players, but of some incredible dialog—that is, for 1935 (or even 1930)—and absence of characterization.

Hoping to get rid of George Scott, in love with his stepmother, Paul Connors dynamites a sightseeing cave near his father's boating pavilion. Scott is supposed to be taking tourists thru the cave, but instead is with Mrs. Connors, while her husband takes the part of the guide. After some hysterics in the second act the sightseers and Connors are brought out, all dead except the father, who is, as one line of dialog had it, "a very, very sick man." Scott is arrested for the murder, but is freed when the father places the guilt on his son in one of those hopeless, would-be dramatic, hospital room scenes.

The second act is enlivened by a crowd of sightseers, phony newspaper reporters who play crap and who want to buy signed stories on "How it feels to have my father (husband and/or son) buried alive"; hot-dog concessioners who are bitter rivals; hillbilly singers and a fortune teller. It's claimed that these things really happen. Say it ain't so.

JERRY FRANKEN.

## MOROSCO

Beginning Saturday Evening, January 12, 1935.

## LIVING DANGEROUSLY

A play by Reginald Simpson and Frank Gregor, starring Conway Tearle and Phoebe Foster. Staged by Harry Wagstaff Gribble. Settings designed by Watson Barratt. Presented by the Messrs. Schubert, by arrangement with Leslie Henson and Firth Shephard.

David Norton.....Conway Tearle  
Lady Annerley.....Gertrude Maitland  
Vera Kennedy.....Renee Cadd  
Helen.....Phoebe Foster  
Detective Inspector Webster.....Boyd Davis  
Henry Pryor.....Percy Waram  
Mr. Lloyd, K. C.....Kenneth Hunter  
Sir George Parker, K. C.....A. P. Kave  
Dr. Lingard.....Frank Kingston  
Garrett Gale.....John Harrington  
Logan.....John Bramall  
Members of the General Medical Council:  
Sir Barnaby Rutland.....Reginald Carrington  
Sir Guy Wells.....Fuller Mellish  
George Winthrop.....Herbert Standing  
H. Ashley Montague.....Charles Ezzell  
H. A. C. Tomlinson.....Charles Morfin  
Major Courtney Williams.....Neville Percy  
A. Ashton Bomes.....Jack Daniels  
Priest.....Alf Helton  
Sir James Bolton.....Arthur W. Rowe  
ACT I—A Surgery in Wimpole Street, London, 1922. ACT II—The Medical Council Chamber. A Month Later. ACT III—David Norton's Apartment. The Present.

Advertised curtain time—8:40.  
Curtain rose at showing caught—8:59.

A distinctly minor English melodrama is Reginald Simpson's and Frank Gregor's *Living Dangerously*, which the Messrs. Schubert brought to the Morosco Theater last Saturday night, by arrangement with Leslie Henson and Firth Shephard. One can only hope that those arrangements weren't hard to make. There seems to be no good reason why they should have been.

If the first and second acts of *Living Dangerously* had been sandwiched in between the beginning and end of its third act (a somewhat complicated procedure, but not as complicated as it sounds with so simple a little play as *Living Dangerously*); if that had been done the evening might have been considerably improved. Then, at least, the audience could wonder for an act and a half what had led up to the then mysterious killing which now occurs in act three. There is a made-to-order spot for such a flashback, since the whole story is supposed to be told in the middle of act three anyhow. As it stands, the play is nothing but a straightaway yarn (two yarns, rather) filled with theatrical hoke

and empty of theatrical interest. With a rearrangement of the acts it would be better—but even then it would hardly be good enough to excuse its importation. Plays just as bad are turned out in America by the score.

When Dr. David Norton finds that his partner, Dr. Henry Pryor, has doped up their drug register in order to sell morphine on the side, he ends the partnership. But Dr. Pryor beats him to the punch by bringing him before the general medical council on trumped-up charges of improper relationship with Pryor's wife. Since Mrs. Pryor and Dr. Norton do happen to love each other, the charges stand, and Norton is barred from practice.

He and Mrs. Pryor go to New York, living together, and he establishes himself as an ace surgeon. Fourteen years later, however, Pryor comes back. He is down and out and wants both his wife and his partnership, threatening blackmail. Norton shoots him and is furnished with an alibi by a friendly district attorney whose head seems to be as soft as his heart.

Conway Tearle plays Norton with dignity and reticence worthy a better part and play. There is every chance in the world to go haywire with the play's own melodramatic hoke, but Tearle keeps entirely upon the straight and narrow path of legitimate effect. He almost makes you believe in the puppet. And he is nicely seconded by Phoebe Foster, who plays Dr. Pryor's love-torn wife.

Percy Waram, heretofore a good actor, plays Pryor as he deserves to be played—in other words, very badly. Every trick of the traditional heavy is present in all its tarnished glory; he even gives vent, on occasion, to a sinister cackle that is something between Simon Legree and the satirical climax of Chalcaplin's version of *The Song of the Flea*. Renee Cadd, who played so charmingly in last season's ill-fated *And Be My Love*, appears as Pryor's routine inamorata, and does a good job even with that. She's a lass to be watched, is Miss Cadd.

But *Living Dangerously* is among the trivia of any season. It's hard enough to figure out why it was originally produced—much less imported.

EUGENE BURR.

## Huston's Rep Plans

PHILADELPHIA, Jan. 19.—Walter Huston, currently starring at the Forrest in *Dodsworth*, revealed plans this week for the formation of a repertory company in which he, his wife, Nan Sunderland, and Max Gordon, producer of *Dodsworth*, would be interested.

The project will not get under way until 1936. *Dodsworth* will tour extensively in this country thru 1935, go to London in 1936, and be turned into a picture soon after. Then the repertory company will be launched, with *Dodsworth*, *Othello*, a Eugene O'Neill play (probably *Desire Under the Elms*) and another play as the first season's items.

## Chorus Equity Notes

DOROTHY BRYANT, Executive Secretary

We are holding checks in settlement of claims for Joan Abbey, Nancy Lee Blaine, Adele Butler, Peggy Barrow, Janet Carter, Charlotte Davis, Betty Field, Gladys Harris, Eda Hedin, Marge Hylan, Marion Hylan, Elizabeth Huyler, Fred Holmes, Edward Howell, Dorothy Mellor, Evelyn Page, Carol Raffin, Percy Reihards, Ragna Ray, Myra Scott and Hazel St. Amant.

Sixty-two new members joined the Chorus Equity Association in the past week.

The Chorus Equity will be settled in its new headquarters at 117 West 48th street, New York City, the week beginning January 28, 1935. Members are invited to call and see the new offices.

On February 1, 1935, all mail received at the Chorus Equity office prior to July 1, 1934, for members of the Association will be mailed to the last address we have on file for the member or returned to the post office. This mail has been listed in *The Billboard* for the past number of weeks. If you did not see the list write to the Chorus Equity and ask to have any mail we may be holding for you forwarded.

The Chorus Equity's dancing classes are to be discontinued January 19, 1935. Members who have left practice clothes in the dressing rooms are requested to call for the same immediately.

Be sure that your correct address is on file at Chorus Equity headquarters. Your failure to notify us of changes of address may cost you an engagement.

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# EXPECT MORE INDICTMENTS

## Nebraska May Tax Circuits

LINCOLN, Jan. 19.—Imposing a tax on all chain theaters operated in Nebraska is the content of the first bill to come before the convening legislature to touch the amusement business.

Four large organizations in the State as well as a large number of smaller theater owners will be the target for this annual levy proposed by Representatives Hopkins and Wachtler. The big groups to be hit if the bill passes are General Theaters, Central States, Tri-State and the Lincoln Theater Corporation.

It asks that any individual, firm or corporation owning more than one theater be assessed an annual fee, the penalty for the non-payment being as much as \$500 fine and 90 days in prison. Two houses will have to pay annually \$25 each; three houses, \$35 each; four houses, \$50 each; five houses, \$100 each; six to 10, \$150 each, and any over 10, \$200 each.

## Lincoln Newspapers Back Pix Competition

LINCOLN, Jan. 19.—Local motion picture men are being faced with a like situation to the Omaha set-to, which came out of *The World-Herald's* bringing the San Carlo Opera to town in competition to advertisers. The local situation came about with the announcement from the two dailies, *Star* and *Journal*, that they would back the Ballet Russe de Monte Carlo here at the University Coliseum February 14.

Gripe from theater men is that the papers give gobs of front-page material to this out-of-town enterprise, while the local men who advertise constantly can't get a reader any day but Sunday, and that at a minimum. Theater men have not yet announced action, altho the Omaha showmen went to the publisher and asked him to lay off.

## Code Authority Budget For '35 Is \$360,000

WASHINGTON, Jan. 19.—The coming hearing of National Recovery Administration on the revised 1934 budget of code authority for the motion picture industry, covering the expenses of administering the code for the period in question, has been fixed for Tuesday, February 5, following the fixing of a date on two prior occasions and with postponements in each instance, at the Raleigh Hotel here, with Deputy Administrator William P. Farnsworth presiding, and with a total budget of \$215,972. At the same time hearings will be held on the proposed budget for 1935, amounting in all to \$360,975.01. The 1935 budget is divided into two parts, one for the period up to June 16, of \$171,067.13, and that for the rest of the year, \$188,907.88.

It is proposed to use the lump contribution plan of raising funds for 1935, the same as was followed in 1934. Assessments are arranged so that the producers and the exhibitors will each contribute half the necessary funds. Assessments against producers would be based on gross 1934 domestic revenues, ranging from \$120 for producers with less than \$12,000 business to \$23,000 for those with over \$20,000,000 business. Exhibitors would pay sums ranging from \$5 for a theater seating less than 500 in a town under 10,000 population to \$60 for a first-run house in a city over 1,000,000.

## Gottlieb With Columbia

NEW YORK, Jan. 19.—Al Gottlieb, formerly advertising manager of United Artists, joined Columbia Pictures January 14 to write advertising copy under the supervision of Herschel Stuart, director of advertising and publicity. Gottlieb, a former newspaper man, was publicity director of the Paramount Theater, New York, for three years.

## May Kill Blue Laws

HARRISBURG, Pa., Jan. 19.—A bill has been presented in the State Legislature here by Representative Louis Schwartz, of Philadelphia, to permit Sunday movies with an admission charge in those parts of the State where they are approved by local option.

Pennsylvania has clung to its 1780 blue laws consistently, but with the Democrats in power for the first time in 20 years it is expected that the bill will pass.

Most of the larger cities of the State have been demanding Sunday pictures and baseball for years, but the Republicans have always defeated any move to repeal the blue laws.

## Richmond To Continue Sunday Charity Shows

RICHMOND, Va., Jan. 19.—Effort on the part of the Methodist ministers in Richmond to close motion picture houses here on Sunday has not only failed but has resulted in creating public sentiment in favor of the theaters giving Sunday showings for the benefit of various charitable organizations.

Following the request of Chief of Police Jordan that the houses furnish him with information as to the amounts received by the organization and the receipts and expenditures at such showings, the Methodist ministers united in protesting against such exhibitions, taking the ground that they were only an opening wedge for Sunday movies.

This brought statements from pastors of other denominations who said that they did not oppose the opening of the picture houses on Sunday for the benefit showings as long as they did not conflict with the morning church-service hours. *The News-Leader* had an "inquiring reporter" interview a number of people as to their views on Sunday movies, and in all of these expressions of opinion there was only one who voiced opposition to Sunday showing of pictures. So the outlook now is better than it ever has been before for Sunday movies in Richmond, and the houses will continue to give the Sunday benefits. Chief Jordan being satisfied with the statements the houses are giving him as to receipts and expenditures and the amounts turned over to the charitable organizations.

## Warner Bros. Chi Changes

CHICAGO, Jan. 19.—Several changes were made this week in managerial positions on the Warner Brothers circuit. Johnny Field was transferred as manager of the Cosmo to the Highland. M. Brazee, of the Highland, went to the Avalon. E. D. Hobson, of the Avalon, went to the Orpheum, in the Loop; M. Connor from the Orpheum to the Grove, and Ted Turrell, of the Grove, to the Cosmo.

## MPTOA Delegates Will Not Find New Orleans Rates Excessive

NEW YORK, Jan. 19.—Contrary to report, the cost of attending the Motion Picture Theater Owners of America Convention in New Orleans will not be excessive. On the contrary, the executives of the organization point out that the session is to be held a week in advance of Mardi Gras and, altho the city will be in a carnival mood, the hotel rates will not be jumped. As a matter of fact, they state, many of the hostellers are making reductions, since the city has long tried to land this convention in the Gulf City.

It has been announced that one whole day of the convention will be given over to the discussion of the motion picture code and some changes will be recommended in that document. Ed Kuykendall, president of the MPTOA, has long been advocating changes and asking for clearance and zoning rules to govern all sections of the country.

## Government Slated To Start Action in Many Key Cities

*Exhibitors pleased with St. Louis indictment — Los Angeles expected to be scene of next trial—producers worried by trend of events—salary investigations alarm*

NEW YORK, Jan. 19.—All branches of the motion picture industry are marking time after the St. Louis indictment against the major picture companies. Exhibitors, almost without exception, are pleased with the result and expect the case to go against the majors in the end. The producers, on the other hand, are considerably worried over the trend and are aware of the fact that the St. Louis angle was merely the forerunner of many investigations. It is understood that the government is preparing cases against the producers in many key spots and feels confident that in most cases the decision will be in favor of the government on charges of violation of the anti-trust laws. It is expected that Los Angeles will be the next center of attention, with the Independent Theater Owners of Southern California making the complaint against the Fox West Coast Theaters.

## Detroit Police Censor To Retire Next Month

DETROIT, Jan. 19.—Lieutenant Royal A. Baker, veteran Detroit film censor, applied to the deputy chief of detectives for a retirement on Monday. Baker's actual retirement will not occur until later.

Lieutenant Baker is considered by many to be the first official screen censor in the country. He had had experience with film work for some years before joining the police department and used this technical knowledge in a test case when he seized film being exhibited in a "abooting gallery" theater here in 1912. Over the protest of the owner and his attorney, Baker pointed out a State law giving control over showing of indecent photographs, and was appointed film censor, altho at the time of the seizure he was only a patrolman on the beat.

He established standards of censorship which have been largely followed by other municipal censors. Baker estimates he has viewed 115,000,000 feet of film in his 23 years of censoring. He will devote his time to painting and writing music and screen plays; a scenario for a musical comedy is now accepted for production.

## KIVA, Lincoln, Gives Up Competition Ghost

LINCOLN, Jan. 19.—Rather than face the consistently red ledger that has greeted the weekly receipts for the Kiva here, Westland officials gave indication of the next move by handing union help their two weeks' notice recently. This leaves Westland (L. L. Dent) with but one spot on the local theater row and his competitor, J. H. Cooper, with six.

The house, open since July 2, has been a steady money loser due to poor product. Dave Morrison, former manager, will go back to Greeley, Colo., to his old post. Date of closing is slated for late in January.

HOLLYWOOD, Jan. 19.—One of the things that is bothering film executives here more than the St. Louis indictment is the fear of an investigation of salaries and bonuses on the part of the executives. They are afraid that the proposed bill in Congress to limit salaries to \$25,000 a year will get serious consideration and that it may cause stockholders to ask for an explanation as to why the high salaries are permitted on the face of non-payment of dividends and bankruptcy proceedings.

WASHINGTON, Jan. 19.—As soon as the decks are cleared of administration legislation, it is expected in every quarter that a complete investigation of the film industry will be in order. It is expected that the heads of the various companies will be called to Washington for quizzing and that future action will depend largely on the answers given by the film men.

There has never been a time when so many Congressmen are ready to present anti-film bills and it is considered likely that one or more will pass both the House and Senate regarding regulation by a commission.

The talk here that Postmaster General Farley would step into Will Hays' job is not taken seriously, but it shows the general trend of conversation and keeps motion pictures uppermost in the minds of the legislators.

## Columbia Building New Dubbing Stage

HOLLYWOOD, Jan. 19.—Columbia Pictures started its 1935 building program this week when ground was broken for the construction of a large concrete and steel dubbing stage. It will replace a frame building which has been in use for the last four years. The new building will be a Class A structure, absolutely fireproof.

The building will contain a dubbing stage, projection room and a new bank of cutting rooms. The dubbing stage will be large enough to accommodate a full symphony orchestra and will embrace the latest improvements in acoustical construction.

Stephen Gooson, Columbia's art director on the Coast, and his staff designed the building.

HAMPTON, Va., Jan. 19.—Booking of *Born To Be Bad* at the Langley here was canceled after townspeople had objected to the title, altho the show played Newport News near by a few weeks before with no opposition voiced. Management substituted *Babes in Toyland* for the banished film.

# PURITY DRIVE IS REVIVED

## New York Presbytery Enters Field of Picture Crusading

*Attacks private lives of film players—censors find moral tone of pictures rapidly improving—few cuts necessary—England joins move for a general cleanup*

NEW YORK, Jan. 19.—After being dormant for a month, the church agitation against salacious films has again come to life and, although there has been little but talk, it may take on proportions to the point where actual boycott measures may be adopted. The Legion of Decency officials declare that pictures are improving in moral tone, but they do not want their members to become lax. Joseph Schenck, of United Artists, became peeved this week when the Los Angeles delegate of the Legion passed on *Clue of India* as a picture for strictly adult consumption. Schenck stated that the picture had not been previewed and that the report was sent out before the delegate had even viewed the feature. It was later viewed in New York and given a clean bill of health.

Censors in almost every State report that the moral tone of the pictures now being distributed is above reproach and that most films are permitted to run without any cuts. Heretofore few pictures got by the censors without a great deal of pruning.

In its midwinter meeting this week the New York Presbytery went on record as being against indecent pictures and will ask members to remain away from houses showing salacious films. This is the first action the Presbytery has taken. At the meeting there was considerable excitement when a resolution praising the Catholic Church for the organization of the Legion of Decency was attacked and finally the mention of Catholics was eliminated. This called for a heated discussion which was picked up by the daily newspapers and plastered all over the place.

A resolution was finally adopted which said in part: "We believe that the entertainment provided at present by the motion picture industry should be condemned on the following counts: Unwholesome emphasis placed on sex, indecency, glorification of the criminal and fostering of unsocial attitudes and glorification of men and women stars of most unexemplary private life."

LONDON, Jan. 19.—The Archbishop of Canterbury headed a delegation to visit Ramsay MacDonald this week in an effort to have passed stringent laws governing the showing of indecent films. The delegation pointed out that the present release of pictures is governed by a board of censors and the censors are neither paid by nor responsible to the government. In fact, one spokesman said that the movie trade "paid for and censored itself."

Mr. MacDonald stated that he would consider any plan that was brought before him.

## Merchants Show Profit In Theater Operation

ROCHESTER, Minn., Jan. 19.—That merchants can operate a picture show as a medium to bring trade into a community, and do so at profit, has been shown the past year at Heron Lake, Minn. The community motion picture project completed the year 1934 with a small balance, the association members were informed. The venture was established in 1930 by a group of men who believe that a picture show is a valuable asset to a town. During 1934 the box-office reports showed total attendance of 16,694 as compared with 11,646 for the previous year.

Those backing the show are confident that an institution which attracts more than 15,000 people in a year, the majority of whom came from out of town, is worth much to the community. There were 105 shows presented during the year.

The balance of indebtedness assumed at the time the business men took over the venture was retired the past year, the projection machines were overhauled at a cost of \$133, and late in October new sound and light equipment was installed, on which \$220 has been paid.

## Gentle Reminder

NEW ORLEANS, Jan. 19.—A. Labas, who runs a box on the front page of *The Item* every day, prints this advice to the various theater managers: "All of you should have clocks to remind wives of going home in time to cook supper for their husbands, to warn salesmen when to report back to the office after a hard day's work and to serve various other useful purposes."

## Detroit Council Bans Cloth Banners, Signs

DETROIT, Jan. 19.—Cloth banners, streamers, signs and hangers will remain definitely prohibited in Detroit the city council decided this week. Effort have been made to amend the ordinance, on the representations of manufacturers of such signs, that their product was essentially fireproof.

Commissioner Joseph P. Wolff, commissioner of buildings and safety engineering, made a thorough test of the samples submitted by a Chicago manufacturer and found them immune to fire as first submitted. However, when the banner was placed in water, as it would be when a fire hose was played upon it in normal operation, the fireproofing compound was apparently removed and the banner burned rapidly. As a result of Wolff's demonstration the council voted to continue the present prohibition against cloth banners.

and will be managed by Will Horwitz, well-known Houston theater man. He is a co-owner with Karl Hohlitzelle, of Dallas.

House will have a seating capacity of 2,000 and a stage suitable for any of the largest traveling road shows. Pictures will, of course, be the policy. Building includes a four-story garage for patrons, an arcade with the usual shops, and there will be a spacious lounge room under the Iris. Horwitz's adjoining house, with a foyer connecting the two houses.

Other local Horwitz houses are the Ritz and Texan, and, according to the management, the house now under construction is a starter for at least two others that are slated for this summer.

## Penn. Exhibitors Agree to Disagree

PHILADELPHIA, Jan. 19.—All olive-branch negotiations between the Motion Picture Theater Owners of Eastern Pennsylvania, Southern New Jersey and Delaware, and the Independent Exhibitors' Protective Association have failed for the present time.

Ever since the IEPA broke away about a year ago, peacemakers in the two organizations have been endeavoring to bring the two exhibitor groups together and both have had committees on the merger. IEPA, however, this week flatly refused to consider a merger as long as the MPTO retained affiliated membership in its body. The MPTO committee was dismissed and the matter tabled at the board of managers' meeting on Friday when Lowen Pizor was inducted into office as president of the group.

## Work on Houston De Luxer Being Rushed

HOUSTON, Tex., Jan. 19.—Work is being rushed on Houston's newest theater and when completed will be one of the outstanding houses of the South. Already expense sheets show an outlay of approximately \$3,000,000, which includes a 30-year lease on the property. House is a Horwitz-Hohlitzelle house

## Colorado Theater Men Have Strong Talk Against Taxes

DENVER, Jan. 19.—With the Legislature in session, theater men are casting about for arguments against further tax burdens. One of the strongest is the fact that out of about 40 theaters, only 4 have come thru the depression, fulfilled their leases, made money for their owners, maintained practically the same scale of prices or have not been thru bankruptcy proceedings, rent adjustments, foreclosures or landlord evictions. The four are the Ogden, Aladdin, Webber and the Denham. Of these the Webber was recently sold, but not because of financial difficulties. The owner, De Witt Webber, sold to Fox and has retired.

The Denver and Paramount were caught in the Paramount-Public bankruptcy and were finally taken back by the owners and are now being operated by Harry Huffman, who is also operating the Orpheum. The latter was turned back to the bondholders as a result of the Radio-Keith-Orpheum bankruptcy less than a year after it was built. The Denver was built several years before the depression and made money for a time. The Paramount was built and opened about as the depression was started, while the Orpheum was opened a year or two later.

The Bishop-Cass Company, one of the most prosperous theater companies in Colorado, failed when the Tabor was its only remaining theater. The America Theater, once a Bishop-Cass house and later operated by Harry Huffman as a first as well as a subsequent run, was torn down for a department store. In numbers of houses affected, subur-

## Fox Expanding in Denver Territory

DENVER, Jan. 19.—Further expansion in the Denver territory is indicated by Fox taking over two theaters in the Denver territory, one of them in this city.

Fox has bought the Webber Theater from DeWitt C. Webber, who built the house in 1918 and has operated it continuously since. Roy Nothels, manager of the house for 14 years, will manage for Fox.

Webber is 70 years old, the oldest independent exhibitor in the Denver territory. He is a pioneer in the Denver exhibition field, having been interested in the Iris previous to 1918. The Webber is one of four theaters in Denver that have not been in bankruptcy proceedings, foreclosures, or financial difficulties of any kind.

J. G. Burbanks, veteran Wyoming exhibitor, has leased the Crown Theater at Laramie, Wyo., to Fox, who will take possession February 1, after which they will spend \$7,500 in modernization. Future plans of Burbanks are not known.

## Ask Pledges To Attend Clean Rep Theaters

NEW ORLEANS, Jan. 19.—A pledge to attend motion picture theaters exhibiting selected family and children's programs at least once a week was embodied in a resolution adopted by all organizations affiliated with the Better Films committee of the Louisiana Co-Operative Educational Association at an open meeting held at the Roosevelt Hotel. The resolution explained that the body was being working toward influencing neighborhood and independent picture theater managers to devote at least one night a week to a selected program for family and children, the programs to be selected from the lists endorsed by the International and National Preview committees.

Rev. W. H. Wallace Jr., pastor of the First Methodist Church, the speaker of the evening, stressed the need for the public to know what it wants in the movies, the need for more family and children's films and the necessity for co-operation among theatergoers in obtaining what they want.

## Philadelphia Cut Rate Starts Investigation

PHILADELPHIA, Jan. 19.—Yesterday the Earle Theater drastically reduced its admission prices, dropping from a 65-cent weekday top to a 40 cent top, for its stage-screen program. Reduction was brought on by the competition of the newly reopened Roxy-Mastbaum.

Scale slash has the independents in the city agog and may call for a new clearance setup on films played second run out of the Earle. Several local exhibitors have protested that they will be obliged to charge more for a second-run screen program than the Earle, which will have a 25-cent morning price for its first-run film and its complete vaudeville bill.

The local Motion Picture Theater Owners is investigating the situation and may present a clearance board claim in behalf of its members.

## N. Y. Bill Would Kill Off Many Independents

ALBANY, N. Y., Jan. 19.—The bill introduced in the Legislature last week by Senator John T. McCall, Democrat, of New York City, relative to the licensing of motion picture distributors and exhibitors, has been amended by making two important changes in the original bill.

One of these would require the distributors of films to pay a license fee of \$5,000 instead of \$50 and to post a bond of \$100,000. As the proposed new law now reads, the exhibitors shall pay an annual license fee of \$1,000 instead of \$10 as specified in the original bill sponsored by Senator McCall.

These decided increases in license fees impress many of the legislators as being an exorbitant tax on the distributors and exhibitors of film products.

## NATION'S THEATERS REPORT BOX-OFFICE TAKES AVERAGE

NEW YORK, Jan. 19.—Key spots showed average business this week. There were few outstanding grosses, but takes were a great deal higher than last year at this time. Bad weather in the West held up business to some extent, but in the East the cold had a tendency to attract trade.

Most theater owners have no complaints to make regarding grosses but expect a decided rise as soon as some of the ice pictures are released. Every outstanding picture is getting the business, while the mediocre ones are given the go-by. Altho the features are far superior to those of last season, the patrons are doing more shopping.

The Legion of Decency has come to life again and altho there have been threats of boycott few theaters have felt any effects as yet. Many Protestant churches are now following the lead of the Legion and lining up members to stamp out what they consider dirt in pictures.

### New York

The Big Street struck about average grosses this week. The Paramount with *Lives of a Bengal Lancer* broke a two-year record with \$70,000 the first week. Rubinfon with his fiddle may have raised the gross, but most are convinced that the picture dragged in the customers. *Citiz of India* opened at the Rivoli Thursday and looks good for a cleanup. *Copperfield*, at the Capitol, looks good for big money. Other houses are playing average features.

### Chicago

Business was slightly above average this week. No outstanding hits, but all houses kept out of the red. Cold weather has not helped the Loop houses, the fans patronizing the neighborhoods instead of going down town. If business continues as is there will be no complaints.

### Omaha

Film business keeping up the brightened aura which began at holiday season. Current bills running to exceptional business at Brandeis and World and over average at the Orpheum. *Broadway Bill* packing them in at the Brandeis broke the single-day record set by *Little Women* and headed to break the week's record also held by

Women. *Bill* will undoubtedly get hold-over, in which case it will likely establish a new long-run record. World with *Kid Millions* has extended the run for an extra five days, evidence enough of the strength of the film. Orpheum bringing in *County Chairman* in place of *President Vanishes*, which was jerked by the exchange.

### Philadelphia

Most houses report average grosses on the week. There is a cut-price war in the offing that is causing exhibits considerable alarm. The Earle cut its prices from 65 cents to 40 cents owing to competition from the Mastbaum and others are expected to follow suit. This will hurt all the houses.

### Washington

Nothing outstanding here this week. Business fair but nothing to shout about. Exhibs look for better business as soon as Congressmen are able to catch their breath after their strenuous sessions. A number of good box-office pictures are ready for the screens here and a decided upturn is expected.

### Pittsburgh

It was Jack Benny's week in Pittsburgh last week as far as box-office grosses were concerned. His personal appearance at the Stanley attracted crowds from near and far, crowds that far exceeded New Year's biz at its peak. With over \$32,000 rolled in for the week, there wasn't much left for the other houses. All of them took it on the chin, with one house, the Pitt, closing its doors Thursday night.

### Newport News

All four local theaters had a banner week. Palace probably doing best business with *Arliss' Last Gentleman*, which stood crowds up four days. *Sweet Adeline* filled the Paramount, town's largest house, for most of its three-day run, and *It's a Gift*, aided and abetted by a stage show, also did stand-out business at the James. With all these attractions running opposition simultaneously, the Warwick also filled the house with a second-run showing of *British Agent* at the same time.

## Private Lives

At a session this week of the New York Presbytery the delegates went on record as being opposed to, among other things, "the glorification of men and women stars of most unexemplary private life." The gentlemen were not specific. Therefore, we take it that the picture colony as a whole comes under their condemnation.

Is there no place for these condemning gentlemen to stop? Are they not satisfied that pictures have been cleaned? Must they go further and condemn the books in the libraries of the film people or the pictures on their walls?

Just what is "unexemplary" and who is to define it? To our mind it is largely a matter of geography. What is exemplary in New York is unexemplary in Spoo, Ark. It is our belief that the motion picture people are entitled to lead their own lives without suggestions as to what is and what is not "unexemplary."

We have yet to learn of any large number of stars committing arson or mayhem or suggesting that the "exemplary" people go on an orgy of any kind. It has been our observation that picture people as a whole are probably more moral than those of a great many businesses. Certainly they are as good!

Are our morals to be corrupted because our shoemaker stops in at the village gin mill occasionally? Are we to condemn his product and demand a boycott of his wares? If so, let's have a real good condemnation party and get it out of our systems. We know of few people who can stand a rigid investigation without coming in for a generous portion of condemnation. It's all a point of view, and if the view is warped the vision is going to be a little cock-eyed.

We hold no brief for any player who openly and wantonly goes against the rules of society and flaunts it, but as far as we can see the proportion of picture people who do this, in proportion to other walks of life, is negligible. It is because the eyes of the world are centered on picture players, and their conduct is greatly magnified all out of proportion.

The gentlemen who do all the condemning are no doubt sincere. For some reason or other their perspective is out of focus. They are out to find flaws and are using a magnifying glass to do so.

"Am I my brother's keeper" used to be a pretty good saying, but if it is going to cramp our good friends' condemning business, let's condemn it and get away with a flying start. Let nothing interfere with a good old-fashioned mud-slinging festival and try to keep our hands clean at the same time.

If the boys and girls who are doing all the condemnation will pause for a moment they will realize that the general public is getting pretty well fed up with condemning practices and would like a rest. If it continues the purity experts are going to find public opinion turned against them and their good efforts wasted.

Let's be sensible. With one or two outstanding exceptions, there is nothing about the morals of the motion picture players that will not stand the most rigid investigation. These people work hard to entertain the world and their efforts should be applauded, not condemned.

Let's not throw stones. Replacing the glass in our own houses might prove too costly.

Len Morgan.

## PERSONALS

Arthur Robinson, head of Price Theaters, Premiums in Detroit, opened new offices on the fifth floor of the Film Exchange Building this week. Robinson is also enlarging his activity, with the formation of the new American Picture Company.

William Fleming, branch manager of Excellent Pictures Corporation, Detroit Independent exchange, enlarged the office space this week, adding a new waiting room for exhibitors.

Ray Chapman, former manager of the Stratford and Regent theaters in Detroit, has been appointed Michigan salesman for Monarch Pictures Corporation, succeeding Jack Moes, who resigned.

Herman Hunt, Detroit manager of the National Theater Supply Company, has returned to the office following partial recovery from a serious automobile accident near Indianapolis, still carrying his arm in a sling.

The Princess Theater, Marlboro, Mass., has been taken over by the Netoco Marlboro Theater, Inc., which also operates the Marlboro Theater in Marlboro, another affiliation of Paramount. The Princess Theater will be operated by the M. & P. Theaters Corporation.

Plans are being completed for the construction of a new building on South Church street to house the Charlotte, N. C., offices of the Fox Film Company. The project will represent an investment of approximately \$60,000.

Sol and Mae Krim, Detroit circuit operators, have opened the Buchanan Theater, west side house, which they have just taken over from the John O'Dell Circuit. The house has been

extensively redecorated and re-seated. A new front and marquee were likewise installed, with a large neon sign. Joseph Kessler has been appointed house manager.

William L. Wilson, manager of the Lyric Theater, Waycross, Ga., has been elected vice-president of the Waycross Rotary Club.

The Jefferson Theater at Roanoke, Va., which is being remodeled for opening some time in February, will have a seating capacity of between 900 and 1,000, according to present plans.

The Dixie Theater, Pelham, Ga., has been acquired by the Interstate Enterprises, of which Nat Williams, Thomasville, Ga., is manager.

R. H. Dunn has opened his new Camilla Theater at Camilla, Ga.

New type Gardiner projection screen is being installed in the new Lyric Theater, Winfield, Kan., by the Trout Theater and Sound Company, of Enid, Okla.

Roy Fuller recently opened the new Roosevelt Theater at Palestine, Tex.

Stock has opened in the Uptown Theater, Dallas, and the company has been captioned the Uptown Theater Players.

Homer Mulkey has reopened his new Pastime at Clarendon, Tex.

M. Vaughn and Al Wolf are the new skippers of the Crescent Theater at Garland, Tex.

Work has begun on a new 400-seater picture theater in Grand Coulee, Wash.

FROM THE BOX-OFFICE POINT OF VIEW

"The Wandering Jew" (OLYMPIC) Criterion, New York Time—85 minutes. No release date.

Altho beautifully staged, directed and acted, The Wandering Jew is not fodder for the average theater. It is strictly for class audiences that can appreciate symbolism and understand the story of the Jew who was destined to live forever.

This Julius Hagen production, made in England, is first class in every respect except popular entertainment value. It was directed by Maurice Elvey from E. T. Thurston's play, and the director made a good job, but altho it is cleverly done, it will not click with the masses.

Conrad Veidt is cast as the Wandering Jew, who is swayed by feminine charms, gold and power. He carries the burden of the picture and gives an outstanding performance. Others in the cast are unknown to American film fans.

If you cater to the highest type audiences this picture should go big, but otherwise it doesn't look like box office. Morgan.

"Unfinished Symphony" (GAUMONT-BRITISH) Roxy, New York Time—78 minutes.

This story of the early struggles of Franz Schubert, the Viennese composer, moves a little too slow for the average American audience. However, to offset this, the Schubert music throughout the picture will appeal to that large army of music lovers to whom action is secondary.

The picture takes place from the time of Schubert as a small-town school teacher to the point where he becomes famous and is hailed by all the civilized world for his compositions. There is love interest, but not strong enough to appeal to the romantic and not enough speed to appeal to the action type.

The picture was produced in England, and Helen Chandler is the only name that will mean anything to American audiences. Morgan.

"Under Pressure" (FOX) Previewed at the California, Huntington Park, Calif. Time—65 minutes. Release Date—January 25.

Here is a simple but interesting story of a couple of sand hogs, their love for their work and their never-ending desire to outdo one another. Outside of the names of Victor McLaglen and Edmund Lowe the picture has little to offer the exhibitor to exploit. It's the type of pic-

ture that will fare best among the working people in the neighborhood houses.

McLaglen is the thick-brain head of a crew of sand hogs digging a tunnel under the East River. Heading his bore towards the Manhattan side McLaglen lashes his men for all they are worth to reach the middle of the river before the men of his deadly rival, Charles Blackford, in the other side. Lowe gives his usual performance as the wise-cracking pal of McLaglen, until he saves McLaglen's life and McLaglen sheds blood. McLaglen glares at him until he has his chance to save Lowe, and in so doing is crippled himself.

Florence Rice, as the romantic interest, is acceptable, and Marjorie Rambeau is excellent as the hardened waterfront beer-parlor operator.

Excellent photographic shots of the men preparing to enter the tunnel, interior views and routine of men at work under the river provide interesting moments and reflect credit on the superior camera work of Hal Mohr and Lou O'Connell. Blackford.

"Baboona" (FOX) Rialto, New York Time—80 minutes. Release Date—January 21.

Mr. and Mrs. Martin Johnson, well-known African adventurers, have brought back another jungle epic, and where animal pictures are still in favor it should go over big. Most of the pictures were taken from two planes used by the Johnsons in their latest venture and they were able to penetrate deeper into the jungle than ever before.

The highlights are the scenes showing the largest herd of elephants ever photographed, thousands of zebras migrating and the attack on one of the planes by a group of lions. Other shots show the consternation of natives at the sight of planes landing.

This is probably the most interesting and authentic film to come out of Africa and if for no other reason it should be seen in order to get the real lowdown in African life.

The Johnsons have injected a great deal of human interest in their shots and show themselves to be good showmen. Morgan.

"Enchanted April" (RKO) Preview, New York. Time—66 minutes. Release Date—January 25.

In Enchanted April Ann Harding has an opportunity to turn in a swell performance and one that her fans will take kindly to. The story is a light comedy and the lines are clever. Altho the appeal will be strongly for women, it is suitable entertainment for any adult regardless of his tastes.

The plot is light, dealing with two women who feel that they are being neglected by their husbands, rent a villa in Italy with two other women. The husband of one, an attorney, comes to visit his wife, and Ann's husband, not knowing she is there, comes to visit one of the women whom he knew in London. There is considerable confusion until Ann and her husband decide they love each other.

As the wife, Miss Harding is excellent, and as her husband, Frank Morgan turns in a clever performance. Others in the cast are Katherine Alexander, Reginald Owen, James Baxter and Ralph Forbes. Harry Beaumont directed.

This picture can be placed on the top spot of any theater. Morgan.

"Mysterious Mr. Wong" (MONOGRAM) Preview, New York Time—60 minutes. Release Date—December 22.

This mystery thriller will appeal strongly to the popular audiences and will click in a big way in spots where patrons like their movies to move and no foolin'.

The story deals with a newspaper reporter who guides a gal thru San Francisco Chinatown in search of a series of coins of Confucius, which are supposed to bring good luck. The run into Mr. Wong, who has other ideas, and there is considerable excitement until the police break into the underground den and rescue the couple.

The strong cast includes Bela Lugosi, Arline Judge, Wallace Ford, Leo Shumway and Lotus Long.

William Nigh directed and managed to keep the picture moving at a fast pace that will delight all those who go in for thrillers. Morgan.

"The White Cockatoo" (WARNER BROS.) Astor, New York Time—78 minutes. Release Date—January 10.

This one is supposed to be a blood-curdling thriller with an unsolvable mystery, but it fails to get going, and as a result it is just one of those things. It looks as tho a gang of boys and girls got together one afternoon and said, "Let's make a picture," and this is it.

It's all about a brother and sister who were to inherit a ton of money. In order that they might identify each other later in life they were each given a torn piece of paper, which when fitted proved the identity. There is some dirty work at the crossroads, and a gang of crooks tries to get half the paper and toss in a few odd murders for luck. It runs around in circles, but finally the director gets things straightened around and the players learn what it's all about.

This will make the grade on a double bill, but will fail to stand up alone. Jean Muir and Ricardo Cortez are lost in this one. Morgan.

"Bordertown" (WARNER BROS.) RKO Hillstreet, Los Angeles. Time—89 minutes. Release Date—January 5.

The ace direction of Archie Mayo and the stellar screen work of Paul Muni and Bette Davis combine to make Bordertown an excellent program. Picture should please in most spots, and while not anything sensational stacks up as better-than-average film fare.

Paul Muni plays the part of a Mexican youth of the Los Angeles Mexican colony. Boy grows up, studies law, is admitted to the bar, only to be disbarred when he loses his temper during his first case. Broken in spirit, he wanders to a Mexican border town, where he soon becomes a powerful gambling lord. He joins Eugene Pallette in a gaming house venture and converts the cheap honky-tonk of Pallette's into a classy rendezvous for the elite of the gambling world.

Bette Davis, the wife of Pallette, does an excellent bit of work as the bedraggled and ill-treated wife, a characterization closely resembling her part in Human Bondage. She falls in love with Muni and kills her husband to have him out of the way for her designs on Muni. Only to find that Muni has fallen for Margaret Lindsay, a society dame, Muni denounces her and she goes to the police.

informing them that he has killed her husband. At the trial she loses her mind and Muni goes free. Returning to Los Angeles he falls under the wing of Miss Lindsay, who reforms him, and in the end Muni endows a law college for moneyless youngsters and settles down to a domestic life with Miss Lindsay. Blackford.

"Clive of India" (UNITED ARTISTS) Rivoli, New York Time—90 minutes. Release Date—January 25.

If you want to add prestige to your theater book Clive of India. It is a romantic and historical account of an obscure clerk who goes to India from England and rises to power, and after many battles with armored elephants and gory hand-to-hand combats wins India for the British Empire. The pace with which the picture moves is breathtaking and the story follows closely the history of the great soldier.

There are so many highlights in this feature that they overlap. Action follows action, with only a few breaks to keep the romance between Ronald Colman and Loretta Young burning. The love affair does not pan out as well as the young couple had hoped, but following Clive's trial in the House of Commons there is a reconciliation and all ends well.

Too much cannot be said for Colman's work in this picture. It is a part foreign to the light roles in which he is usually cast, but he makes the most of every appearance on the screen. Loretta Young is excellent as the young girl who goes to India to marry a man she has never seen. Others in the cast include Colin Clive, C. Audrey Smith, Ian Wolfe, Wyndham Standing and Cesar Romero.

Your patrons will go for Clive in a big way. Morgan.

"The Winning Ticket" (METRO-GOLDWYN-MAYER) Previewed at the Wilshire, Beverly Hills, Calif. Time—74 minutes. Release Date—January 25.

Metro-Goldwyn-Mayer's contribution to the cycle of Irish Sweepstakes stories is hardly up to the usual caliber of pictures from this studio. Picture is mediocre in every sense of the word and rates only secondary runs.

Ted Healy influences his barber brother-in-law, Leo Carrillo, to go against his wife's (Louise Fazenda) better judgment and buy a ticket on the Irish Sweepstakes. When news reaches the barber's family of his winning the whole family goes on a spending spree of money borrowed on the strength of the winning. Happiness turns to sorrow, however, when the ticket is discovered missing, and the balance of the picture is given over to the wild search and finding of the missing pastebord.

Carrillo is ace as the barber and Healy offers a few laughs. Miss Fazenda does fairly well as the wife and Luis Alberni does his best to ruin the few lines assigned him.

Charles Reisner's direction is slow and jerky and the principals are allowed to engage in by-play that fails to lend any interest to the story. Blackford.

"The Toronto Kid" (RESOLUTE) Previewed at the Boulevard, Los Angeles. Time—60 minutes. Release Date—Not set.

Where the customers will put up with anything this picture is not good, but the average theater audience would walk out on it. Amateurish and not at all unlike eighth-grade theatricals, this story of the "shoot 'em up" West is a weak sister. Dandy work of Rex Bell doesn't save it from being a washout. Ruth Mix, as the girl, is ridiculous.

Story is the stereotyped Western. A crooked lawyer is trying to frame the cowhand and get the inheritance of a wealthy rancher by setting Ruth Mix up as the grandchild when the real grandchild is dead. In a hard-riding round-about course Bell uncovers the faker and saves all for our little Nell. Blackford.

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THE FILM WEEKLY AUSTRALIA Covering the Motion Picture and Entertainment Field Generally. Conducted by MARTIN C. BRENNAN, 128 City Tattersalls Building, Pitt Street, Sydney, Australian Office of THE BILLBOARD.

CURRENT BROADWAY FILMS Issue Reviewed. David Copperfield (MGM) ... January 19 Silver Streak (RKO) ... December 1 Romance in Manhattan (RKO) ... December 1 Baboona (Fox) ... Current County Chairman (Fox) ... January 5 Clive of India (UA) ... Current Holdovers Wandering Jew (Olympic) ... Current Lives of a Bengal Lancer (Par) ... January 12 Man of Aran (CB) ... October 27

Burlesque Conducted by SIONEY HARRIS—Communications to 1564 Broadway, New York City.

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

Circuit War Talk a Sham

NEW YORK, Jan. 19.—There was considerable talk this week of an expected circuit war, but nothing materialized. First report was that Max Rudnick and Eddie Madden were to throw their lot in with Max Wilner and Sam Scribner. Another rumor was that the Supreme Circuit would merge with the Independent Burlesk Circuit.

There was some talk between Rudnick-Madden and Wilner-Scribner. However, Rudnick-Madden are expected to return to Philly burly activities by taking over the Lyric in that city. Wilner-Scribner are going ahead with circuit plans, two houses in the offing. They are working on the Majestic, Boston, and a house in Boston.

The rumor of a Supreme-Independent combo came from Supreme sources, but such a move is very unlikely. The circuits are opposition to each other in several spots, and besides there are other indications that such a move would never be consummated.

Flint's "Stars From Fair" At Ben Ali, Lexington, Ky.

LEXINGTON, Ky., Jan. 21.—George B. Flint's Stars From the Fair, which has been playing the West Virginia territory to good results, began a week's engagement at the Ben Ali Theater here yesterday. From here the show moves to the Princess, Nashville, for a week. Company has been on the road since the closing of the World's Fair.

There are 20 people in the company, including a five-piece stage ork, which is augmented in the various towns. Featured are Dorothy Lull, comedienne, formerly of the Vanities, and Sonny Joy, late of Station KDKA, Pittsburgh.

Rest of the roster is made up of Doug and Dot Fleming; Polly Tan, personality singer; Irvine Meece, xylophonist; Petite Jennie and Sister, midget dancers, and the following dancing girls: Jane and Marge Lee, Annette and Beatrice Berry, Sandra Lydell, Juanita Conrad, Anne Sokal and Ruth Rose. Orchestra comprises Bob Shaffer, piano; Irvine Meece, drums; Betty Wilson, tuba; Don Van Curran, trumpet, and Lucille Branch, trombone. Show is transported by bus.

Conditions Improved In South, Long Says

ASHEVILLE, N. C., Jan. 19.—An optimistic outlook on conditions in show business, especially in the South, is taken by Claude H. (Kid) Long, veteran tabloid producer, who has had Bell's Havana Revue in that territory all winter.

"As we go along each city seems to show an increase in business," Long said on a visit here this week. "Tobacco and cotton markets were tuned to a high pitch last fall, and with Florida getting the biggest tourist season it has ever had, it looks very much as tho the depression has collapsed. I predicted a good season South and I didn't miss, as we did well in all the spots played for the Carolina Theaters, Inc.; the Sparks Theaters of Florida, and Lucas & Jenkins, Inc., of Atlanta. There is work in the South for shows of merit.

"We are now heading northward. We have two more weeks in Florida and then play Huntington, Charleston, Wheeling and Clarkburg, all in West Virginia, and then open in the Warner houses."

Providence-New Bedford Close

PROVIDENCE, Jan. 19.—Antonio Romano's Modern Theater here closed Saturday night. House has been using the Independent Burlesk Circuit shows, and only recently started to share a full week of the shows with New Bedford, also operated by Romano. The New Bedford house closed also.

Tab Tattles

HAL HOYT, who suffered a broken leg as he stepped from his car in Batavia, N. Y., recently, is now confined at the City Hospital, Springfield, O. The injured member is responding slowly to treatments and Hal's stay in the hospital is destined to be a long one. Friends are urged to drop him a line.

Charles Seward, said to be advancing a show thru the South, is asked to communicate immediately with his home as his father is critically ill. . . . The Circle Theater, Sioux City, Ia., has resumed stage-show policy after several of straight picture fare. First show in is the Ritz Revue, with Larry Cox, Jack Foley, Billy Wilson, Eric King and a line of six girls. Show is set there indefinitely. . . . Billy Joy, dancer, until recently with the Penthouse Follies, Cushman unit, has joined Harry Hirsch's burly stock at the Gayety, Minneapolis. . . . Walter W. Alderson, tabster, infos that he has the assurance of the Hamilton County (Cincinnati) branch of the Federal Emergency Relief Administration that all unemployed performers who are residents of Hamilton County will be given relief in the form of work. Several unit shows will be formed in the county and these will be available for any public benefit performance. The actors will be paid a living wage for their work. Alderson has been bending all efforts toward obtaining relief for the jobless actors in Hamilton County since leaving his night-clerk post at the Braxton Hotel, Cincinnati, the first of the year.

BOBBY DYER, after a run of 124 weeks with the Marie Purl unit, joined the Bert Smith show at the Roanoke Theater, Roanoke, Va., January 17. His stay on the Purl show was a pleasant one, he says. . . . Marie (Alaska) Russell and daughter, Anita, who have been operating a night club on the new Airline Highway No. 61, near Reserve, La., were visitors at the tab desk during the past week. They will return to Louisiana after a few weeks' sojourn in the Queen City. . . . This column is open to all of you. Shoot in a line and let us know what you are doing, and if you get into Cincinnati don't fail to pay us a visit. You're always welcome. . . . The stage of the old Sorg Opera House, Middletown, O., which has been trod by numerous tabs in years gone by, was destroyed by fire last week. . . . Sylvan Beebe, who for 17 years operated a rotary tab in the Cincinnati area, was last week sworn in as balliff in one of the Cincy courts. . . . Danny Carter's units, No. 1 and No. 2, are still heading forth in Knoxville and Greenville, Tenn., respectively. Danny says they're both doing nicely. In the No. 1 roster are Danny Carter, Art Higgins, Merlyn Higgins, Will Kreamer, Wanda Vale, Al Vale, Margie Jones and Daisy Dew. The No. 2 personnel includes Frank (Red) Fletcher, Edith Carter, Herman Miller, Naomi Fletcher, Pauline Scarbo, Jackie Stearns, Velma Dew and Al Mathews. Members of the No. 2 brigade surprised Danny and Edith January 16 with a dinner party in honor of their ninth wedding anniversary.

CHES DAVIS' Chicago Follies played the Strand, Crawfordsville, Ind., January 9 and 10 and scored so decisively that Manager Guy Hammtt brought them back for a return date January 16. . . . Linton DeWolfe is piloting Irving Lewis' Scandals in the South, and has some good time lined up. . . . A meeting of advance agents was held in the lobby of the Oliver Hotel, Atlanta, last week. If George Ade had happened in it would have afforded him an excellent opportunity to pick up some grand comedy material for his "Fables in Slang," as each "audience organizer" did his stuff with a new monolog. It would be a difficult task to pick the winner, as Kid Long, John Van Arnam, Linton DeWolfe, Nate Rolster, Bert Melville, Red Mack, Jesse and Frank James and Ollie DeWolfe were all "on the spot" with plenty of conversation. . . . En tour with Brown & Dalley's Merry Whirl Revue are Nadine Snow, Hester Bailey, Mildred Fay, Lucille Kalen, the Vernon Sisters, Doc Roe, Jimmy Moore, the Londoners Orchestra and the Eight English Rockets. . . .

Marcus Show Set for Tour

LOUISVILLE, Ky., Jan. 21.—A. B. Marcus, whose Continental Revue made a successful tour of the Orient last season under the direction of Charles Hugo, will leave in May with his company for a tour which will include Australia, India and the Continent.

Announcement of his plans were made here last week when the Marcus show closed an eight-day stand at the National Theater and confirms a report carried under Tab Tattles in the last issue of The Billboard. Charles Hugo has arranged the forthcoming tour.

On its eight-day run here the Continental Revue grossed \$12,000, giving the National its biggest business in a number of years. The house was reopened a month ago by George Evans.

After engagements in Memphis and Nashville the Marcus show will open at the Oriental Theater, Chicago, February 1 for a fortnight's run. Company will then go to New York and Boston, after which it will work its way to the West Coast. Show is carded to sail from San Francisco.

The present Marcus show carries 70 people.

Burly Briefs

SAM MICALS back in New York vowing that he is thru with burly managing. . . . He'll again be a grease-paint smearer. . . . George Katz, who lost his sister recently, is reported to be extending his theater activities to Toledo. . . . He was in a huddle recently with Harry Winters, who was in New York with Toledo's ex-mayor Thatcher. . . . Jimmy Franks, old-time agent, died recently in New York. . . . Billy Hexter, before he left Springfield, Mass., was stuck up and relieved of 361 bucks of Isay Hirst's money. . . . Dave Cohn and Rudy Kahn claim they spent a month in Philadelphia the other Sunday. . . . Gress Hillary opened at the Irving Place, New York, Sunday after a four-week engagement in Columbus.

ANTONIO ROMANO gambled with Worcester for the one week that Ann Corio added-attractioned there. . . . Harry Shapiro, former manager, is traveling with the Manny King vaude unit. . . . Peggy Delmar just got thru with a couple of rounds on the Supreme and Indie wheels. . . . Sammy Clark's father passed away last month at his home in Brooklyn. . . . Winners of the Bijou, Philly, chorus-girl popularity contest were Fay Wray, Nan Hill and Audrey Craig. . . . Abe Minsky has been vacationing in Havana. . . . H. K. Minsky went to Miami Beach for the opening of Minsky's Music Hall. . . . Harry Rose, recuperating in Miami, wrote Jack Beck that the docs gave him a clean bill of health and now all that he needs is work.

GENE SCHULER and Frank Penny closed at the Irving Place, New York, Saturday night to go on the Indie Circuit. . . . Joan Collette played a return date for Jimmy Lake in Washington last week. . . . She's now slated to go to Waterbury for George Katz. . . . Mid-night Capers and Hot-Cha-Cha, Indie shows, will close after this week. . . . Nora Ford went to the Atlanta Theater, Atlanta, for two weeks as added attraction. . . . Rita Zane, now in Panama, will leave for the States January 29, bringing a new rumba routine with her.

So busy is the Sun office with its tab bookings that it recently added two field men to assist the big chief—Bob Shaw.

WILMA HORNER has joined the ranks of stripping extra attractions in and out of New York houses.

U-NOTES

By UNO

DON DIXON, new comedian and character, in New York from Bert Smith's tab and Pacific Coast. At Wilner houses indefinitely. Does eccentric, plays accordion and piano and sings and dances.

MARGIE BARTEL and Jimmie Francis Jr., with Supreme Circuit, celebrated first wedding anniversary December 28 by gift presentations—a diamond wrist watch for Margie and a diamond ring for Jimmie.

LEE ROYCE, singing straight man of Royce and Edna Mae, is arranging for a radio audition upon his return from a fourth trip around the Supreme Circuit.

JEAN ROSE, prim, replaced Dian Blake, tenor, at the Gotham, New York, week of January 14. Mary Jane and Joy St. Clair, new strippers, arrived the week before.

HAROLD RAYMOND changed most of his cast at Star, Brooklyn, last two weeks. Jack Tiny Fuller replaced Max (See U-NOTES on page 56)

BE A BOOSTER FOR MILTON SCHUSTER

WANTED Burlesque People in All Lines for the STAR & GARTER. Opening February 8. Address MILTON SCHUSTER, 36 W. Randolph Street, Chicago.

WANTED-BURLESQUE PEOPLE FOR STOCK. Straight Men, Comedians, Women, Chorus Girls and Added Attractions. Write JOHANNA SLADE, Princess Theatre, Youngstown, O.

BILLY "RED" GONNIE EGAN & MARTIN Light Comedian. 55th Extraordinary. Reps. PHIL ROSENBERG AND DAVE OOHN. JOHN OLAN HEAD & ROWLAND Straight-Baritone, Stripping Sensation. In Stock, Variety Theatre, Pittsburgh, Pa. Direction, PHIL ROSENBERG, N. Y. O.

DON DIXON ECCENTRIC COMEDIAN. Also Accordion and Piano Playing, Singing and Dancing. At Max Wilner Houses in Stock, N. Y. City. Direction DAVE OOHN, New York City.

TINY HUFF THE PERSONALITY GIRL. Featured on Independent Circuit. Personal Management JACK BECK.

KARL BOWERS ECCENTRIC OUTCH COMEDIAN. Always Working—East and West. "Georgia Peaches"—Independent Circuit.

CHARLEY LAFORD "THE HARRY LANGDON OF BURLESQUE." With "Georgia Peaches," Independent Circuit.

WANTED YOUNG UNION MUSICIANS For Unit Show. State should. If car state type. If married can use Wife. Chorus if suitable. Rate correct. Write immediately. BOX Chl-27, care Billboard, Woods Bldg., Chicago.

WANTED AT ONCE Tab and Gipsik People, Chorus Girls, Stock Performers for New Theatre. Wally Brennan, Trump Ferguson, Hub Greer wire, write immediately. PRODUCER, P. O. Box 875, Youngstown, O.

LEE ROYCE & MAE EDNA

Singing Straight. Singing, Dancing and Talking Soubrette. STILL WITH THE SUPREME CIRCUIT In Our Twenty-First Week. ALWAYS A TOP-NOTCHER, TEMPTING TEAM.

GLOBE TICKETS ALL TYPES Roll and Machine 100,000-\$17.00 GLOBE TICKET COMPANY 112 HOLLYWOOD BL. PHILADELPHIA, PA.

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

Obrecht Buying New Equipment

CHICAGO, Jan. 19.—Christy Obrecht, in town this week engaging people for the new season, believes that 1935 is going to be a good year, and he is backing up his judgment by investing considerable money in new equipment.

Rep Ripples

DUTCH AND ELOISE MAHAN continue to please the patrons of the Houston night spots with their musical specialties. They have been playing the night resorts for nearly two years without a hitch.

Manhattan Stock Returns To Bridgeport January 28

BRIDGEPORT, Conn., Jan. 19.—The Manhattan Players, under the management of Guy Palmerton, will return to Bridgeport to play a season of dramatic stock at the Grotto Playhouse opening January 28.

Stock Notes

ED LAWRENCE, stock actor, who died several months ago, completed his autobiography a few months before he passed on.

SHOW PRINTING

The QUALITY KIND that attracts and gets the money. Finest Snow-White or Bright Yellow Poster Paper; Brightest, Flashiest Ink Colors.

WANTED "DRUNKARD" COMPANY Intact At least 12 people; or Producer who can assemble a cast for opening February 8. Write ISRAEL ARON

ISRAEL ARON 418 Sinton Hotel, Cincinnati, O. George B. Fluhrer, please write.

WINDOW CARDS IN FLASHY COLORS We specialize in them; in fact nothing but! Quick Service, Low Prices.

WANTED Outstanding Dramatic Ingenue. Lead and Leading Man, capable of handling old-time MELODRAMA LEADS, also Dramatic People all lines with Specialties. Rehearsals January 26. ELMER WRIGHT

WANTED—People All Lines. MANAGERS Wire for NEW AT LIBERTY AND PLAY LIST. WAYNE'S THEATRICAL EXCHANGE

TOAD AND ZANZA THARP AT LIBERTY Young General Business Team, Sure-fire Specialties. Trumpet, B. & O. Modern wardrobe. Car.

SHOW PRINTING CURTISS, Continental, Ohio LOW PRICES QUICK SERVICE.

THE BORGES PLAYERS, since closing their circle stock season in Northern Minnesota last October, have been touring the West Coast. Company has played thru Washington and Oregon and at present is working a radio engagement in Long Beach, Calif.

DELPHA KENT is in her ninth month as leading woman with the Clyde M. Waddell Players at the Grand Theater, Huntsville, Ala. Recent additions to the Waddell cast include the McNeal Sisters, Lucille Lavelle and Billy Seldon.

JACK AND JUNE ALFRED are still on tour of the Lone Star State with their tent theater company. The cast remains the same and includes Bob and Kettle Bly, leads and general business; Jack Lockwood and wife, characters; Will E. Locke and son, general business; Jack Alfred Jr., juvenile leads, J. D. Sullivan, general business; Ethel and Bruce Barton, general business; Jack Alfred Sr., comedian, and June Alfred, leads and characters. Macon E. Willis, new banner man, has repainted all the show's trucks and trailers.

RAY WENCIG, comedian with the George Robertson show last summer, has returned to Chicago from a vaudeville tour. He served as master of ceremonies of a five-act unit. He is now enroute at Von Thannen's, Chicago night spot.

HENRY L. BRUNK, of Brunk's Comedians, is spending a month with his daughter, Joyce Lee, and his parents, Mr. and Mrs. S. D. Brunk, in Wichita, Kan. Brunk show is still playing in Texas to good results. Company is now under the management of Glen D. Brunk.

LOLA E. PAINTER, who recently left her home town, Brodhead, Ky., to make a trip to the West Coast, is now located in Monte Vista, Colo., where she is working in the office of a gold mining company. While on the Coast she spent some time in San Diego, Los Angeles and Santa Monica.

DOROTHY HOWARD closed recently with the Mack Bybee Players in Madison, Wis., and has gone to her home in Kansas.

Californians in Stock Run

SHICKSHINNY, Pa., Jan. 19. — California Players, E. R. Sneider, manager, are in their second week of stock here. Company is doing two bills a week, with business okay so far.

Billroy Show Briefs

OKEECHOBEE, Fla., Jan. 19.—Home-stand for Monday (last week) gave us a good crowd. Along came Clarence Ballars, the "Ambassador of Candyland." Of course, the better half, Sherry, was also in attendance.

The State was also well represented by police officers and officials who are regular and friendly to showfolk: Chief of Police Sam Henry and Deputy Sheriff John Kirk, of Belle Glade; Chief of Police Pete Harrison, Officer Murphy and Judge Lang, of Pahokee, and Tax Collector T. J. Campbell, of West Palm Beach.

Pahokee, for Wednesday, came forth with a great crowd (there's dirt afoot). Ed Butler is on for a visit. Belle Glade greeted us with a fine crowd and the big surprise of the season.

For Friday we moved into Clewiston and got another good crowd, and, of course, the "gang" celebrated the marriage in great order.

Moorehaven, for Saturday, was a get-by. All-in-all we had a great week in the bean district.

The band boys are getting some great breaks on their dances (thanks to Della Palmer). The past week gave them two of the biggest dances of the season, and Wib Owens sold out dirt cheap to "Billy" Wheel. So what, Wib? TOM HUTCHISON.

Sharkey Makes Plans To Serve Beer With Revivals

DETROIT, Jan. 19.—Plans for a new dramatic stock company to open here in a few weeks were disclosed this week by E. J. Sharkey, dramatic promoter.

Sharkey is negotiating for a large downtown theater. He plans to open with a series of melodrama revivals, rearranging the theater auditorium so that beer may be served to patrons seated at tables.

ISRAEL ARON, Cincinnati, is making arrangements to place a Drunkard Company on location in the Queen City. He will hold the troupe for at least four weeks. Company is slated to give its first performance around February 8.

W. W. HANKIN and wife, recently with the stock company at the Grand Theater, Montgomery, Ala., advise that they are still in the Alabama territory. Hankin says they did not go home to Wisconsin following the Montgomery run, as recently reported.

GEORGE SHARP'S production of The Drunkard at the Fort Pitt Hotel, Pittsburgh, is in its 20th week, with business building steadily. A number of in-between acts have been added to the bill. The villain's role in the drammer is now portrayed by Bob Pritchard, who has replaced Robert Gill.

Kansas City Jottings

KANSAS CITY, Mo., Jan. 19.—Mal Murray, manager of a circle stock in Eastern Kansas, spent a day here recently on business. He was accompanied by Doc (Toby) Wilson, comedian.

R. E. Derringer, of the Lou Henderson Players, was in town last week on vacation.

La Palmer Quits Lawton When Business Does Brody

LAWTON, Okla., Jan. 19.—Joey La Palmer and his company closed their stock engagement at the Palace Theater here Wednesday night due to poor business for the last two weeks.

The company disbanded as follows: Joey and Mae La Palmer went to Ft. Worth, Tex., where they will remain until spring; Jimmie Griffon hit out for Oklahoma City; Dutch and Dottie Sheffield remained in Lawton, their home town; Woody Mason jumped to St. Louis; Shirley and Elta Pitts went to Grandfield, Okla., and Louis Frank and Wilbur Ouncet departed for parts unknown.

Bennett Office Moves

CHICAGO, Jan. 19.—The A. Mile Bennett office, for years on the third floor of the Delaware Building, has moved to larger quarters on the fifth floor. New space enables actors to wait in the office instead of in the hall.

WANTED—SPECIALTY TEAM AND SINGLE MAN, DANCERS with own House Car preferred. Must be young and able. Room cause this ad. State all and make it low if you want an answer. I'll answer. Write Jennie Stone wire. DERT HUBBELL, Garfield, Ga.

ROLL TICKETS Printed to Your Order 100,000 for Cheapest GOOD TICKET on the Market Dept. B 10,000 . . \$5.00 20,000 . . \$7.75 50,000 . . \$7.75 Keystone Ticket Co., Shamokin, Pa. \$14.50 Cash With Order—No C. O. D. Stock Tickets Any Assortment, \$12.50 for 100,000



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

**Novel Features at Emeryville Walkie**

EMERYVILLE, Calif., Jan. 19.—"Rookie" Lewis show here opened on December 27 with 38 couples. "Not a dull moment," promises Lewis, "from the time you enter the 5,000-seat building until you leave."

"On a ramp elevated from the dance floor the boys put on a whipper scooter race on oversized scooters. In costume they circle the floor, which is 120 by 80 feet, at top speed. Then there is the hobby-horse races for girls. The girls are dressed in jockey silks and make a striking appearance.

Points are given for win, place and show. Contestants will receive extra prize money for these special events.

"Rookie" Lewis is chief emcee and producer, with Billy Maek as his sidekick. Eddie Cotton, on midnight shift, keeps the fans going.

Class vaude acts are presented four times a night and the show also features Tiny Rosen, former clown trumpeter with Paul Whiteman. Tiny carries on during the afternoons. Goodwin Goldie and his California Red Jackets, formerly of the Orpheum Circuit and Fanchon & Marco, furnish the music.

**Moore Heads N. J. Walk**

NORTH WILDWOOD, N. J., Jan. 19.—The Seaside Amusement Company's show here is reported as playing to good houses at the end of three days. The staff includes Harry Smyth, head emcee, assisted by Charley Curran; Gardner Moore, manager; judges, Frank DeCaro (day) and Pat McCullough (night); trainers, Steve O'Neill and Abe Moore; nurses, Marie O'Neill and Ethel Davis. Bill Andrews' Band is playing. Special skits and plays are staged by Harry Smyth, with Charley Curran taking care of the mite. Blinky Williams and Slim Gillin are the staff comedians.

**ON TO CHICAGO**

This is our last opportunity to remind every promoter active in the Endurance Show field that promptly at 10:30 Monday morning, January 28, the meeting, called for the purpose of discussing organization, will be called to order in the Sherman Hotel, Chicago.

We strongly urge that every promoter, who has not already signified his intention to attend, consider the tremendous possibilities in this convention, perhaps affecting the entire future of the business, and do everything possible to be on hand at the appointed hour. We believe that, to say the least, we can promise a most interesting meeting.

Promoters wiring assurances of attendance during the past week are:

Harry H. Cowl Fred Crockett

The complete list of promoters sure to be in attendance at the meeting now includes Charles F. Noltmier, S. M. Fox, Louis Slusky, Hal J. Ross, Leo A. Seltzer, Guy H. Swartz, J. B. Steinel, Carl W. Raabe, George W. Pughe (by proxy), Ray C. Alvis, Harry Fitzpatrick, Harry G. Newman, Red Leinen, Hugh Talbott, Harry H. Cowl, Fred Crockett and Richard S. Kaplan.

**Parker-Berkshire Take Pontiac Show**

PONTIAC, Mich., Jan. 19.—The walk here, under Managing Director Jack LaRue and the head emceeing of Archie Gayer, came to a close Thursday night after 3,842 hours, with Jimmie Parker and Betty Berkshire declared the winning couple. Earl Fagan came in for a large share of credit for closing the show with capacity houses. Presentation of the \$1,000 prize was a feature of the victory ball, which also saw the wedding of Harold Baker and Lee Crandall.

Archie Gayer was head emcee and in complete charge of the floor from the opening day, with the exception of the closing heat, which was ably taken care of by Earl Fagan and his own judge, Chink Newman.

**Carlisle-Gore Are Wichita Winners**

WICHITA, Kan., Jan. 19.—The Midwest Walkathon Company's show closed here January 8 after 1,800 hours. Herman Carlisle and Mildred Gore were first-prize winners; Jean and Lou Williams, second prize winners, and Tommy Ford and Opal Gordanier, third prize. A consolation fourth prize was divided between Vera Melching and Leo Goelin. Total prize money amounted to approximately \$1,000 and each winner was given a certified check for their share at the Victory Ball January 7.

The show was well managed by Johnny Harrigan, who was ably assisted on the stand by Ducky Naccarato, Jimmy Harris, Lefty Craig and Wesley Bryon.

**Endurance Notes**

W. E. TEBBETTS sends word that A. J. (Pop) Welton, affectionately known to hundreds of marathons, passed away while on vacation at his home town, Portland, Ore. Tebbetts would appreciate word from Ted Mullen, Babe and Buster Mittheu and Jack and Marge Berquist.

JACK (BLACKIE) KIRBY, who was chief hospital trainer with the recent Derby, Conn., show, and his wife are wintering at Miami Beach. Jack is giving swimming lessons.

BILL BINNER, Lebanon, Pa., would like to read 'em from Billy Baldwin, Vic Puree, Al Baker and Tommy Greenhouse.

MARGE BREWER, Belleville, Ill., sends apologies to the winners of Hugh Talbott's Mishawaka, Ind., show for the letter (See ENDURANCE NOTES on page 57)

**Birmingham 'Cello' Wedding Draws 'Em**

BIRMINGHAM, Jan. 19.—The second "cellophane" wedding in the United States was presented here Tuesday night at the Seltzer show. (The first wedding of this kind was staged by Seltzer in Chicago, fall of 1933.) The bride and groom were Joe Jones and Bernice Shackelford. All of the gowns were designed by Mrs. Willa Mae Robertson. Some three or four thousand people were turned away on the night of the wedding. Then on Wednesday night the event was repeated, minus the actual wedding ceremony, and drew a nice crowd.

Father Time was lost to the show thru the medium of springs, as was George Whited. The wedding amazed the populace of the Magic City and nothing but the highest praise was heard here. All of the staff worked smoothly, especially Emcees Chic Snider, Eddie Brown, Tex Swan and Frank Starr.

**Crockett Opens in Miami Beach**

MIAMI BEACH, Fla., Jan. 19.—Manager Sid Curtis got Fred Crockett's show here away to a flying start Friday, with 47 teams on the floor, contestants who are to "endure" away the hours under Florida's "summer" skies. The specially constructed arena, seating around 5,000, is right on the beach. And Manager Curtis states that contestants will be allowed one period daily in the ocean.

With the good crowds in Florida this winter, floor money is expected to be exceptionally good. Johnnie Miller is top emceeing the show. Frankie Ravese, down from New York to catch the opening, says that in his opinion the show has excellent prospects.

**Papa Duff at Joplin**

JOPLIN, Mo., Jan. 19.—A walkathon opened near here January 7 in the Cotton Club. Papa Duff Davidson, veteran of many shows, is doing the emcee work with Red Sevier.

The floor staff includes Dean Harding, day floor judge; Jimmie LaNard, night judge; Buddy Allen, day trainer; Bob Dye, night trainer; Millie Harding, day (See PAPA DUFF on page 57)

**Waterbury Over 1,900**

WATERBURY, Conn., Jan. 19.—The Eagle's Indoor Endurance Circus here neared the 1,900-hour mark with six couples and one girl solo remaining in competition. They are Billy Smith and Fuzzy Thoms, Arthur Harmon and Margie Allen, Harry Malms and Marie Smith, Bill Hoff and Midgie Deane, Johnny Hartman and Anlie Rymut, Tony Tallere and Sylvia Doria, with Francis McDonald soloing.

The heat is being put on in great style with plenty of treadmills. The show is going over in good style.

HERE IT IS — TUESDAY, JANUARY 29

**W. E. TEBBETTS**

Opening Another Great

**WALKATHON CONTEST**

In Beautiful

OLYMPIC PARK BALLROOM, IRVINGTON, N. J.

Want only talented contestants with good wardrobe.

Address: W. E. TEBBETTS, Robert Treat Hotel, Newark, N. J.

Should be plenty sponsorship and floor money.

No collect wires.

Fred Mitchell, Unit Mgr.

Contestants report January 25 and 26

**LEO A. SELTZER**

Opens his greatest Walkathon Unit at White City, Chicago, January 29.

**CONTESTANTS WANTED**

Able to Entertain, with good wardrobes. Report not earlier than January 27

At WHITE CITY, CHICAGO.

WILL THE FOLLOWING WALKATHON CONTESTANTS WRITE, WIRE, RAY "POP" DUNLAP, P. O. BOX 1004, MIAMI, FLA.

Hughie Hendrickson, Hobo Elmer, Joe Rock, Frank Costello, Tom Day, Jack Sellers, Stanley Jordan, Joe Weiss, Al Smith, Pop (Santa Claus) Miller, Bennie Rathman, Nelson Dross, Jack Kelly, "Itsy" Bacharach, Micky Sincelar, Joe Richey, Stanley West, Patsy Hobough, Mary Rock, Helen Chester, Margie Lingo, Mrs. Jack Sellers, Babs Fath Evans, Nellie Saviors, Ruthie Smith, Katherine Laese, Connie Mitchell, Evelyn Thompson, Nellie Roberts, Jojo Pitt, Billy McCreavy, Mary Kamap.

**Opening Thursday, January 31st**

Another Winner—Virgin Spot

**WALKATHON Jackson, Mich.**

In \$500,000 Beautiful Steam-Heated Elks' Temple, Heart of Downtown District.

**\$1500 PRIZES**

Auspices American Legion.

Wanted to hear from outstanding couples only, with entertaining ability and wardrobe.

CHIEF M. C.

**ARCHIE GAYER**

Mayes Hotel, JACKSON, MICH.

No collect wires or transportation.

**THE NOVELTY AMUSEMENT CORP.**

Management wishes to express thanks to entire organization for the wonderful cooperation they displayed in making the Pontiac Contest one of the outstanding successes of the 1934 Season. Played to 150,000 Paid Admissions—no fooling. Entire organization moves intact to Jackson.

**WALKATHON \$1500 IN PRIZES**

CAN PLACE several more Couples and Single Girls with long hours, good entertaining ability and wardrobe. Positively no contestants accepted unless firm certified. Communicate by letter only, no collect wires or phone calls. Show opens February 1. Address:

**WALKATHON ATHLETIC CONTEST CO.,** Hugh Talbott, General Manager, Oliver Hotel, South Bend, Ind. Records to The Billboard and Chicago Convention.

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# Magic and Magicians

By BILL SACHS  
(Communications to Cincinnati Office)

**GUY AND EMILIE STANLEY**, now on a booking tour after completing a swing thru Wisconsin, Illinois and Indiana, were in Cincinnati last Sunday and Monday, visiting with their numerous magic friends. Guy is a member of the Queen City Mystics, Assembly No. 11, S.A.M. The Stanleys are set for a string of dates in the Indiana country. They were with the Harry Daly tent show in Wisconsin the past summer. Guy and the missus were visitors at *The Billboard* during their stay in the Queen City.

**R. S. BAILEY**, president of the Oakland Magic Circle, Oakland, Calif., reports that the Circle held its first meeting of 1935 at the St. Mark Hotel, Oakland, the night of January 8. Bailey's account of the meeting is as follows: "The evening was devoted largely to entertainment, with myself serving as emcee. The Tiebault Trio presented musical offerings, with Mr. Tiebault vocalizing on several of his old favorites. R. K. Johnson gave a convincing demonstration of his abilities as a hypnotist. A good turn, devoid of the usual clowning. Other acts included a silk routine by A. Carlo Miller; Three Card Monte by Leo Heyman; paper tearing by Alstrand; a clock trick by the writer; a novelty vent and juggling act by Bert Hansen; card effects by Doug Kelly; Vince Lynch, president of the Golden Gate Assembly, S.A.M., San Francisco; Carl Zamloch, and humorous stories by Jimmie Muir. Mr. Johnson, advance man for Mel-Roy, and his wife were among the visitors present."

PENNSYLVANIA STATE convention of I.B.M. Rings was held January 11 and 12 at Scranton, Pa., with 60 members and guests in attendance. The affair included two magic shows, a magicians' contest, a magic mart and auction, outdoor events and the usual magic banquet. Prize of \$10 for the Ring having the best attendance went to Philadelphia Ring No. 6. Walter Landis, of Lancaster, did an upside-down escape from a six-story building as a publicity stunt. The evening show consisted of nine acts as follows: Bill Frazee, Jim Barton (El Barto), Frank Rice and Charles Beckler, of the Philadelphia Ring; Leon Maxfield, Wilkes-Barre Ring; Walt Landis, Lancaster Ring; Charles Jones (Colin), Harrisburg Ring; Doc Miffin, Shamokin Ring; and Burling Hull of New York. Show was emceed by Charlie Beckler and managed backstage by Doc Endlich, assisted by Joe Smith, Elmer Kuekes and Harry Otto. Next year's convention went to Harrisburg, and the time has been changed from January to October. The new officers are: President, Elmer Kuekes; vice-president, Charles Jones; secretary-treasurer, William (Doc) Endlich, and assistant secretary, William Campbell.

**NICOLA** underwent a successful major operation at the Monmouth Hospital in his home city, Monmouth, Ill., January 12. He is mending nicely, but will play the stand (hospital) for another week or so. Friends may write him there.

**CARTER the Great**, after finishing an eight months' tour of Australasia, jumped to Singapore, where he played two weeks at the Capitol Theater. He opened a fortnight's engagement at King's Theater, Hongkong, January 15, and then goes on to Shanghai and Japan.

**DOC EDWARDS**, formerly of the O. E. Pearson Shows, has joined Roba's *Night in Wonderland* mystery attraction as manager and agent. The Roba show is set for six weeks in the Indiana and

Kentucky territory, and has just finished a three-day engagement in Evansville, Ind., for the East Side Merchants' Association. Company carries five people, with Cedora the X-Ray Girl as a bally feature. The act recently played Loew's Theater, Evansville, in conjunction with *The Mighty Barnum* picture. Doc Edwards and Roba (Louis E. Collins) recently paid a visit to the home of Myrtle Heath, veteran magic and mental worker.

**GEORGE TROSETH**, well known in magic circles, is in the American Hospital, Chicago, recovering from an operation for gall stones. Under the expert care of Dr. Max Thorek, chief surgeon, he is getting along great.

THE FOURTH ANNUAL Magi-Fest, which will be held in Columbus, O., January 25 and 26, under the sponsorship of the Columbus Magic Club, will feature the following magi on the charity fund magic show on the second night: The Martins, Russ Walsh, Leslie P. Guest, Percy Abbott, Al Saal, E. J. Moore and Harry Cecil, emcee. All magicians are invited to attend the two-day conclave. Headquarters will be at the Neal House. Visiting magi receive complimentary tickets to the show, and the party after the show is always one to be long remembered.

**ROODY**, Italian magician, who made his American debut at the Academy, New York, last week, has had a colorful career. He is an M. D., a titled nobleman and the author of 13 books on medical science and philosophy. He became interested in magic and eventually abandoned all his work 24 years ago to develop magic. Winner of the International Competition for magicians in Turin, Italy, recently, he has just completed a tour of 14 countries, coming to America from South America. He says he has repertoire of 200 tricks and is carrying 60 pieces of baggage along with six assistants. In his vaudeville appearance he featured his trunk escape in bright lights. His opening at the Academy was preceded by a terrific exploitation campaign, the theater billing him as the "world's greatest illusionist, with his revue of magic" and "he starts where other magicians end." Thomas S. De Peter is managing the attraction.

**CAVALCADE OF MYSTERY** is the title of the new show, featuring S. S. Henry, magician, and Dr. Frederick Karr, mentalist, which Felix Bley, veteran magic impresario, will take on tour of the Southern States and Cuba beginning February 12. Bley is now on the road lining up the dates. The new show will offer two hours of entertainment, with Henry working the first part with magic and illusions. Dr. Karr will occupy the second spot with his *Night in Spiritland*, with the third part featuring Princess Reva and her dance group. Henry will close with his well-known cartooning, smoke pictures and sand paintings. Henry will feature several new effects which he picked up on his recent tour of the Orient. The attraction will be elaborately mounted, and William Kinnaird will serve as stage manager. Show will be completely motorized, and William Gibney, veteran biller, formerly with Thurston and Dante, will work in advance. Ed Holland will look after the publicity. *Cavalcade of Mystery* will play one and two-week stands in theaters and auditoriums, Bley announces. Dr. Karr is winding up a two-year engagement on the radio in Evansville, Ind.

**MYSTIC 13 LEAGUE** of Magicians, Minneapolis, held its first 1935 meeting January 10 with a good attendance. The club has adopted a new deal of releasing to all its members, each month, a trick worth from \$1 up. All out-of-town members receive theirs by mail, but if the local members miss a meeting they miss the trick. This is done to boost attendance at the meetings. Louis F. Fesus is in charge of the trick-a-month department. The League hopes to have 3,000 members soon. Those who entertained at the recent meeting were Alvin T. Simonson, C. A. Guilmont, Arthur Harris, Donald Medley, Capt. Billy Breyette, Harold Peters, Sigmund Jacobs, (See *MAGIC* on page 30)



CLEANED DURING THE PAST WEEK BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to benefit producers, bookers, agents and others concerned with the exploitation of talent in the major indoor fields thru *The Billboard's* coverage of every branch of the show business.

The "possibilities" grouped below are contributed weekly by members of the staff thru their contacts with various entertainment forms. The field is not limited to theaters and other amusement spots covered in line with review assignments.

SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

## For RADIO

**LEONE NEUMANN**—singer caught at the Capitol, New York, last week. She has a well-trained soprano voice of unusually sweet quality. Her tones came over the house mike very well and there's no reason why they shouldn't come over just as well via the radio. A pretty lass, too.

## For FILMS

**JOAN TOMPKINS**—young legit actress now appearing in *Fly Away Home* at the 48th Street, New York. Pretty and talented, she deserves a try at pix. In her present play she carries a not-too-easy role with a great deal of charm. Her looks are a valuable asset, too.

## For VAUDE

**NATE FIELDS**—sound imitator with barnyard forte heard on two recent WHN amateur programs—and

one of the best ever caught. His repertoire is about the most complete imaginable and, what's more important, startlingly lifelike. Has made one of two stage appearances since going on the air for his debut, but there's still plenty of room for him.

## For LEGIT MUSICAL

**LAFAYETTE AND LA VERNE**—mixed team of dancers seen at the Capitol Theater, New York, last week. Their forte is an apache routine which, in spite of the triteness of the type, should fit effectively into a revue. The number includes rough stuff from all angles, and the lass knows how to take. Besides its interest it also provides a good laugh, which is unusual in this sort of stuff.

**HELENE DENIZON**—dancer now in vaude heading a flash act. A lovely brunet, she has both looks and talent, being a fine and graceful toe dancer. Perfect for a spot in a revue.



## Minstrelsy

By BOB EMMET  
(Cincinnati Office)

**GARNER NEWTON**, of Lexington, Ky., is directing the minstrel to be presented by the American Legion at Paris, Ky., February 6. Newton trouped for many years with the Field show.

**WALTER BROWN LEONARD**, old-time minstrel, of Glens Falls, N. Y., and Mrs. Leonard are in Ithaca, N. Y., for an extended visit with their daughter. *The Ithaca Journal* of January 14 carried a story on Mr. Leonard's activity in collecting data for a history of minstrelsy. The article says in part: "Born with show blood in his veins, his father having been a bareback rider with the John Robinson Circus, Mr. Leonard started out in his teens as cornetist with a 'band show.' From that he drifted into minstrel shows, including El Henry's and various other branches of theatrical entertainment. He was, at various times, musician, performer, manager and press agent. "The circus and the black-face minstrel show, he points out, are the only distinctly American contributions to the art of entertainment. He believes the history of minstrelsy should be put on permanent record, from its crude beginnings in the 1850s to its practical extinction in the early years of this century. For years he has been collecting information from old-time performers thruout the country."

**BILL WINNAY**, formerly banjoist and endman with the old Primrose, Thatcher and West Minstrels, is now operating a hotel and restaurant in Oneonta, N. Y. Winnay was a member of that gigantic minstrel benefit show staged for Jack Haverly and his minstrels at the old Albaugh Theater, Baltimore, in 1884, upon the show's return from England. The huge benefit performance was presented by 42 minstrels selected from a number of the road shows of the day.

**CLAYTON HEBBART**, veteran minstrel, is appearing at the night spots in and around Oneonta, N. Y.

**AL TINT** comes in with another batch of "remember whens." His latest include the following: "Do you remember when Billy (Schnozzle) Henderson, of Van Arnam's Minstrels, went on a spree in

Schenectady, N. Y.? When Homer Meachum tried to play tuba on his Honeytime Minstrel? When Dinkens and Barr did whiteface in Los Angeles and used Negro dialect? When Bob Girard was with Eddie McCarthy's Minstrels? When Joe Smith played bass drum on the DeRus Bros.' Minstrels? When Deano Walters wore his medals on parade with Max Trout's Minstrels? When Max Trout's Minstrels held an all-day meeting in the park trying to figure 'where do we go from here?'"

**DOC ANDERSON** reports that he will hit the road again this spring, after a five years' absence, with his old-time minstrel, vaudeville and dog and pony show. He will play the steaks thru Indiana, Kentucky and Illinois, opening May 6. Outfit will be transported by motor. Doc is now at his headquarters in Brooksbury, Ind.

### A Riot of New Fun for Your MINSTREL SHOW

America's unrivaled selection of Complete Minstrel First Parts, Blackface Plays, Opening Choruses, Minstrel and Comedy Songs, Jokes, Gags, Posters, Make-up Goods, Wig, Bones, Tambourines—everything to put life and snap into your show. Send for Special Minstrel Catalog.

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### Colored Performers Wanted

FIFTH SEASON, SALARY SURE.

Brown Skin Chorus Girls doing Spectacles. Must cut it. Tuba Player, Blues Singer to feature (must be good). Straight Man with real rove for single act. Real. Henderson, Johnson, Temple, Sallie Hunter all write me. WANT MAN with four or five sleeping Trunks, sleeping 6 to 8 people in trunk, in touch with me. No boosters or chasers tolerated.

**ROBINSON'S SILVER MINSTRELS**  
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● LARGEST LINE OF MAGIC TRICKS, HANDCUFFS and HOUDINI ILLUSIONS IN THE WORLD.

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MAGIC LATEST TRICKS

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Particulars, Ten Cents. **ALOSTRO**, Box 78, Times Square Bldg., N. Y. City.

# THE FORUM

This department of The Billboard is conducted as a clearing house, where readers may express their personal views concerning amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given on this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer and should be written on one side of the paper. Those not exceeding 300 words are preferred. Send communications to The Forum, The Billboard, Box 872, Cincinnati, O.



Tulsa, Okla.  
In The Forum of January 12 Mr. Barth asked opinions regarding sending transportation to acts and how senders can protect themselves against loss. I am not a lawyer, but 40 years' experience along this line has taught me a few facts and I want to say that it is almost an impossibility for anyone to protect themselves against loss, even tho the culprit is arrested and brought to trial. Why is this? Because if an act travels in its own car it is "just too bad." A telegraph company assumes no responsibility beyond delivery of the money. Of course, one could start an action for obtaining money under false pretense, which entails an expensive lawsuit and which in the end costs more than the amount involved, and there are many loopholes whereby the thief can come clear.

But if any act travels by rail or on a thru, licensed bus line, then and then only have you a chance for protection thru Uncle Sam and his postal money order. But you must get a written statement from the party to whom you are sending the transportation that they will join immediately upon receipt of it and not by telegraph or in any other manner than by U. S. mail and before the money is sent. Then send a postal money order for an amount sufficient for baggage, cab fare and transportation. Then the act has no recourse. They must either join or face Uncle Sam in a suit for using the mails to defraud, and Uncle Sam will follow a man to hades for a penny.

When a guilty party is apprehended you will be notified to hold yourself in readiness to appear at such a time and place. If the journey is a long one, all the better for you, as you are paid for mileage as well as witness fees. I know of a case where the fare advanced was \$5.30 and a witness received a check for \$48 on the spot after a two-hour session before a federal grand jury. But don't wire or use express money order or bank draft. Because if you give your Uncle Sam any chance he will fade out of the picture, as he recognizes nothing except a postal money order.

Even with all this an act can receive your money, and if they have their own car they can say that they started but that the car broke down or that they got into a wreck. The only safe method is by rail and a postal money order, and, remember, you must have a letter from the act to the effect that it will join by rail if you send the money, and this letter must be received by you prior to your sending of the money.

ED FRINK.

Gatesville, Tex.  
I very much agree with the ideas in the letter of George Leary in The Forum of January 5 in regard to magicians cutting down their acts. I have seen so many good entertainers who have reduced their acts so as to be able to carry all in one hand. Several of the boys come and visit me on the show and tell me they have just cut down their shows to smaller tricks, while I am still hauling a large trailer on four wheels and full of large illusions.

I agree with them that it takes a lot of time to set up those illusions and to repack them. But isn't it worth the trouble? Don't you feel better when you hear the towners talking about you, and when they say, "That is the best magician we have ever seen?" You may not be the best, of course, but your act will go over so much better, and it certainly will look much better if, when the curtain goes up, you can create an "AW!" with your flash. I am working all the time. There is a reason. Get away from the small tricks and do

something that the public doesn't see every time they see a magician. I do not mean that small tricks are not any good. But a whole act of this sort becomes very monotonous. Some of the great magi do small tricks, but they have real illusion acts built around them. Get a few real flashy illusions, have some nice lobbies made, get a cyk, dress up your act and you will readily see how much more you can get for your work and how much better your act will go over. People become tired of looking at the egg bag, sucker box, hilliard balls and a few card tricks. Every amateur on earth has these, but how many magicians do a complete show of high-powered illusions that are new to the folks? Not many.

KING FELTON.

York, S. O.  
I agree with the ideas expressed by B. Miner in his letter about rep shows in The Forum of January 12, but he failed to call attention to the fact that most shows are still using drapes. Instead of flat scenery and that the only shows getting money and putting on dramatic performances that give satisfaction are the ones using scenery and not drapes. Flat scenery with slam doors, landscape, woods, etc., is 50 per cent of the battle, and all good dramatic shows, either tent or theater, should have scenic artists.

Mr. Miner also is right in that 90 per cent of so-called dramatic actors cannot act; they just read lines and have never had a real actor show them how to put on makeup. I have seen many in 18 States the past season, and the one vaudeville specialty that most of them do between acts does not make up for loss of patronage, which means money for the show and for their salaries.

Management of a dramatic show making week stands has a right to govern its actors and to arrange to have them come into town and meet the "folks." That is the big end of advertising any show, and we all know that "it pays to advertise."

B. W. LEROY.

Fairfield, Ill.  
Of late years we read considerable in advertisement and writeups, calculated to interest fair men and committees, about shows carrying bands. And it has appeared that these bands generally consist of from three to five men, often colored, and used entirely to bally-hoo shows. Some showmen may believe that this is music. And frequently these shows have four or five white men and an untrained drummer for a band that perhaps does its best to play something that won't hurt one's ears instead of a band of eight or more real musicians who can play real music.

It would seem that circus and carnival managers would grow tired of this noise and change their systems. We often wonder just what the public thinks when they hear some of these so-called bands and see such shows as are often presented. And what do some fair boards think? A good band is an advertisement for

any show, and I believe shows are often judged by their bands. Managers should change along with the times and use horse sense. It's cheaper in the long run. And by all means have uniforms, even on ticket sellers.

WALTER L. LANEFORD.

Evansville, Ind.  
Would like very much to have some historical data regarding the "Inside Spiral Ball Act" and I was told that I would be able to receive same from The Billboard. Believe this to be the only act of its kind in the country. A girl is fastened inside a ball 27 inches in diameter and, after rolling to the top of a spiral tower, rolls down and the ball is opened before the public and she steps out. We have heard that this act was a feature with the Sells-Floto Circus a number of years ago.

(We regret that we have no historical data on this, but a performer by the name of Mile. Orroco did an act of this kind with the Famous Robinson Amusement Company—carnival—along in 1903.—THE EDITORS.)

Brooklyn.  
As an old circusgoer and circus fan, I take the liberty to suggest something that I feel sure is one of the circus' greatest needs today—a new style of talker on the side show. Let's have a type that looks like a gentleman. Most of the present talkers sing out the same line of chatter that we have heard for years. Why not have men with command of the English language at least and who can talk in a moderate tone of voice and in a convincing manner?

The new type may not have the violent, high-sounding and extravagant language, may not be the bombastic rant that we have had in the past, but to the circusgoer of this day the refined, genteel speaker, one that has the knack of holding his hearers, will be far more acceptable and of more benefit than the old-time bally speller. I do not mean to offend anyone; merely trying to make a constructive suggestion.

ROBERT W. CRANE.

Sapulpa, Okla.  
Before I began doing magic I had the idea that magicians were a strongly organized profession, banded together for the preservation of their secrets and for mutual aid. As I progressed into the mysteries of the craft I began to become aware that quite the contrary is true—the profession that could profit the most by a strong organization is the most highly disorganized.

In the matter of exposure, in the matter of copying and in any other matter involving professional ethics, magicians have been a house divided against itself. Even the members of organizations that do exist have been unable to present a united front on even the most minor issue. This, of course, is probably due to the large majority of amateurs and semi-amateurs in their ranks. How then can the full-time professional, who is the only person vitally interested in these topics, do anything to better the situation?

There seems to me to be but one solution, the "Vagabond Wizards" association suggested by George Marquis in Billyboy. Such an organization could present a united front, because all its members would be interested in the problems presented from the profes-

# The Billboard

41st YEAR  
Founded by W. H. DONALDSON

The largest circulation of any amusement weekly in the world, Member Audit Bureau of Circulations, Published every week By The Billboard Publishing Company, E. S. LITTLEFORD, President and General Manager.

E. W. EVANS, Business Manager.  
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Outdoor Depts., 25 Opera Place, Cincinnati, O.  
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Indoor Depts., 1544 Broadway, New York, N. Y.  
Mails Office and Printing Works, The Billboard Building, 15-27 Opera Place, Cincinnati, O.  
Phone, MA 3306. Cable Address, "Billyboy," Cincinnati.

BRANCH OFFICES: NEW YORK—6th Floor Palace Theater Bldg., 1564 Broadway. PHONES, ME 6311 3-1618, 3-1617, 3-1616. CHICAGO—5th Floor Woods Bldg., Randolph and Dearborn Streets. Phone, Central 8480. KANSAS CITY—424 Chambers Bldg., 12th and Walnut Streets. Phone, Harrison 2084. ST. LOUIS—300 Arcade Bldg., 8th and Olive Streets. Phone, Chestnut 0443. PHILADELPHIA—B. H. Patrick, 7222 Lampart Road, Upper Darby, Pa. Phone, Madison 6888. BOSTON, 194 Boylston Street. LONDON—Bert Ross, care "The Performer," 18 Charing Cross Road, London, W. C. 2. SYDNEY, AUSTRALIA—Martin C. Brennan, City Tattersall's Bldg., 198 Pitt Street. ARLS—Theodore Wolfram, Hotel Stevens, Rue Alfred-Stevens.



Vol. XLV. JANUARY 26, 1935. No. 4

ational viewpoint. Instead of airing our family quarrels in the public press we could then discuss our grievances behind closed doors. And if the members know that the organization was a truly co-operative body not to be used to add to the pure and personal glory of a few individuals, they would be willing to live up to the ideals of the body. And above all, such an association would foster the spirit of brotherhood and good fellowship which binds all real magicians together.

The need for an organization of the professional, by and for the professional, is a crying one. Now that Marquis has broached the subject, let's not drop it until action has been taken and the "Vagabond Wizards" is a reality.

JULIAN NIELSEN.

Peoria, Ill.  
I agree with Arthur C. Roder that exposure of fake mediums is a job for police. The so-called spirit exposes of magicians merely tend to arouse public interest in mediums and consequently many will visit a reader to see if they work as the Great So and So said and, much to their surprise, find that the exposé knew not what he was talking about.

It is a well-known fact that the biggest percentage of spook exposes presented by magicians are a joke. The average spook exposé creates the impression on the layman that when he visits a medium he will be witness to bell ringing, clap-trap fake slates, carbon papers and the like. An authentic exposé might prove really interesting. No amount of exposing will harm or shatter faith in the reader. The mediums of the country certainly had one long laugh on the ghost show reign that hit the country by storm. To mediums it was a laugh; to managers, from an artistic standpoint, it was murder (ask any).

This again brings the question to my mind and the minds of many—Does the average magician know what a real seance consists of? No one loves an exposé—a deliberate exposé—they all die hard.

FRANCIS A. NICKOLAS.

## Plan New La Garde Show

HOUSTON, Jan. 19.—Yvonne (Mitzie) La Garde, ingenue, eloped with the Monroe Hopkins Players here Wednesday night after a long run. It is reported Mrs. La Garde will soon head her own company of players. Tentative plans call for the new troupe to play indoors for the balance of the winter and to open under canvas in the spring. Miss La Garde is the daughter of Everett and Alice La Garde, who for years operated their La Gardian Players.

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Woods, Red
Woodward, Ernie
World of Birth
World of Show
Wortham, John T.

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1564 Broadway. Parcel Post

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Adelazi, Mary
Allison, Alice
Allen, Lillian

Gentlemen's List

Adams, John
All, Housman Ben
Allen, William
Amok, James

Gentlemen's List

Adams, John
All, Housman Ben
Allen, William
Amok, James

Gussner, Jimmy
Hanna, James
Harley, Charles F.

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Parcel Post

Ladies' List

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Baker, Mrs. W. C.
Mrs. Glenn, 8c

Gentlemen's List

Adams, Harrington
Adams, Hugh
Adams, E. N.

Gentlemen's List

Adams, John
All, Housman Ben
Allen, William
Amok, James

Wade, Franklin
Walker, Jack
Walton, Jack & Harold

MAIL ON HAND AT ST. LOUIS OFFICE

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Parcel Post

Ladies' List

Adams, Miss
Adams, Miss
Adams, Miss

Gentlemen's List

Adams, Lloyd L.
Allen, J. H.
Ball, Reginald

MAIL ON HAND AT KANSAS CITY OFFICE

424 Chambers Bldg., 12th and Walnut Sts.

Parcel Post

Ladies' List

Adams, Harrington
Adams, Hugh
Adams, E. N.

Gentlemen's List

Adams, John
All, Housman Ben
Allen, William
Amok, James

Valentine, Howard
Varner, Paul
Wagner, Al

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg., Eighth and Olive Sts.

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Ladies' List

Allen, H. Doc
Anderson, Candy
Anderson, Ralph

Gentlemen's List

Allen, H. Doc
Anderson, Candy
Anderson, Ralph

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424 Chambers Bldg., 12th and Walnut Sts.

Parcel Post

Ladies' List

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Adams, Hugh
Adams, E. N.

Gentlemen's List

Adams, John
All, Housman Ben
Allen, William
Amok, James

Ladies' List
Jones, Billy
Juanita
Jones, Harriet & Lela

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg., Eighth and Olive Sts.

Parcel Post

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Allen, H. Doc
Anderson, Candy
Anderson, Ralph

Gentlemen's List

Allen, H. Doc
Anderson, Candy
Anderson, Ralph

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All, Housman Ben
Allen, William
Amok, James

MAGIC

(Continued from page 26)
Louis F. Freus, Ernie A. Anderson, William C. (Bill) Schreiber, O. A. Munson, and O. George De Witt, card manipulator.

CLAUDE BURKE, secretary of the Oakland (Calif.) Magic Circle, has made the plunge into the Lake of Matrimony.

BRUNO WARNECKE, old-time magician of the Twin Cities, played the De Luxe Theater, St. Paul, January 18 and 19, under the management of Mr. Hayes, who opened the house recently.

MARJAE, mentalist, who opened recently at the Club Gig-Galleaux, Peoria, Ill., has been held over indefinitely.

DARWIN (D. D. HILL) last week joined Chief Little Fox's mad opy to handle the magic. Company is current in the Ohio territory.

MUSTY, comedy illusionist, is at the Casino Municipal in Nice, France. De Rocy and Company, magicians, are on the same bill.

MANO, illusionist, is at the Eden in Nimes, France.

LI-TING-SI, Chinese illusionist, is at the Moulin Rouge, Strasbourg, France.

J. Elder accepted the "invite" eagerly and thus had the honor of seeing the new year in with President Roosevelt and his family. The party was given in honor of friends of President and Mrs. Roosevelt's sons and their wives. Eighty-four of their friends had come from all parts of the country to attend the dinner and entertainment. Beatrice Burgan recently devoted her entire column in The Indianapolis Times to telling of Blackledge's thrilling experience.

JOHN BUSK reports a busy season with club dates. He recently played the 20-30 Club and the Masonic Lodge at Hayward, Calif. He was also a feature recently of the Jerry Martin Starlet Revue at the Oakland Auditorium, Oakland, Calif., with a 30-minute routine of magic.

HARRY BLACKSTONE says his estate contains several nests of birds whose plumes Jeanette Macdonald wore so gayly in MGM's The Merry Widow.

SOLON L. STARR, professionally known as Mystic Ramon, is presenting a new 20-minute act, with all new wardrobe. Turn has just finished a string of picture houses in the East and is now with Carl J. Lauther's Congress of Oddities in its third week in Wilkes-Barre, Pa. Roy E. Jones is handling the publicity for Ramon, with Lee Shaffer looking after the advance.

CHARLIE HOFFMAN, billed as the "Dr. of Trickocracy," has just completed a two weeks' engagement at the Golden Gate, San Francisco. He presents a clever sleight act with cards and lighted cigarets and a good rope trick. FRANK LONG, amateur magician and confectioner, of Campbellford, Ont., was chosen as chief magistrate of the town recently. He had a majority of 16 votes over his opponent. Long had served four years as councillor there. He is the writer of numerous articles on magic.

# THE FINAL CURTAIN

**ADELHEIM**—Robert, 74, Russian actor, was killed in an automobile accident in Moscow, Russia, January 9. He and a brother, Raphael, had been on the stage almost 50 years, doing classic plays only.

**BAIN**—Mrs. Ellen, 68, mother of Mrs. Tommie (Whitey) Henderson, of the Jack Wortham Shows, died December 25 at her home in Mount Pleasant, Tex.

**BENDIX**—Theodore, 72, musical director, died in South Side Hospital, Bay Shore, L. I., N. Y., January 15. While studying music in his youth he turned actor, later going back to music and directing for the late Florenz Ziegfeld, Klaw & Erlanger and Henry W. Savage. When the National Theatre, New York, opened he was appointed house orchestra leader, later holding the same position at the Erlanger-Biltmore Theater, Los Angeles. He was a member of the Musicians' Union, Los Angeles, and the Lambs' Club. He was a brother of Max Bendix, noted director. Interment was in the Actors' Fund plot in Kensico Cemetery.

**BLISS**—Henry D., 69, died in Bridgeport, Conn., January 9 of pneumonia, following injuries sustained in an automobile accident. He was the father of Gordon L. Bliss, formerly of the vaudeville team of Callahan and Bliss, the "Two Sports From Michigan."

**BRATTON**—Seth, 72, formerly a well-known County Home, Crawfordville, Ind., January 6 following a lingering illness with complications and infirmitates of old age. Surviving are two brothers.

**BRAZIER**—Cyril, 38, secretary of the Shrewsbury Fete (biggest annual event of its kind in England), died at Shrewsbury, England, December 22. He was also noted as a publicity expert.

**BRENNON**—Joe, 81, pitchman, died in Manhattan Hospital, New York, January 15.

**BUCHIERI**—Paul, 20, musician, was killed January 3 in an automobile accident at Riverville, Conn.

**CARLTON**—Fred, 62, one-time magician and more recently the secretary of the Cinema Exhibitors' Association of Great Britain, died at Manchester, Eng., December 29.

**CLARK**—J. C. (Nobby), 85, veteran circus concessioner, died at American Hospital, Chicago, January 16 after a long illness. Clark was for years with the John Robinson Circus and at various times with other shows. Funeral services were held January 18 and burial was in Showmen's Rest, Chicago. Clark is survived by his widow.

**CONNOR**—Mary, 49, wife of B. C. Connor, formerly with the advance of the Ringling Bros. and other circuses and for the last several years head of the Connor Outdoor Advertising Company, Canton, O., died January 11 at Mercy Hospital, Canton, from peritonitis. Funeral January 13 and burial in Bellefontaine, O., her former home.

**CULLY**—Samuel, 64, vaudeville performer, died January 15 in Chicago. The body was taken to Michigan City, Ind., for burial. Cully is survived by his widow and 10-year-old daughter.

**DANIELS**—Frank, 75, veteran actor, died in West Palm Beach, Fla., January 12. Daniels was internationally known as a comedian and was the creator of the title role of *Peck's Bad Boy* shortly after he became an actor, which was in 1879 in *The Chimes of Normandy* at Chelsea, Mass. His last role was in *Without the Law* in 1912. His activities in dramatic and comedy opera companies included a tour with Charles Hoyt in *A Rag Baby*; *Little Puck*, his first New York show at the 14th Street Theater in 1888; *The Attorney*, *Princess Bonnie*, *Miss Simplicity*, *The Tattooed Man* and others. In 1895 he married Beanie Sanson, actress, who died three years ago. She retired the year of their marriage, while Daniels gave up a company of his own and went under the late Charles Dillingham management. An adopted daughter, Mrs. Maud Daniels Smith, survives. She resides in West Palm Beach.

**DAVIS**—Charles (Kid), 89, died at his home at Nahua, N. H., January 6 of pneumonia. He was steward 52 years with the F. A. Robbins, Cole, Cooper, Pawnee Bill, Addie Forepaugh, Sells Bros., old John Robinson, Barnum & Bailey, Charles Sparks and for 14 years with Muggivan & Bowers shows. He retired in 1926 due to ill health. Survived by his widow.

**DAWES**—Fred C., 61, film projectionist, died in Hollywood January 7. Funeral January 11 and interment was made at Angelus Abbey, Hollywood.

**De FRECE**—Sir Walter, 64, former member of the English Parliament and one-time music hall owner, died in

Monte Carlo January 7 after a month's illness. Lady de Frece, formerly Vesta Tilley, one of the leading impersonators in London music hall history, survives. She retired from the stage in 1920 after 52 years on the stage. She visited the United States in 1894, when she appeared at Tony Pastor's.

**DELANEY**—Robert, for 40 years manager for Alderman Patrick Collins, well-known English showman, died at Sutton Coldfield, Eng., December 28.

**DEWAR**—Donald O., 28, husband of Georgia Dewar, screen actress and former *Follies* girl, died January 8 at the Cedars of Lebanon Hospital, Hollywood, of septicaemia. Funeral services January 11 at the Forest Lawn Memorial Park, Olendale, Calif., with interment in the Masonic section of the cemetery. His widow, a son, a sister and a brother, Frank Dewar, technician with Warner Bros.' Studios, survive.

**DOUGHERTY**—Wesley, 49, president of the California Studios, Inc., died January 14 at the Queen of the Angels Hospital, Los Angeles, following an operation for adhesions. His widow and two daughters survive.

**DREYFUS**—Estelle Heratt, 58, concert singer and composer, died at St. Luke's Hospital, Alhambra, Calif., January 12 following a brief illness. Mrs. Dreyfus introduced the song *The Volga Boatman* to this country. She leaves her husband and a brother.

**DRISCOLL**—Jeremiah, 60, former stage manager of various theaters in Norwich, Conn., and a charter member of Local 450, IATSE, that city, died there December 27 after a lengthy illness. For many years he traveled this country and Canada as property man and electrician with road shows. He is survived by two brothers.

**DRUSKE**—Lillian, 44, musical composer, died January 9 in St. Louis.

**EMMERT**—Charles, 73, an official of Upper Peninsula State Fair and owner of race horses entered at Northeastern Wisconsin fairs, died January 12 in Escanaba, Mich.

**FUGERE**—Lucien, 86, once a noted baritone of the French Opera Comique, died in Paris January 15. He joined the company in 1867 and despite his age sang in the productions until a few months ago.

**GAFFEY**—John T., father of Margaret Gaffey Mell, screen writer, died at his home in San Pedro, Calif., January 9. A requiem mass was celebrated in the private chapel on his estate and the body was taken to Watsonville, Calif., for burial. His widow, a brother and two children survive.

**GARLAND**—E. A., 72, died February 13 at his home in North Birmingham, Ala., of heart trouble. He spent many years in outdoor show business with circuses and carnivals. He is survived by his widow, Mabel, and a son, K. L. Garland, North Birmingham, and a brother, N. K. Garland, Humboldt, Canada. Burial was at Birmingham.

**GRAND**—Henrietta Tudor, 24, daughter of Mr. and Mrs. Harry Bird Tudor, formerly of Cincinnati, died at Hillcrest Sanitarium, Los Angeles, January 6. Her father, well known in amusement circles in Cincinnati, Denver and Los Angeles, is owner-manager of the Rendezvous Ballroom, Balboa Beach, Calif. Besides her parents, she leaves a five-year-old son.

**GRAY**—Mrs. Laura, 85, mother of Roy Gray, director general of Big State Shows, died January 14 at her home in Pasadena, Calif. Besides Roy, she is survived by two other sons, Rev. Ralph Gray and Rev. Russell Gray, Pasadena, and two daughters, Mrs. Babe Williams, Evansville, Ind., and Mrs. Lizzie Woolsey, Oakland City, Ind. Interment was at Pasadena.

**GRIEVES**—Jack, 34, film dancer, died at the Warner Bros.-First National studio emergency hospital, Burbank, Calif., January 10 after an attack of acute indigestion. He leaves his wife, Feleta Crawford, Warner Bros.' contract screen dancer, and a baby daughter.

**GRUET**—Jack, died suddenly of heart disease at St. Charles, Mich., November 13. He was formerly of Gruet, Kramer and Gruet. Burial was at St. Louis, Mich. He leaves his wife, Marie, and one son, Albert John.

**HAMILTON**—Lloyd, former popular screen comedian, died in Hollywood January 18 of a stomach disorder. He had been in ill health for several months. Hamilton had been inactive in pictures recently due to an accident in which both legs were broken. He also had suffered financial reverses recently, including the failure of a cafe in which he was interested.

**HANSON**—Martin, father of Mrs. Guy Hickman, showwoman, of Stevensville, Mont., died January 11.

**HOKINSON**—Robert, 95, assistant cutter with Warner Brothers-Pirat National Studios, died at the Queen of the Angels Hospital, Los Angeles, January 3, following an appendectomy. His widow, sister of Al Hall, film director with Paramount Studios, and father, W. W. Hodgkinson, film producer, survive.

**HOLDER**—Fred W., 60, veteran orchestra cornetist, who had worked in theater orchestras in St. John, N. B., died recently of heart trouble at his home in Renforth, N. B. His only son, Bruce, is leader and violinist of a dance orchestra in St. John. Deceased had been active as a musician for 50 years.

**HOUX**—C. O. (Duke), 73, for many years stage manager at old Greene's Opera House, Cedar Rapids, Ia., died at his home in that city January 10 after a brief illness. During his years of service at Greene's he had handled some of the largest productions on the road and numbered among his acquaintances numerous stage folk who since have become famous. When Greene's Opera House was converted into a garage Mr. Houx went on the road as a traveling salesman for a grocery firm. He is survived by his widow, Gustie E. Houx, and a daughter, Mrs. Mildred Falck, of Pittsburgh.

**JACKSON**—Victor A., 34, auto racing driver, of Stapleton, N. Y., died January 14 at the Jamaica (N. Y.) Hospital. Death was due to pneumonia, which set in following injuries sustained during a recent race. He was well known to followers of auto racing in New York and New Jersey.

**JOSEPHSON**—Rose, mother of Archie Josephson, sales manager with Allied Phonograph Record Company, died at Los Angeles January 2 following a heart attack. The body was taken to Kansas City, Mo., for interment.

**KOLKER**—Mrs. Lillian Carroll, divorced wife of Henry Kolker, former stage actor, now in pictures, was found dead on the beach at Gravesend Bay, Brooklyn, January 14. She was a former *Follies* girl.

**LADY IRVING**—(Florence O'Callaghan), 91, widow of Sir Henry Irving, died in Poikestones, Eng., January 12. Claiming descent from a 10th century king of Munster, Ireland, she was estranged from her family because of her marriage in 1869 to the young actor, Sir Henry Irving, who died when the Empress of Ireland sank in the St. Lawrence River at the outbreak of the World War.

**LENCIONI**—William, 40, for the last 10 years proprietor of Kilbourn Gardens, Racine County, Wis., was instantly killed January 15 in an automobile crash near Morocco, Ind. He is survived by his widow, Marie, who was injured in the crash; his parents, two brothers and three sisters.

**MANN**—Mrs. Ella O., 78, wife of Harry Mann, circus general agent, died at Detroit January 13. She was a daughter of D. S. Helmer, well-known comedian before her marriage. Deceased was a member of the Eastern Star and the Rebecca. Survived by her husband and three daughters, Mrs. Edie E. Bebout, Detroit; Corinne McConico, San Francisco, and Pauline, Detroit.

**MCCAULEY**—Joseph, minstrel man, known professionally as Gregory Mack, died January 8 at the Cook County Hospital, Chicago, from injuries sustained when he was struck by a bus. Buried January 11 in St. Joseph's Cemetery, River Grove, Ill. Survived by his widow.

**McHUGH**—Joseph H., 50, member of the St. Paul Local No. 20, IATSE, died January 5 at St. John's Hospital, St. Paul, following a physical collapse at the time of his death. Mr. McHugh was financial secretary-treasurer of the St. Paul local.

**McKINSTRA**—Scott Virgil, 38, pianist, was killed at Emerald Bay, Calif., when the automobile in which he was riding plunged down a 22-foot embankment and turned over four times. His wife suffered minor injuries in the accident.

**MITCHELL**—Frank, who served as a fair inspector during the administration of former Governor Myers V. Cooper of Ohio, died January 4 at his home in Eaton, O. Burial was made in Eaton.

**MORAN**—Mamie, 65, mother of William Moran, motion picture actor, died in Los Angeles January 8 of heart disease. She leaves a daughter and three sons.

**MORRIS**—Mrs. William, wife of the well-known English showman and concessioner, died in London December 27.

IN LOVING MEMORY OF MY WIFE AND SWEETHEART,  
**GRACE MORGAN KENNEDY**  
(NORMA FAIR),  
Who passed away on January 28, 1934.  
TOM KENNEDY.

**MOWER**—Arthur C., 52, one of the founders of the Los Angeles Turf Club, died at his home in Beverly Hills, Calif., January 13. Funeral services at the Little Church of the Flowers in Forest Lawn Memorial Park and interment made there. His widow and daughter, Mrs. George Beebe, wife of the Metro-Goldwyn-Mayer assistant director, survive.

**MULVEY**—Harry G., dancer, died suddenly in Erie, Pa., January 15 when stricken with paralysis. He collapsed in the middle of a dance at a night club.

**NEIFERT**—Frederick Francis, 46, comedian, and for many years stage partner of Jack Pearl, died at his home in Mayville, N. Y., January 9. Mr. Neifert began his stage career at the age of 10 and had been on the stage until 16 years ago, when diminishing vaudeville audiences and later radio and sound pictures forced him and many other troupers from the stage. His parents, Frank and Carolyn Neifert, were also veteran actors. The deceased made his home in Mayville the last eight years, where he assisted in home-talent productions. He had been ill the last four years. Besides his widow, he is survived by three brothers and three sisters. Funeral was held January 12.

**NEUENSCHWANDER**—Mrs. E. C., 77, widow of E. C. Neuenschwander, musician, who died at his home in Berne, Ind., two weeks ago, died a week after her husband, almost to the hour, at her home in Berne. Grief over the death of her husband hastened her death. She is survived by three sons and one daughter.

**NORRIS**—E. Manley, 56, who appeared for several years on the Keith and Pantages circuits in a musical act, died January 12 in Mt. Carmel Hospital, Columbus, O., following an operation. Surviving are his widow, a daughter and a son. Funeral January 16, with burial at Marysville, O.

**NORRIS**—Tom, 86, died at Elks' Home, Bedford, Va., January 9 following an appendectomy. He was at one time in the motion picture business. He was a member of Seattle Lodge of Elks and Indian War Veterans of Seattle, and was also Past Grand Chancellor of Knights of Pythias of Idaho.

**NOWICKI**—Stanley (Stag), 45, formerly known in the Middle West as one of the best dirt track auto drivers, died January 10 in Milwaukee. He at one time held the track record at State Fair Park, Milwaukee. He is survived by his widow, a daughter, his father, two brothers and two sisters.

**NYE**—Mrs. Mary, 83, mother of B. H. Nye, outdoor showman, died January 4 at Palo Alto, Calif., where she has resided with her daughter the last 20 years.

**O'BRIEN**—Duncan, 50, assistant screen director, was found dead in his hotel room in Hollywood January 6. He was associated with the late Thomas H. Ince in many of his productions.

**PAVEY**—Charles, 63, for years on the vaudeville stage, specializing in Irish monologs, died suddenly in Denver January 11.

**PETERSEN**—Cornelius, 70, better known as Peter Cornelius, Danish tenor, died at Copenhagen December 30. He appeared several times in London and Paris.

**PISSITTU**—Enrico, 58, circus equestrian, died at the Beaugin Hospital, Paris, January 6, as result of broken back suffered in fall while rehearsing.

**RANDALL**—Mrs. Harry, who with her husband was formerly with the Rice & Dorman Shows, died at Tulsa, Okla.

# Classified Advertisements

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## COIN-OPERATED MACHINES SECOND-HAND

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Only advertisements of used machines accepted for publication in this column. No machine may be advertised as used or second-hand in The Billboard until a minimum period of 90 days after date of first shipment on order has expired.

**A-1 BARGAINS, RECONDITIONED—ROCKET,** \$39.50; Champion, \$55.00; Golden Gate, \$19.50; Lightning, \$17.50; Register, \$18.50; Fleet, \$16.50; Blue Ribbon, \$13.00; Contact, Jr., \$22.50; Scoreboard, \$6.00; Airway, \$7.50; World Series, \$8.00; Major League, 40", \$22.50; Major League, 44", \$30.00; Autobanks, \$45.00; Autocount, \$38.00; Super "B", \$20.00; Marblebank, \$22.50; Jigsaw, \$6.00; Signal Jr., \$25.00. NATIONAL COIN MACHINE EXCHANGE, 1407 Diversy, Chicago. x

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FIVE-PIECE ORCHESTRA of good instrumentation, strictly sober, open for engagements. High-class dinner and dance music. Hotels, night clubs and beer gardens. ALL GREEN, Box 308, St. Marys, Pa. fe23

FLASHY ORCHESTRA—Smartly uniformed, suitable for Hotel, Theatre, Club, Resort. Good instrumentation, Library, Photos. Go anywhere. ORCHESTRA LEADER, 307 Glenview Ave., Toronto, Canada. fe9

NAME ORCHESTRA—Ten men, twenty-five instruments, Singers, Entertainers, with Master Commandery and 4th Floor Show. At Liberty January 15th. Address LARRY FOLLEN, Hollywood, Ill. ja26

NEAL LEIRLE'S ORCHESTRA of 11 to 13 men for resorts, night clubs, ballrooms, etc. After January 28th. Lounge or travel; prefer location. NEAL LEIRLE, 43-18 Bell Blvd., Bay-side, Long Island. Phone Bay-side 8-7809. fe9

BRAPPY RALLY BAND of six pieces, flashy uniforms and lots of vim. Desires connection with reliable carnival company. Also in an offer. Write E. V. DELK, 283 Wm St., Winchester, Ind.

4-PIECE ORCHESTRA desire lawn, ballroom, frat engagement. Address DATUS GOODWIN, 3921 Prairie Ave., Chicago, Ill.

AT LIBERTY CIRCUS AND CARNIVAL

"CAIRO," THE MAGICIAN, LECTURER, ETC. Circuses only. 412 Reservoir Ave., Meriden, Conn. fe2

WORLD'S FAIR SKATING RINK TENTS—12x85, 42x110, and others. KERR CO., 1954 Grand Ave., Chicago. fe2

THEATRICAL PRINTING

FLASHY COLORED DODGERS—2,000 4x9, \$3.00; 6x9, \$4.00; 1,000 Bristol Tickets, \$1.50. SUPERIOR PRINTING CO., Toronto, O. x

LETTERHEADS—8 1/2 x 11, \$2.50 1,000; TWO-Color, \$3.75; 6 3/4 Envelopes, \$2.50 1,000. Business Cards, Two-color, \$1.50 1,000. JACKSON PRINTING, Independence, Mo.

NEARCRATURE—125 LETTERHEADS, 125 Envelopes, \$1.89; 250 each, \$2.99 cash; delivered. SOLLDAY'S, Knox, Ind.

WINDOW CARDS, 11x14, 100, \$2.10; 14x22, 100, \$3.50. 50% deposit, balance C. O., plus postage and fee. BELL PRESS, Winton, Pa.

100 WINDOW CARDS, 14x22, \$4.50; QUICK service. DOC ANGEL, Ex-Trouper, Box 1002, Leavittsburg, O.

500 GUMMED STICKERS—4 LINES, 25c. Prompt service. Also 2,000 Business Cards, \$1.75, postpaid. Samples, 3c. SEAL, 6457 Eggleson, Chicago.

1,000 GUMMED ADDRESS LABELS, 50c—MARSH, 8122 N. Cayuga, Ithaca, N. Y.

1,000 3x8 DODGERS, 85c; 2,500, \$1.50; 5,000, \$2.50; 1,000 4x9, \$1.25; 2,500, \$2.25. Postpaid. T. L. REESE, Albany, Wis. ja26x

1,000 6x9 HERALDS, \$1.00—PEERLESS PRINTING COMPANY, Altoona, Pa.

1,000 "DISTINCTIVE" 6x9 DODGERS, \$3.50; 5,000, \$9.50; 5,000, 3x6, \$2.50. PUBLISHERS, Mansfield, Ark. x

WANTED TO BUY, LEASE OR RENT

WANT—USED MUSIC WURLITZER, 150; PROCESS MFG., Bessemer, Ala.

WANTED TO BUY—USED PIN GAMES; LATE models; any quantity. State price. SHY BROS., 1201 W. Mitchell St., Milwaukee, Wis. fe16

AT LIBERTY FOR 1935 season—Something new in Fire Diving. It has never been attempted before. A real sensation. Write or wire MR. JESSE GILTY, 78 Royal Ave., West Hampton, Ontario, Can. ja26

ROJAS DUO—Revolving Ladder, Swinging Ladder, Loop finishing with Musical Grind. Open for circus for coming season. Good acts, beautiful wardrobe, slick the season. Address Gibsonton, Fla. fe9

SIDE SHOW MANAGER—Strong openings. Punch, Ventriloquist, Wife, Musical Act, Golden Organ Chimes, Sleigh Bells, Four-in-hand Swiss Bells, Steel Marimbophone, Trick Violin, Cornet, Raz Pictures. GRAM AND KING MUSIC SHOW, Carrollton, O. fe16

TRICK ROPE—Rope Spinner open for bookings, anything reasonable. Prefer small show; low wages. Write, doc, wire. BOY VINCENT, care Windsor Hotel, Gloversville, N. Y.

AT LIBERTY COLORED PEOPLE

THE MELVE PLAYERS featuring The Pot's Moved. A riot of entertainment of three hours duration. Open for engagements. R. GRIPPE, 67 East 128th St., New York.

AT LIBERTY DRAMATIC ARTISTS

DRAMATIC TEAM—Men, 29, 6 ft. 6 in. Leads. Characters, Heavy, Ingenious, 21, 5 ft. 10 in. Experienced (incl. Specialists). Anything cast for. BOX 844, care Billboard, 1564 Broadway, New York City.

AT LIBERTY MISCELLANEOUS

HARD AND MARIO, Knife Throwers, account show clinics. Experienced, reliable. Show-strings by ed. HARRY LEONARD, 1816 South 13th, Sheboygan, Wis.

AT LIBERTY M. P. OPERATORS

A-1 PROJECTIONIST—12 YEARS' EXPERIENCE, married, sober, reliable. Go anywhere. Willing to do any work around theatre. Good billposter. Write or wire BOX C-316, The Billboard, Cincinnati, O. ja26

AT LIBERTY MUSICIANS

ALTO AND TENOR SAX

Team doubling Clarinets, Baritone, Violins, Young, union. Location, Write MUSICIAN, 4070 N. 7th St., Milwaukee, Wis.

ALTO SAX DOUBLING CLARINET, VIOLIN—Union. LEO JOHNSON, 2107 Slauson Ave., Racine, Wis.

AT LIBERTY—DRUMMER, YOUNG, NEAT, energetic. Plenty of experience night club, dance. JIMMY HIGGINS, Mt. Pleasant, Ia.

AT LIBERTY—TRUMPET PLAYER, READ, fake, take off. Cut or no notice. Address TRUMPET, 111 9th, Ames, Ia.

AT LIBERTY—EUROPEAN MUSIC ARRANGER—Conductor, female, experienced all lines. Write DORADA, Billboard, Cincinnati.

DANCE DRUMMER—MODERN, NAME BAND experience. Sober, dependable. Flash equipment. Co anywhere that pays salary. Write or wire, staffing all. DRUMMER, 1017 North Park St., Fairmont, Minn.

DRUMMER AND SAX DO, FIRST DR SECOND Alto and Tenor, doubling Clarinet. Young, neat, swing men, sight read. HARRY PREUD, RALPH RENNE, BOLEY PANEK, 222 No. 6th, Kansas City, Kan.

GIRL ALTO SAX, CLARINET, SINGS—READ, fake, good tone, plenty experienced. Young, good appearance. Only reliable offers considered. Address BOX C-321, Billboard, Cincinnati, O.

SAXOPHONE-ARRANGER—USE "C" MELODY. Read Alto or Tenor Parts at sight. Fake anything. Good Modern hot style. Double Trumpet and Melophones Will get these instruments after starting job if job warrants it. Write modern arrangements. Union, young, neat, sober, reliable, single. Co anywhere. Proposition must be good. "NISS" REDMAN, 172 21st St., N. W., Washington, D. C.

SOUSAPHONIST—YOUNG, RELIABLE, GOOD sight reader, Modern, tone. Experienced concert or club location. Sing some Tenor. Write ERNIE COWIN, Monticello, Ind.

TENOR MAN AND DRUMMER—TENOR MAN, Doubles Violin, Clarinet, fine tone; read anything, tone, modern takeoff. Drummer—Has complete outfit, can read and swing softly. Both young, neat, experienced in radio, stage and dance work. Union. Please do not misrepresent, we don't. State all in first letter. MUSICIAN, 709 17th, Des Moines, Ia.

TENOR SAX—DOUBLING CLARINET. NAME experience. Modern take off, arrange. BOX C-205, Billboard, Cincinnati.

THIRD ALTO DOUBLING CLARINET, VIOLIN and Guitar. Play exceptionally fine Violin. Dance or concert. Feature Four-String Fiddle Take-off, Young, good appearance. All essentials. MUSICIAN, Box 1482, Little River Sta., Miami, Fla.

TRUMPET—READ, EXCELLENT TONE, KICK- ing Choruses. Sing Baritone, Entertain some. Guaranteed salary. Can you send ticket? B. STUFF, 2318 Lafayette, St. Louis, Mo.

TRUMPET—MODERN, GOOD READER, UNION, range, Reliable. MUSICIAN, 1212 Bush Circle, Birmingham, Ala.

VIOLINIST—LEADER, MODERN DANCE, Legitimate. Young, dependable, union. Co for good radio, theater, dance, club. BILL SCHNEIDER, 712 Prospect, Indianapolis.

ACCORDIONIST—Professional, Experienced Strouler, sober, want engagement high-class hotel or night club. Good appearance, young, congenial, neat, business. Write or wire ART FLEHNZEL, 312 W. 7th St., Cincinnati, O.

A-1 STRONG EUPHONIUM—Baritone Soloist. Repertoire, name concert band and circus. Must act or director. Plenty references; have diploma. INCARIDO, 319 Walnut St., Macon, Ga. fe2

ALTO SAX—Double Clarinet, using Violin, Modern concert; at night and "take-off". Do character parts. Play Sax and Clarinet at same time. Other uptown floor show specialties. D. K., 4712 Deary, E. E., Pittsburgh.

BASS PLAYER—Recording and String Bass. Experienced. Cut or else. Write or wire. W. R. POLEY, 1028 East 48th St., Chicago, Ill.

BASS, YOUNG, RELIABLE, thoroughly experienced dance and stage. Sing, read, fake. Double string Bass, but without fiddle at present. Fortunately still have horn. JOHN WILKES, Louisville, Miss. fe2

DRUMMER—With featured voice, both networks. Appearance, plenty clothes, can play shows, concert or director. You want this or besides. Consider all offers anywhere, prefer Florida. Good soloist. Wire or write. GORDON MALIK, Memphis, Tenn. fe2

FAST RHYTHM DRUMMER—Young, reliable, fully experienced. Desire contact with reliable night club, dance orchestra or presentation act. DRUMMER, 111 West First St., Duluth, Minn.

MUSIC TEACHER—Wishes directorship industrial, municipal, school or Shrine Masonic bands. Best of experience. All letters answered. BOX C-297, Billboard, Cincinnati, O. fe2

MODERN RHYTHM DRUMMER—Plenty swing and lift. Play bells and Vibs, but don't have. Sing and arrange. Modern, sober, reliable; willing to co-operate. Prefer location in Florida, but will accept other sections. All communications answered. Don't misrepresent, I haven't. TOMMY CHAPPELLE, 240 Harriet St., S. E., Atlanta, Ga. fe2

MODERN TRUMPET—Read, tone, take off, phrases modern, age nineteen and union. One year on present job. No booze or dope. Reference Harry Sadler. Consider any good offer. JACK WALKER, care Harry Sadler Show, Beaumont, Tex. fe2

RHYTHM DANCE DRUMMER—Young, sight reader, bells. Complete outfit, anywhere; furnish references. Write or wire DRUMMER, 208 5th St., Castro, Ill. fe2

SAX, ALTO AND TENOR, doubling Cello and Voice. Modern, take off, read and fake. Thirty-two, neat appearing. Still on night club job six months but desire change. JIMMY STRAUSS, 1608 S. Vermont, Colo. fe2

SAXOPHONE PLAYER—Long experience solo and dance work. Faker, play by ear and do not read music. Salary reasonable. Address MASTER WARD, General Delivery, New York City, N. Y. fe2

TEAM—Man, Accordion. Girl, Violin. Appearance, personality, experience, professional. Want engagement high-class hotel. Salary, 100.00. Write BOX C-298, Billboard, Cincinnati, O.

TRUMPET—Read, intonation, take off, but or sweet, all lib some. Sober, dependable, neat, married, age 21. Will take hotel, club or stage. Complete clarity. NAIMY KLUZ, Box 34, Mason, N. C. fe2

YRUMPET—Good second man. Read, phrasing, modern take off when needed, but better than band. Age 19. State all. GEORGE BELCHER, 243 W. Michigan, Jackson, Mich.

VIOLINIST, Doubling Guitar, Banjo—Desire only high-class orchestra, preferably South for winter. Read music. Good salary. HARRY HOITEN-SHRELL, 1404 N. Kaynor Ave., Joliet, Ill.

AT LIBERTY PARKS AND FAIRS

BALLOONISTS AND PARACHUTE Jumpers; boys and girls; now on Southern tour. Wire or write for prices. THOMPSON BROS.' BALLOON CO., Aurora, Ill. fe16

AMERICA'S BEST HIGH WIRE—THE Calvert outstanding hit attraction. An act with drawing power. GREAT CALVERT, 164 Averill Ave., Rochester, N. Y. fe16

ARMSTRONG'S FAMOUS COMEDY FORD ACT—Well known one other act. Literature. RDSOCE ARMSTRONG, Montezuma, Ind. fe23

AT LIBERTY—NO. 5 FERRIS WHEEL AND Nine-Car Tilt-A-Whirl. Wish to book in park or on a good clean show for season of 1935. Rides are stored in Central Mississippi and are in good condition. Address JOS. T. BRETT, Mascotte, Fla.

AT LIBERTY PIANO PLAYERS

EXPERIENCED PIANIST—All lines, young, repertoire of Novelty Piano Solos. Played in Europe. Consider only reliable offers. LLOYD JENKINS, 950 College St., Beloit, Wis. fe2

EXPERIENCED PIANIST—READ, FAKE, rhythm; all essentials. BOX C-300, care Billboard, Cincinnati, O. fe2

PIANIST—GOOD SIGHT READER, TRANSPARENT, fake. Experienced all lines. LEONA INGRAM, Apt. 1, 325 16th St., Toledo, O.

PIANO—THEATRE, CONCERT, DANCE, Arranger, conductor, Will travel. Age 26. References. PAUL J. BERG, YMCA, Kenosha, Wis.

PIANO MAN doubling, good reader and faker. Violin experience; reference given. DURWOOD D. FITCH, Box 233, Sarno Lake, Ia.

RHYTHM—Take-off, good accompanist. Experienced. Read some, fake anything. Go anywhere for reliable offer. Consider all Young, dependable. JIMMIE GIDDENS, 633 S. Court st., Montgomery, Ala.

AT LIBERTY VAUDEVILLE ARTISTS

AT LIBERTY—VERSATILE SPECIALTY TEAM. Woman, Accordion and Piano, Man, Comedian and Singer. Plenty singles, doubles, character. Will fit in any type show. F. SHAW, General Delivery, Birmingham, Ala.

VAUDE-PRESENTATIONS

A Alexander & Santos (Met.) Boston. Andersena, The (Pal.) Minneapolis. Anacrats, Twelve (Met.) Albany, N. Y. Arraut, Nellie, & Bros. (Globe) Bridgeport, Conn.

C Bacon, Faith (Southdown) Chicago. Barlow, Dick & Edith (Pal.) Cleveland. Beasley, Irue (Albee) Brooklyn. Beatty, George (Pal.) Albany, N. Y. Bell's Hawaiian Revue (Kettler) W. Palm Beach, Fla. 23; (Globe) Orlando 24; (Empire) Daytona 25; (Jefferson) St. Augustine 26.

Bell & Gray (Oasis Club) Detroit. Bernold Bros. (Boxy) Cleveland; (Gray Wolfe Club) Sharon, Pa. 26-Feb. 2. Bennett's, Owen, Vanities of 1935 (Thalian Hall) Wilmington, N. C. 21-23; (Imperial) Columbia, S. C. 24-6.

Benny, Jack (Chicago) Chicago. Benson, Roy (RKO Boston) Boston. Berry, Bebe, Girls (RKO Pal.) Rochester, N. Y. Berti, Bebe, Girls, Twelve (RKO Boston) Boston.

Blackstone (State) Newark, N. J. Bombayo (Boxy) New York. Bomber & Newman (Capitol) New York. Bowan, Biby (RKO Albee) Providence. Bradley, Ruth (Marbro) Chicago.

Bradys Boys & Co. (Colonial) Dayton, O. Brawn, King, & Co. (Pal.) Minneapolis. Bryant, Johnny (Loew's Orph.) Boston. Brian, Meriel (RKO Boston) Boston. Brown, Ada (Pal.) New York.

Buck & Bubbles (State) New York. Burke, Johnny (Fox) Washington, D. C. Burns & Kiser (RKO Boston) Boston. Butch, Harry, Penthouse Polles (Orph.) N. Y. 23-25.

Byrons, Three (Ambassador) St. Louis. Byrne Sisters, Three (Oriental) Chicago.

California Revels (Oriental) Chicago. Calvert, Peggy (Globe) Bridgeport, Conn. Carlos Circus (Boulevard) New York. Carroll, Harry (Southdown) Chicago. Cass, Mack, Owen, & Topsy (Pal.) Chicago. Covenas, The (Grand) Hamilton, Ont. 21-23; (Globe) Gloversville, N. Y. 25-28; (Capitol) Scranton, Pa. 28-30.



ROUTE DEPARTMENT

When no date is given the week of January 19-25 is to be supplied. In split week houses the acts below play January 23-25.

Davis, Benny, & Co. (Paramount) New Haven, Conn. D'Arcy Girls (Roman Pools) Miami Beach, Fla. De Muhl Japs (Buffalo) Buffalo. Delano, Rita (Pal.) Albany, N. Y. Denton, Helen, Revue (Valencia) Jamaica, N. Y.

Duncan, Jean, & Co. (RKO Albee) Providence. Dixon, Harry & Dorothy (Buffalo) Buffalo. Don & Betty (Uptown) Chicago. Donohue, Red (Southdown) Chicago.

Dormonde, Geo., & Partner (Fox) Detroit. Drayton Sisters (Princess) Nashville, Tenn. 21-Feb. 2. Duncan Sisters (Paradise) New York. Du Faye, Grace, & Co. (Albee) Brooklyn.

E Edison & Louise (Pal.) Minneapolis. Elgins, Pive (Pal.) Chicago. Ellington, Duke, & Band (Shubert) Cincinnati. Emma, Earle, Harvey (Fay's) Providence.

Enos, Rue, Trio (Shrine Circus) Pittsburgh. Enos, Rue, Trio (Shrine Circus) Pittsburgh. Evans Ball (Chicago) Chicago. Evans, Steve (Pal.) Chicago. Everett & Conway (Shrine Circus) Pittsburgh. Kan.; Topeka 28-Feb. 2.

Fanchon & Marco Show (Fox) Philadelphia. Felovia (Uptown) Chicago. Flippen, Jay C. (Valencia) Jamaica, N. Y. Foster, Gae, Girls (Boxy) New York. Fox, Jack (RKO Pal.) Baltimore.

Franklin Fantasy Polles (Campanor) Havana, Cuba. Frase Sisters (Marbro) Chicago. Friedrichs, Chester (Capitol) New York. Freed, Carl, & Harmonica Harlequins (Valencia) Jamaica, N. Y.

Funny Sylvia (Buffalo) Buffalo. Fulton, Jack (RKO Pal.) Rochester, N. Y. Funnys (Loew's Orph.) Boston. Future Stars (Uptown) Chicago.

Gordon, Bert, & Vera Kingston (Loew's Orph.) Boston. Gory, Gene & Roberta (Golden Gate) San Francisco 25-31. Green, Margie (Oriental) Chicago. Grindel & Esther (Colonial) Roanoke, Va. 22-24.

Gruber's, Max, Oddities of Jungle (Tower) Kansas City, Mo.; (Electric) St. Joseph 25-28. Gwynne & Co. (State) New York.

Hector (Orph.) Minneapolis. Hollywood Flashes (Strand) Anderson, S. C. 24; (Carolina) Greenville 25-26. Honan, Helen (RKO Pal.) Rochester, N. Y. Honey, Topsy (Loew's Orph.) Boston.

Housh, Billy, & Co. (Orph.) Minneapolis. Huson Wonders (Michigan) Detroit. Huling, Ray, & Seal (Met.) Boston. Hustler, Pam (Fay's) Providence.

Hutton, Ina Ray, & Band (Marbro) Chicago. Hyde, Herman, & Co. (Marbro) Chicago. Hyman, Johnny (Riverdale) Milwaukee.

Jansleys, Five (Earle) Washington, D. C. Jarrett, Art (Uptown) Chicago. Jazz Minstrels (State-Lake) Chicago. Jenkins, Polly, & Her Ploughboys (State-Lake) Chicago.

Johnston, Al & Jean (State) Newark, N. J. Kane, Helen (Southdown) Chicago. Ketchel, Vic & Laine (Uptown) Chicago. Ketchel, Vic (Uptown) Chicago.

Kirby & Duval (RKO Boston) Boston. Kirkland, Paul, & Co. (Valencia) Jamaica, N. Y. Large & Morsper (RKO Pal.) Rochester, N. Y. LaVola, Don (Shrine Circus) Pittsburgh; Kan.; Topeka 28-Feb. 2. Lester, Ann (Orph.) New York. Lester, Jerry, & Co. (Boulevard) New York. Let's Smile Again (Loew) Jersey City, N. Y. Lewis & Van (Chicago) Chicago.

DAVE AND ADEL PHILLIPS—SUN FACTORY. Two people show for med, with all the necessary essentials, etc. We have everything for med or straight show. Play halls until spring, then our new outfit on lots. Write or wire DAVE AND ADEL, Hartsville, Ind.

MED SKETCH TEAM—HOKUM DOUBLES: both do Singles and Musical Acts; both Double Piano, Work Acts and Bits. Man, Straight or Swede or Boob Comedy, Lady, Accordion and Character Specialties. Have car and trailer. Wire LE ROY ELLIOTT, 168 So. Main, Juneau, Wis.

ORIENTAL DANCER FOR CLUBS, GO ANYWHERE. Dress affairs only accepted. BOX 552, care Billboard, 1564 Broadway, New York.

TWO GIRLS—ACROBATIC, CONTORTION, Dancing, also Roman Ring Act. Night clubs write. Address HELENE SISTERS, Billboard, Cincinnati, O. fe26

AT LIBERTY—Walter, Molly and Pat King. 3 versatile people. Change for 2 weeks or longer. Circumstances change. Good straight or Escapes, Cowboy Singing with Guitar, Pad Dog for acts; play own music. Best of wardrobe. Good acts, white or blackface. Address WALTER KING, Pariah, N. Y. fe26

AT LIBERTY—Team. Man does Black, Guitar, Banjo Singles, Doubles, Harmony Singing. Know all med acts. Nashville or med. Have car. MAOK AND MAE, 712 Bank St., Dallas, Tex. fe26

AT LIBERTY—Comedian and ingenue; med or top; musical acts that sell; strong; good feature. Plenty good Blackface Bands and Hokum, play parts, up in bits and acts. Change for weeks; play own music. Salary your limit. Reliable managers only. Address Mrs. MARGARET FOX, 223, 34 S. Race St., Greenville, Pa. fe26

AT LIBERTY—Gay 90s novelty. Singing and Piano. Accordion Team, rendering the 90s and the say ballads of the 90s. Would like work in new, tab. interesting and interesting company. Write GABRIEL, 2112 N. 16th St., Milwaukee, Wis. fe26

AT LIBERTY—Good Comedy Team. Man, Black, Irish comedian, good straight or comedy characters. Put on acts and bits. Sober, reliable. Have car and living trailer. Low auto stry or what have you? BOX O-322, Billboard, Cincinnati, O.

HERE THEY ARE—Lemon's Bird Act. You cannot see it for any better novelty. Sometimes different; not an ordinary act, but a high-class attraction that is of merit and quality. The Original Headstand Bird, the Best Romanist and other marvelous feats. A fine display and a flash. Address 112 South Boulevard St., Tampa, Fla. fe26

MALE DANCER—6 ft., 175 lbs. Ballroom, Arango, Apache, Topeka, Trio, quartet experience. Box 101, interesting and interesting company. Write MUST, Must be good. BOX 22, Billboard, Chicago.

PUNCH AND JUDY—Strictly first class, with Educated Live Dog. Excellent figures and setup. For theaters, department stores, expositions, etc. CALVERT, Billboard, New York, fe26

Little, Frankie (Uptown) Chicago. Live, Laugh & Love (Pal.) Cleveland. Livingston, Mary (Chicago) Chicago.

M Mack Bros. & Bobby (State-Lake) Chicago. Madie & Ray (Pal.) New York. Malls & Cappy (Tower) Kansas City. Mann, Jerry (Academy of Music) New York. Manning & Glass; Eberfeld, Germany, Feb. 1-8.

Marcus, A. E., Continental Revue (Princess) Nashville, Tenn. Meehan, John & Mary (RKO Pal.) Rochester. May, Bobby (Michigan) Detroit. Mazonne & Keene (Fay's) Providence. McDonald, Grace & Itay (Loew's Orph.) Boston.

McHale, Duke (RKO Boston) Boston. Medley & Dupree (Albee) Brooklyn. Mulcay, Gus (Oriental) Chicago. McQuinn, Sam (State-Lake) Chicago. Merna, Earl & Carroll (Marbro) Chicago. Meroff, Benny, Unit (Lyric) Indianapolis. Miner & Root Revue (Paradise) New York. Normants, Nightingale, Birmingham, Ala. Mondy's Louise, Vanity Fair Revue; Houston, Tex., 24-26.

Moore, Wally & Gracie (Orph.) East St. Louis, Ill. Moten, Etta (Orph.) Minneapolis. McGivney, Owen (Orph.) Minneapolis. Murphy, Bob (Ambassador) St. Louis. Murray, Lee, & Sinclair Twins (Earle) Washington, D. C.

N Newton, Martha (Uptown) Chicago. Nixon & Sans (Colonial) Dayton, O. Norman, Al (Academy of Music) New York. N. P. Paradise (Paradise Restaurant Revue (Met.) Brooklyn. Novis, Donald (Earle) Washington, D. C.

O O'Donnell & Blair (Academy of Music) New York. Oliver, Vic (RKO Pal.) Rochester, N. Y. Olympia Boys (Pittsburg, Kan.; Topeka 28-Feb. 2). Olympics, Three (Capitol) New York.

P Page, Muzel (Colonial) Dayton, O. Pappy, Zerk, Ezra & Elton (State) New York. Parker, Frank (Chicago) Chicago. Peabody, Eddie (Albee) Brooklyn. Pepper, Jack, & Co. (Pal.) New York. Perry, Martha (State-Lake) Chicago. Petch & Deauville (RKO Pal.) Rochester, N. Y.

Picture, Kay (Buffalo) Buffalo. Pollard, Daphne (Met.) Boston. Pop Eye in Person (Boulevard) New York.

R Radnell (Capitol) New York. Randall, Jack, & Co. (Pal.) Minneapolis. Ricks, Lester (Bijou) Moomouth, Ill. 23-25; (Illino) McCook 26; (Strand) Ft. Madison, Ia., 27.

Rose, Harry (Globe) Bridgeport, Conn. Rose & Ayres (Missouri) St. Louis.

Roxy Rhythm Orch. (Roxy) New York.  
 Ruglo, Virginia (Riverside) Milwaukee, Wis.  
 Sakuri Japs (Ambassador) St. Louis.  
 Sallie Varieties (Pal.) New York.  
 Shepherd, Carlton & Pritchard (Orph.) Minneapolis.  
 Sidney, Jack, Revue (Boulevard) New York.  
 Sunshota (Academy of Music) New York.  
 Songwriters on Parade (Century) Baltimore.  
 South Eddie & Orph. (Pal.) Chicago.  
 Stetson (Southtown) Chicago.  
 Stevens Bros. & Big Boy (Orph.) New York.  
 St. Claire & O'Day (RKO Pal.) Rochester, N. Y.  
 Stone & Vernon (State) New York.  
 Stoppagnie & Budd (Pal.) Chicago.  
 Sydell, Paul, & Spotty (RKO Albee) Providence.  
 Sykes, Harry: West Point, Ga., 24-25; Rome 26-29; Columbia, Tenn., 30; (Princess) Nashville 31-Feb. 2.  
**T**  
 Tanka & Okinu (Clobe) Bridgeport, Conn.  
 Thomas, Ohio (Pal.) Minneapolis.  
 Timblin, Slim (Fox) Detroit.  
 Tip Top Revue, Johnnie Sullivan's: (Paramount) Alexandria, La., 24-26; (Paramount) Greenwood, Miss., 24-25; (Paramount) Greenville 29; (Paramount) Clarkdale 27-28.  
 Tobias, Henry, & Co. (Orph.) New York.  
 Topics in Rhythm (Missouri) St. Louis.  
 Tyler, Thorn & Post (State-Lake) Chicago.  
**V**  
 Varieties on Parade (Princess) Nashville, Tenn., 31-Feb. 2.  
 Vespers, Four (RKO Boston) Boston.  
**W**  
 Walton, Bert (State-Lake) Chicago.  
 Weber Bros. (Mainstreet) Kansas City, Mo.  
 Weber, Rex (Paradise) New York.  
 Whippeta, Three (RKO Albee) Providence.  
 White, Eddie (RKO Albee) Providence.  
 White & Kelly (Paradise) New York.  
 Wynn, Nap (RKO Boston) Boston.  
 Wynn & Wayne (Oriental) Chicago.  
**Y**  
 Yvonne, Princess (Paramount) Hamilton, O.  
 Zelaya, Don (Earle) Washington, D. C.

BANDS AND ORCHESTRAS

Following each listing in this section of the Route Department appears a symbol. Persons consulting this list are advised to fill in the designation corresponding to the symbol when addressing bands and orchestras as a means of facilitating delivery of communications. In many instances letters will be returned marked "Address insufficient," if proper designations are not made.

**EXPLANATION OF SYMBOLS**  
 b—ballroom, c—cafe, cb—cabaret, cc—country club, h—hotel, nc—night club, re—roadhouse, r—restaurant, and t—theater.

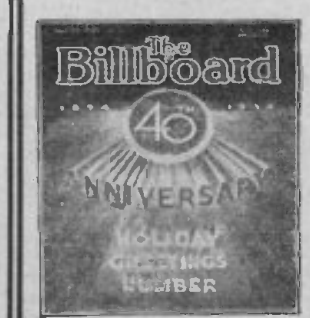
(Week of January 21)  
**A**  
 Adams, John Q.: (Rendezvous Gardens) Dayton, O., re.  
 Acock, Jack: (Open Door Cafe) Philadelphia, re.  
 Albert, Jules: (Opera Club) Chicago, nc.  
 Alexander, Willard: (Levaggi's Supper Club) New York, re.  
 Arnold, Jimmy: (Club Royale) San Antonio, Tex., nc.  
 Austin, Shan: (Eastern Star) Detroit, c.  
 Ayers, Herb: (Worthy) Springfield, Mass., h.  
**B**  
 Barron, Duke: (King Cotton) Greensboro, N. C., h.  
 Barta, Jenn: (Ambassador) New York, h.  
 Bass, Bob: (Frank White) Dunkirk, N. Y., re.  
 Baxandall, Orlo: (New Celestial) Baltimore, Md., re.  
 Becker, Walt: (Shadowland) Kimberly, Ida., b.  
 Beseher, Keith: (Stevens) Chicago, h.  
 Bianco, Leon: (Casino de Paris) New York, cb.  
 Berger, Jack: (Astor) New York, h.  
 Bergs, Matt: (Club Piccadilly) Chicago, c.  
 Berns, Frank: (Silver Star) Sulphur Springs, Fla., b.  
 Bertha, Freddie: (Flying Trapez) New York, re.  
 Birch, Gords: (Via Lago) Chicago, b.  
 Blake, Lou: (Via Lago) Chicago, nc.  
 Blyler, Archie: (Commodore) New York, h.  
 Bonell, Michael: (Dempsey) Macon, Ga., h.  
 Britt, Ralph: (Rise) Houston, Tex., h.  
 Bromberg, Sam: (Silver Cloud) Chicago, c.  
 Brown, Herb: (Vendome, 28 W. 56th St.) New York, nc.  
 Brown, Ted: (Venetian Gardens) Scranton, Pa., b.  
 Buckley, Joe: (Harry's N. Y. Cabaret) Chicago, c.  
 Bulley, Percy: (Recreation Gardens) Benton Harbor, Mich., b.  
 Burns, John: (Gibson) Cincinnati, h.  
 Buzze, Joe: (Highlights) Albuquerque, N. M., b.  
**C**  
 Calloway, Cab: (Cotton Club) New York, nc.  
 Campbell, Jimmie: (Marquette Club) Chicago, c.  
 Carson, Percy: (Skirvin) Oklahoma City, Okla., h.  
 Carter, Jack: (Japanese Gardens) Detroit, b.  
 Chertavsky, Josef: (Congress) Chicago, b.  
 Clegg, Frank: (Housego) Chicago, c.  
 Colburn, Jolly: (Rainbow Room) Radio City, N. Y., re.  
 Coleman, Emil: (Flora) New York, h.  
 Collier, Hal: (Chase) St. Louis, h.  
 Compton, Helen: (Orph.) New York, t.  
 Conrad, Joe: (Paris Cafe) Chicago, c.  
 Cornelius, Paul: (Garden) Cincinnati, nc.  
 Corrie, Carmen: (Club 4-U) Chicago, nc.  
 Crawford, Al: (Mayfair) New York, re.  
 Cugat, Xavier: (Waldorf-Astoria) New York, h.  
 Cummins, Bernat: (Auto Show) Akron, O.  
**D**  
 Davis, Charlie: (Congress) New York, cb.

Del Campo: (Roosevelt) New York, h.  
 Dewey, Jack: (Biltmore) New York, h.  
 Dewey, Tom & Bud: (Imperial) Utica, N. Y., re.  
 Dickerson, Carroll: (Grand Terrace) Chicago, re.  
 Duchin, Eddie: (Central Park Casino) New York, re.  
 Dubrow, Art: (Chop House) Hartford, Conn., c.  
 Duprey, Bob: (Colony House) Detroit, c.  
 Durso, Mike: (Delmonico's) New York, nc.  
**E**  
 Ellington, Duke: (Shubert) Cincinnati, t.  
 Emerton, Phil: (Tantilla Gardens) Richmond, Va., nc.  
 Engles, Charlie: (Hogan's) Chicago, c.  
 Erie, Val: (Barclay) Philadelphia, h.  
 Evans, Tommy: (Gay Nineties Music Hall) Cleveland, nc.  
 Everette, Jack: (Coons Rendezvous) Salt Lake City, Utah, nc.  
**F**  
 Fairchild, Cookie: (Algonquin) New York, h.  
 Fallon, Bob: (K. of C.) New York, h.  
 Fallon, Happy: (Shadowland) San Antonio, Tex., re.  
 Ferlinaldo, Angelo: (Great Northern) New York, h.  
 Ferdinando, Felix: (Montclair) New York, h.  
 Fields, Al: (Billy Gallagher's) New York, nc.  
 Finn, Eddie: (Club Cavalcade) Chicago, nc.  
 Fisher's Ensemble: (Russian Kretchma) New York, cb.  
 Fisher, Mark: (Lowry) Chicago, h.  
 Fisher, Scott: (Park Central) New York, h.  
 Fischer, Charles L.: (Orotio Club) Kalamazoo, Mich., re.  
 Freed, Carl: (Valencia) Jamaica, N. Y., t.  
 Friedman, Leon: (Manhattan Music Hall) New York, cb.  
**G**  
 Gilbert, Jerry: (Cornaga) Far Rockaway, L. I., N. Y., re.  
 Gill, Emerson: (Webster Hall) Detroit, h.  
 Glave, Russell: (Harlem Stables) Chicago, b.  
 Golden, Ernest: (Luna's) New York, re.  
 Golden, Nell: (Man About Town) New York, re.  
**H**  
 Haas, Alex: (Sherry-Netherland) New York, h.  
 Hall, George: (Taft) New York, h.  
 Hall, James: (Club Havana) Chicago, nc.  
 Hall, Steepy: (Lord Baltimore) Baltimore, h.  
 Handler, Al: (Limetouse) Chicago, c.  
 Hathaway, Jack: (Parody) Chicago, c.  
 Hawkins, Jess: (Merry Garden) Chicago, b.  
 Haynes, Jack: (Black Cat Casino) Wilmington, Del., b.  
 Hazard, Bill: (McAlpin) New York, h.  
 Hazard, Bill: (Vans Grill) Rensselaer, N. Y., re.  
 Herbert, Henry: (Roseland) New York, h.  
 Hest, Hal: (Micholob Inn) Chicago, c.  
 Hill, Teddy: (Ubangi) New York, nc.  
 Humber, Richard: (Ritz-Carlton) New York, h.  
 Hoff, Carl: (French Casino) New York, cb.  
 Hoffman, Earl: (Casino de Alex) Chicago, c.  
 Hollander, Will: (New Yorker) New York, h.  
 Hutton, Ina Ray: (Marbro) Chicago, t.  
**J**  
 Johnson, Jerry: (Floridian) Miami Beach, Fla., h.  
 Judd, Marie: (State) Columbus, O., re.  
**K**  
 Kane, Allan: (885 Club) Chicago, c.  
 Kavelin, Albert: (Lexington) New York, h.  
 Kassel, Art: (Bismarck) Chicago, b.  
 Kaufman, Whitley: (Kaufman) Lebanon, Pa., h.  
 Kay, Herbie: (Edgewater Beach) Chicago, h.  
 Kelem, Milton: (Du Post) Wilmington, Del., h.  
 Kemp, Hal: (Pennyland) New York, h.  
 Kennedy, Jimmy: (Nug House) Chicago, c.  
 King, Henry: (Waldorf-Astoria) New York, h.  
 King, Wayne: (Aragon) Chicago, b.  
 Kirwin, Bob: (Club Piccadilly) Chicago, c.  
 Kirkpatrick, Jess: (Washington - Youres) Shreveport, La., h.

Knapp, Orville: (Beverly Wilshire) Beverly Hills, ca.  
 Kroil, Nathan: (Vanderbilt) New York, b.  
 Kurtis, Gordon: (Byerly Crest) Irwin, Pa., nc.  
 Kyser, Kay: (Blackhawk) Chicago, r.  
**L**  
 Lamb, Drexel: (Casa Loma) South Bend, Ind., nc.  
 Laze, Eddie: (Bossert) Brooklyn, N. Y., h.  
 Larr: (Piccadilly) New York, h.  
 Leopold, Arnie: (Old Indian Tavern) Richmond, Va., re.  
 Lidington, Louis: (Metropolitan Club) Poplar Bluff, Mo., nc.  
 Light, Enoch: (Roney Plaza) Miami Beach, Fla., h.  
 Lishon, Henri: (Royale-Frolics) Chicago, nc.  
 Little, Jack: (Lexington) New York, h.  
 Littlefield, Frankie: (Delmar Club) Galveston, Tex., nc.  
 Lohman, Carl: (The Farm, Bronxriver Parkway) White Plains, N. Y., nc.  
 Lopez, Vincent: (Deauville Casino) Miami, Fla., nc.  
 Lucas, Clyde: (Book-Cadillac) Detroit, h.  
 Lyles, Bill: (Stables) Chicago, c.  
 Lyman, Abe: (Paradise) New York, cb.  
 Lynden, Ralph: (Steamship Office) Chicago, c.  
**M**  
 McCord, Jack: (Coliseum) Billings, Mont., b.  
 McDonald's Music Mixers: (Sunrise Beer Garden) Danville, Pa., c.  
 McCraw, Ed: (Broadhead) Beaver Falls, Pa., h.  
 McSherry, Frank: (Sea Breeze Swim Club) Daytona Beach, Fla., re.  
 Madriguera, Eric: (Weylin) New York, h.  
 Mainland, Johnny: (Perishing) Chicago, b.  
 Makins, Eddie: (830 Club) Chicago, nc.  
 Mansfield, Dick: (Firenze) New York, re.  
 Mann, Joe: (Club Leisure) Chicago, c.  
 Mares, Paul: (Harry's N. Y. Cabaret) Chicago, c.  
 Margruff, Irving: (Blackstone) Chicago, h.  
 Martin, Freddy: (St. Regis) New York, h.  
 Mayna, Artie: (Belmont Grill) Bridgeport, Conn., re.  
 McO, Jimmie: (Royale-Frolics) Chicago, nc.  
 Merick, Wally: (Pelham Club) Hurley, Wis., re.  
 Messner, Dick: (Lincoln) New York, h.  
**N**  
 Nance, Ray: (Club Morocco) Chicago, re.  
 Navarro, Leon: (St. Moritz) New York, h.  
 Nelson, Ossie: (New Yorker) New York, h.  
 Niebur, Eddie: (Chatsau) Chicago, b.  
**O**  
 Olsen, George: (College Inn) Chicago, nc.  
 Olson, Nighthawk: (Good Eagle Pleasure Club) Lancaster, N. Y., nc.  
**P**  
 Pable, Don: (Lido Club) Dayton, O., nc.  
 Paige's Band: (L'Aiglon) Chicago, c.  
 Pancho: (Pierre) New York, h.  
 Panico, Louis: (Canton Tea Gardens) Chicago, c.  
 Parisil, Al: (Bessmer) Harrisburg, Pa., b.  
 Park, Bill: (Edgewater Gulf) Biloxi, Miss., h.  
 Paul, Jack: (King Cotton) Greensboro, N. C., h.  
 Pedro, Don: (Oriental Gardens) Chicago, c.  
 Pellegrino, Nick: (Casino) Chicago, c.  
 Peterson, Eric: (Club Edgewood) Albany, N. Y., re.  
 Pioner, Franz: (St. Clair) Chicago, h.  
 Platt, Earl: (Rifle) Harrisburg, Pa., h.  
 Pollock, Ben: (Netherland Plaza) Cincinnati, h.  
**R**  
 Reartick, George B.: (Arrowhead Gardens) San Bernardino, Calif., b.  
 Rodrick: (El Morocco) New York, nc.  
 Reichman, Joe: (Statler) Boston, h.  
 Reisman, Leo: (Central Park Casino) New York, re.  
 Renard, Jacques: (Cocoanut Grove) Boston, re.  
 Rich, Benny: (Club Bohemia) Detroit, re.

Rosen, Tommy: (Wisteria Gardens) Atlanta, Ga., c.  
 Ross, Eddie: (Club Alabama) Chicago, nc.  
 Roxy Rhythm: (Roxy) New York, h.  
 Ryslanek, Will: (Schneyer) Pittsburgh, h.  
**S**  
 Sabin, Paul: (Gayoso) Memphis, Tenn., h.  
 Sammare, Gene: (Hendrick-Hudson) Troy, N. Y., h.  
 Sanders, George: (Club Carleca) Chicago, c.  
 Scrogan, Chic: (Jefferson) St. Louis, h.  
 Seizer, Irving: (Dixie) New York, h.  
 Shatel, Lou: (Lamb's) Chicago, c.  
 Sheridan, Phil: (Davenport) Spokane, Wash., h.  
 Simons, Seymour: (Schroeder) Milwaukee, h.  
 Sissle, Noble: (French Casino) New York, cb.  
 Slaughter, Johnny: (Willard) Washington, D. C., h.  
 Snyder, Frank: (Subway) Chicago, c.  
 Snyder, Fred: (Embassy Club) Chicago, c.  
 Snyder, Mel: (Gibson) Cincinnati, h.  
 South, Eddie: (Pal.) Chicago, h.  
 Stanton, Maurice: (Club Mirvet) Chicago, nc.  
 Stone, Jesse: (Club Morocco) Chicago, nc.  
 Swanson, Warren: (Whitehall) Chicago, c.  
**T**  
 Tate, Erskine: (Arcadia Gardens) Chicago, c.  
 Thura, Otto, Bavalians: (Pittsford Inn) Pittsford, N. Y., nc.  
 Tinsley, Bob: (Colosimo's) Chicago, nc.  
 Todd, Mitch: (Subway) Chicago, c.  
 Tobler, Ben: (Grossman) Lakewood, N. J., h.  
 Triel, Anthony: (Governor Clinton) New York, h.  
 Tropper, Harry: (Midway Masonic Temple) Chicago, b.  
 Tyler, Ted: (Jockey Club) Charleston, S. C., nc.  
**V**  
 Vallee, Rudy: (Hollywood) New York, cb.  
 Vagabond, Charles: (Voo Doo Tavern) Victoria, Tex., c.  
 Vane, Fred: (Red Lion Inn) Chicago, c.  
 Velas, Esther: (Hoodless) New York, h.  
**W**  
 Wagner, Buddy: (Stork) New York, nc.  
 Wallace, Roy: (Miller's Tavern) Indianapolis, Ind., re.  
 Wardlaw, Jack: (Patrick Henry) Roanoke, Va., h.  
 Warren, Arthur: (Ritz-Carlton) Philadelphia, h.  
 Watkins, Sammy: (Weoster Hall) Detroit, h.  
 Webb, Milton: (Edwards) Jackson, Miss., h.  
 Weir, Ted: (Palmer House) Chicago, h.  
 Weinreich, Roger: (Shawnee) Springfield, O., h.  
 Weiss, Eddie: (Richmond) Richmond, Va., h.  
 Weiss, Howdy: (LaSalle) Battle Creek, Mich., h.  
 Wilson, Ray: (Shady Lawn) Cambridge Springs, Pa., h.  
 Winsa, Julie: (Stage Barn) New York, nc.  
 Wirth, Dick: (Chateau Des Fleines) Chicago, c.  
 Woods, Howard: (Four Towers) Cedar Grove, N. J., re.  
 Worthington, Duke: (Lone Tree Tavern) Chicago, c.

40th ANNIVERSARY and HOLIDAY GREETINGS NUMBER, 1894-1934



The Billboard Publishing Co.,  
 25 Opera Place, Cincinnati, O.

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Name \_\_\_\_\_  
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 City \_\_\_\_\_ State \_\_\_\_\_

Write Additional Names on a Separate Sheet of Paper

Goodman, Al: (Winter Garden) New York.  
 Gotthelf, Manfred: (Monte Cristo) Chicago, re.  
 Grant, Bob: (Savoy Plaza) New York, and  
 Beach & Tennis Club) Miami, Fla.  
 Gray, Glen: (Essex House) New York, h.  
 Green, Johnny: (St. Regis) New York, h.  
 Greene, Murray: (Hollywood Gardens) Bronx, New York, b.  
 Grofs, Ferd: (Drake) Chicago, h.  
**H**  
 Haas, Alex: (Sherry-Netherland) New York, h.  
 Hall, George: (Taft) New York, h.  
 Hall, James: (Club Havana) Chicago, nc.  
 Hall, Steepy: (Lord Baltimore) Baltimore, h.  
 Handler, Al: (Limetouse) Chicago, c.  
 Hathaway, Jack: (Parody) Chicago, c.  
 Hawkins, Jess: (Merry Garden) Chicago, b.  
 Haynes, Jack: (Black Cat Casino) Wilmington, Del., b.  
 Hazard, Bill: (McAlpin) New York, h.  
 Hazard, Bill: (Vans Grill) Rensselaer, N. Y., re.  
 Herbert, Henry: (Roseland) New York, h.  
 Hest, Hal: (Micholob Inn) Chicago, c.  
 Hill, Teddy: (Ubangi) New York, nc.  
 Humber, Richard: (Ritz-Carlton) New York, h.  
 Hoff, Carl: (French Casino) New York, cb.  
 Hoffman, Earl: (Casino de Alex) Chicago, c.  
 Hollander, Will: (New Yorker) New York, h.  
 Hutton, Ina Ray: (Marbro) Chicago, t.  
**J**  
 Johnson, Jerry: (Floridian) Miami Beach, Fla., h.  
 Judd, Marie: (State) Columbus, O., re.  
**K**  
 Kane, Allan: (885 Club) Chicago, c.  
 Kavelin, Albert: (Lexington) New York, h.  
 Kassel, Art: (Bismarck) Chicago, b.  
 Kaufman, Whitley: (Kaufman) Lebanon, Pa., h.  
 Kay, Herbie: (Edgewater Beach) Chicago, h.  
 Kelem, Milton: (Du Post) Wilmington, Del., h.  
 Kemp, Hal: (Pennyland) New York, h.  
 Kennedy, Jimmy: (Nug House) Chicago, c.  
 King, Henry: (Waldorf-Astoria) New York, h.  
 King, Wayne: (Aragon) Chicago, b.  
 Kirwin, Bob: (Club Piccadilly) Chicago, c.  
 Kirkpatrick, Jess: (Washington - Youres) Shreveport, La., h.

Miletti, Freddie: (Club Prolis) Springfield, O., re.  
 Milton, Al: (Hollywood Club) Chicago, c.  
 Monush, Joe: (Woodrow Wilson) New Brunswick, N. J., h.  
 Moss, Joe: (Vanderbilt) New York, h.  
 Moyer, Ken: (El Studio) Palm Beach, Fla., b.  
 Mullaney, Johnny: (Brevort) Chicago, h.  
 Mulligan, Harry: (Madison) Minneapolis, h.  
 Murray, Bethune: (Talk of the Town) Chicago, nc.  
 Myers, Stan: (Terrace Garden) Chicago, c.  
**N**  
 Nance, Ray: (Club Morocco) Chicago, re.  
 Navarro, Leon: (St. Moritz) New York, h.  
 Nelson, Ossie: (New Yorker) New York, h.  
 Niebur, Eddie: (Chatsau) Chicago, b.  
**O**  
 Olsen, George: (College Inn) Chicago, nc.  
 Olson, Nighthawk: (Good Eagle Pleasure Club) Lancaster, N. Y., nc.  
**P**  
 Pable, Don: (Lido Club) Dayton, O., nc.  
 Paige's Band: (L'Aiglon) Chicago, c.  
 Pancho: (Pierre) New York, h.  
 Panico, Louis: (Canton Tea Gardens) Chicago, c.  
 Parisil, Al: (Bessmer) Harrisburg, Pa., b.  
 Park, Bill: (Edgewater Gulf) Biloxi, Miss., h.  
 Paul, Jack: (King Cotton) Greensboro, N. C., h.  
 Pedro, Don: (Oriental Gardens) Chicago, c.  
 Pellegrino, Nick: (Casino) Chicago, c.  
 Peterson, Eric: (Club Edgewood) Albany, N. Y., re.  
 Pioner, Franz: (St. Clair) Chicago, h.  
 Platt, Earl: (Rifle) Harrisburg, Pa., h.  
 Pollock, Ben: (Netherland Plaza) Cincinnati, h.  
**R**  
 Reartick, George B.: (Arrowhead Gardens) San Bernardino, Calif., b.  
 Rodrick: (El Morocco) New York, nc.  
 Reichman, Joe: (Statler) Boston, h.  
 Reisman, Leo: (Central Park Casino) New York, re.  
 Renard, Jacques: (Cocoanut Grove) Boston, re.  
 Rich, Benny: (Club Bohemia) Detroit, re.

DRAMATIC AND MUSICAL

Abbey Theater Players: (Cass) Detroit 21-26.  
 Ah, Wilderness: (Robert) Milwaukee, Wis., 21-26.  
 As Thousands Cheer: (English) Indianapolis, Ind., 21-23; (Hartman) Columbus, O., 24-26.  
 Ballet Russe: San Francisco 24-27.  
 Carl, Earl, Vanities: (Hanna) Cleveland 21-26.  
 Carte, D'Oyly, Opera Co.: (Colonial) Boston 21-Feb. 6.  
 Dodsworth: (Forest) Philadelphia 21-26; (Ford) Baltimore 28-Feb. 2.  
 Draper, Ruth: (Royal Alexandra) Toronto, Can., 21-23; (Erianger) Buffalo 24-26.  
 First Legion: (Plymouth) Boston 21-Feb. 2.  
 Green Pastures: (Ryman Aud.) Nashville, Tenn., 23; (Tenn.) Knoxville 24.  
 Le Chaillette, Eva: (His Majesty's) Montreal, Can., 21-23; (Royal Alexandra) Toronto 24-26.  
 Pagan Lady: (American) St. Louis 21-30; (Shubert) Cincinnati 33-Feb. 9.  
 Peacock Fever: (Henry) Chicago 21-26.  
 Roberta: (Erianger) Chicago.  
 Scottish Musical Players: (Auditorium) Portland, Ore., 21-26; (Columbia) San Francisco 26-Feb. 9.  
 Skinner, Cornelia Otis: (Chevrolet St.) Philadelphia 21-26.  
 Small Miracle: (Broad) Philadelphia 21-26.  
 Three Men on a Horse: (National) Washington, D. C., 21-26.  
 Whitehead, Walker: (Mas.) Houston, Tex., 23-24; (Convention Hall) Tulsa, Okla., 25; (Normal School) Emporia, Kan., 26.  
 Ziegfeld Follies: (Carran) San Francisco 21-26; (Diltmore) Los Angeles 38-Feb. 2.

INDEPENDENT BURLESK

Bashful Flappers: (Howard) Boston 21-26.  
 Boston Belles: (Gayety) Baltimore 21-26.  
 Dashing Debs: (Gayety) Washington 21-26.  
 Hitting Females: (Trocadero) Philadelphia 21-26.  
 Ha Cha Cha: (Orph.) Paterson, N. J., 21-26.  
 Midnight Capers: (Hudson) Union City, N. J., 21-26.  
 Sunkist Peaches: (Modern) Providence 21-26.

SUPREME BURLESK

Babes in Joyland: (New Empire) Newark, N. J., 20-26.  
 Mad and Music: (Pal.) Baltimore 20-26.  
 Sweet and Pretty: (Minsky's) Brooklyn 20-26.  
 Twinkle Toes: (Park) Boston 21-26.

MISCELLANEOUS

Arizona Wranglers: (Ballroom) Waldport, Ore., 24; (Princess) Florence 35, 21-26.  
 Bink Circus Revue: Cleveland, Wis., 21-26.  
 Carolina Fun Show: Elmore, S. C., 21-26.  
 Chandu, Miracle Man: South Bend, Ind., 21-26; Hammond 27-30.  
 Coward, Linden, Magician: Lincolnton, Ga., 21-26.  
 (See ROUTES on page 59)



Suphur—Un. Spanish War Veterans, June 10. W. Hunter, Historics Bldg., Oklahoma City.

Tulsa—Knights of Pythias, May 13. T. H. McCay, 219 Pythian Bldg.

OREGON

McMinnville—P. & A. Masons, June 11. Miss B. Beck, Albany, Ore. Portland—N. W. Florists Assn., April 1-2. D. Jones, care Seattle (Wash.) Flower Grow. Assn. Salem—Knights Templar, April 10. D. R. Cheney, 1110 S. W. Park ave. Portland—A. F. & A. Masons, June 12-14. D. Cheney, 1110 S. W. Park ave. Salem—Order of Odd Fellows, May 23. Wm. A. Morand, 1019 S. W. 10th st., Portland. Salem—Odd Fellows Encampment, May 21. E. E. Sharon, 1010 S. W. 10th ave., Portland.

PENNSYLVANIA

Allentown—Order of Red Men, June 11-13. Chas. E. Bell, 1523 W. Girard ave., Philadelphia. Gettysburg—G. A. R. of Pa., Week of June 16. Town, 3rd City Hall, Philadelphia. Harrisburg—Harrisburg County Fair, Jan. 20-30. Charles W. Swayer, Reading, Pa. Philadelphia—Natl. Fed. of Music Clubs, April 23-30. Mrs. Henry Schumann, 1307 N. Alabama st., Indianapolis, Ind. Pittsburgh—Woman's Natl. Farm & Garden Assn., second week in May. Miss E. L. Martin, 29 Liberty Place, Princeton, N. J. Reading—Order of Odd Fellows, June 11-13. Frank Shannon, 1516 N. 16th st., Philadelphia. Wilkes-Barre—Order of Eagles, June 16-18. A. J. Dougherty, 431 3d ave., Pittsburgh. Wilkes-Barre—Un. Spanish War Veterans, June 19. C. H. Williams, Williamsport, Pa. Wilkes-Barre—Veterans of Foreign Wars, June 27-29. Chas. Cramer, 723 Midland ave.

RHODE ISLAND

Providence—Veteran Odd Fellows Assn. Feb. 23. J. B. McNeill, Box 49, W. Warwick, R. I. Providence—Order of Odd Fellows, May 7. E. B. Pike, 80 West 6th st. Providence—Knights of Pythias, May 14. W. Cole, 49 Westminster st. Providence—National Council, Junior Order, June 15-19. Jas. L. Wilmet, Box 574, Philadelphia, Pa.

SOUTH CAROLINA

Anderson—Order of Red Men, April 11. C. Sikes, Box 1141, Greenville, S. C. Camden—Junior Order, April 28-24. E. J. Haas, Box 794, Charleston, S. C. Columbia—Knights Templar, Middle of April. E. Lindsay, Chester, S. C. Columbia—A. F. Masons, March 13-14. T. A. Reize, Masonic Temple. Columbia—Order of Odd Fellows, May 8. S. P. Killingsworth, Columbia, S. C. Greenville—Knights of Pythias, May 21. C. D. Brown, Abbeville, S. C. Greenville—Disabled Amer. Veterans of S. C. May — W. Byars, Union ave.

SOUTH DAKOTA

Aberdeen—Knights of Columbus, May — F. Ouhin. Sioux Falls—A. F. & A. Masons, June 11-12. C. E. Pettigrew, Masonic Library. Sioux Falls—Un. Spanish War Vets., June — Jas. Robertson, Box 411, Madison, S. D. Yankton—Order of Odd Fellows, June 19-23. L. L. Trotter, Box 57, Huron, S. D.

TENNESSEE

Chattanooga—Order of Red Men, May 21. Chris Eberhardt, 510 Meridian st., Nashville. Knoxville—M. O. V. P. E. R. (Grotto), June 18-20. G. P. Hatch, 1048 Lincoln-Alliance Bldg., Knoxville, Tenn. Memphis—Veterans of Foreign Wars, June — A. Micalay, Johnson City, Tenn. Nashville—Amer. Garnation Soc. Jan. 30-31. C. A. Stetson, 3004 Rookwood ave., Indianapolis, Ind. Nashville—Assn. of Tenn. Fairs, Feb. 5. O. K. Mass, Cookeville, Tenn. Nashville—Knights of Pythias, May — T. E. Does, Scottish Rite Temple. Nashville—Junior Order, May 9-10. Thos. J. Alpe, Box 1302, Knoxville. Nashville—Woodmen of World, March 15-16. R. V. Farrell, 111 Foster st. Nashville—Un. Spanish Amer. War Veterans, — Col. O. Bagdadie, General Bldg., Knoxville. Nashville—U. S. Good Roads Assn., June — J. Roundtree, 3200 Cliff road, Birmingham. Tullahoma—Knights of Pythias, June 12. E. L. Kerr, Chattanooga.

TEXAS

Austin—Order of Odd Fellows, March 18-20. S. Williams, Dallas. Dallas—State Assn. of Fairs, Jan. 25-26. Ed C. Burris, Lufkin, Tex. El Paso—State Firemen's Assn., June 21. O. Culbertson, Edna, Tex. Ft. Worth—State Elks' Assn., May 9-11. W. R. Dudley Jr., Elks Club, Dallas, Tex. Galveston—Order of Eagles, May — George Strickhausen, care Eagles Club. Houston—Texas & S. Western Cattle Raisers' Assn., March 13-14. E. B. Spiller, Coliseum, Worth. Mineral Wells—Knights of Pythias, May 14-15. Thos. Yarbrough, Box 314, Weatherford, Tex.

UTAH

Order—Knights of Pythias, Early in June. E. R. Geiger, Box 269. Salt Lake City—Veteran Odd Fellows' Assn., Feb. 22. W. Cundry, 41 P. O. Place. Salt Lake City—G. A. R. Encampment, May 21. C. Schnell, State Capitol, Salt Lake City.

VERMONT

Burlington—G. A. Encampment, June — W. Holden, North Ferris, Vt. Burlington—P. & A. Masons, June 12. A. Hartman, Masonic Temple. Montpelier—Knights of Pythias, May 22. A. R. Whitaker, Benlow Falls, Vt.

Brattleboro—Knights of Columbus, May — D. E. Bailey, Rutland, Vt. White River Junction—Order of Odd Fellows, May 16. O. P. Cole, Burlington, Vt. White River Junction — Knights Templar, June 3. A. Hall.

VIRGINIA

Charlottesville—Order of Elks, June 14. H. E. Dyer, Roanoke, Va. Hampton—Order of Eagles, June — W. Hinkley Jr., Portsmouth, Va. Richmond—A. F. & A. Masons, Feb. 12-14. James M. Cliff, Masonic Temple. Richmond—Order of Red Men, May 17. A. Roanoke—Knights Templar, May 17. C. V. Eddy, Winchester, Va. Roanoke—Order of Odd Fellows, May 28. T. W. Davis Jr., Richmond.

WASHINGTON

Aberdeen—Knights of Columbus, May — A. Scholt, Walla Walla, Wash. Chesholt—Order of Eagles, June — P. Trubshaw, Snohomish, Wash. Seattle—State Soc. Sons of Amer. Revolution, Feb. 22. R. Higgins, Arctic Bldg. Spokane—State Firemen's Assn., June 23. H. Decker, Walla. Tacoma—Order of Odd Fellows, June 4-5. F. Rumsey, I. O. O. F. Temple. Vancouver—Knights Templar, May 18-16. Chas. R. Hudson, 3600 Columbia st. Vancouver—R. A. Masons, May 13-16. Wm. Laughlin, 3600 Columbia st. Wenatchee—P. & A. Masons, June 18-20. H. W. Tyler, Masonic Temple, Tacoma.

WEST VIRGINIA

Bluefield—Order of Red Men, May 28-29. T. H. Clay, Box 147, Huntington, W. Va. Clarksburg—Knights Templar, May 14. H. P. Smith, Box 336, Fairmont, W. Va. Huntington—Woodmen of World, April 9. S. Whitmore, Woodmen of World Bldg., Hagerstown, Md. Parkersburg—Odd Fellows Encampment, June 5. D. D. McCardie, Box 25, Cameron, W. Va.

WISCONSIN

Madison—Farm & Home Week, Feb. 4-8. K. A. Hatch. Milwaukee—R. & S. R. A. Masons, Feb. 18. W. Weller, 700 N. Van Buren st. Milwaukee—State Assn. of Fairs, Jan. 30-Feb. 1. J. P. Nelson, Beaver Dam, Wis. Oshkosh—Sons of Union Vets. Civil War, June — Chas. M. Hudson, 221 N. Winckley st., Madison. Racine—State Moose Assn., June — H. M. Fairchild, Kenosha, Wis. Wisconsin Rapids — Order of Odd Fellows, June 4. A. M. Arveson, 745 N. 10th st., Milwaukee.

WYOMING

Cody—State Stock Growers' Assn., June 18. E. Thorp, Cheyenne, Wyo.

CANADA

Calgary, Alta.—Veteran Odd Fellows' Assn., Feb. 14. G. Hineson, 1007 Temple Bldg. Calgary, Alta.—Order of Odd Fellows, March 11-12. A. B. Ballentine, 203 IOOF Temple Calgary, Alta.—Knights of Pythias, March 12-13. W. T. Bennett, 360 2d st., Medicine Hat, Alta. Halifax, N. S.—Farmers Assn. of N. S., Last week in Jan. H. R. Brown, Pugwash, N. S. Hamilton, Ont.—Knights of Columbus, Feb. 26-27. Edwin Smith, 583 Dufferin ave., London, Ont. Montreal, Que.—Order of Odd Fellows, May 12. G. E. H. G. Nausambo, B. C.—Order of Odd Fellows, June 12. E. L. Webber, 142 W. Hastings st., Vancouver, B. C. Regina, Sask.—Order of Odd Fellows, June 12-13. P. D. Gray, 2 Black Block. Regina, Sask.—Knights of Pythias, June — J. J. Jenwick. Regina, Sask.—Order of Good Roads Assn., Feb. 20-21. S. L. Squire, 95 Albany ave. Toronto, Ont.—Ind. Order of Foresters, March — F. Saunders, 401 Temple Bldg. Toronto, Ont.—Knights of Columbus, May 27. P. Phelan, Ottawa, Ont. Toronto, Ont.—Woodmen of World, June 21. J. Manning, London, Ont. Toronto, Ont.—Odd Fellows Encampment, June 10. S. Parks, 32 Summerhill ave. Windsor, Ont.—Canadian Order of Foresters, June 18. Alf. P. Van Someren, Brantford. Winnipeg, Man.—Order of Odd Fellows, March 14. R. Duff, 293 Kennedy st. Winnipeg, Man.—A. F. Masons, Feb. 6. Geo. Syms, Masonic Temple. Winnipeg, Man.—A. F. & A. Masons, June 12-13. Jas. A. Ovas, Masonic Temple.

Coming Events

ARIZONA Tucson — Mid-Winter Rodeo & Live-Stock Show, Feb. 29-24. A. H. Condon, seey. CALIFORNIA Oakland—Fond Rodeo, March 16-23. George C. Davis, seey, care Hotel Leamington. San Francisco—Auto Show, Jan. 19-26. G. A. Wahlgren, 716 Humboldt Bank Bldg. State of California—Interstate Jr. Live-Stock Show, April 14-15. E. W. Stephens, seey., Union Stock Yards. COLORADO Denver—Auto Show, Feb. 13-20. T. D. Braden, 3 Sweeney Bldg. CONNECTICUT Hartford—Sportsmen of Conn. & Boat Show, Feb. 18-23. Albert C. Rau, mgr., 327 Park Sq. Hartford—Auto Show, Jan. 19-26. Arthur Pfloot, seey., 162 Wells st. FLORIDA Sarasota—Pageant of Sara de Sota, Week of Feb. 18. Tampa—Horse Show, Feb. 22-24. Chicago—Auto Show, Feb. 22-26. Feb. 22. Chicago—Modern Home Expo. at Coliseum, Feb. 16-22. Van Dorff Gray, dir. Chicago—Expo. of Premium Auto. Assn. of Chicago, Feb. 16-22. Howard W. Dunk, 105 Hudson st., Jersey City, N. J. Chicago—Chicago Natl. Boat & Sports Show, May 12. Hubbard H. Erickson, mgr., Navy Pier. Cleveo—Elks' Bowling Assn. of Amer. March 23-April 15. John J. Gray, 1618 S. 16th st. Peoria—K. of C. Natl. Bowling Tournament, Feb. 22-Apr. 7. W. C. Albert, Sherman Hotel, Chicago. Peoria—Centennial Celebration, Durin week of May 19. INDIANA Auburn—Fair in Chamber of Commerce Bldg., Jan. 31-Feb. 2. Indianapolis—Home Complete Expo., March 22-30. J. P. Cantwell, dir., 333 N. Pennsylvania st. LOUISIANA New Orleans—Live-Stock Show, April 12-14. W. H. Hodges, chairman. New Orleans—Mardi Gras Celebration, March 1-8. H. Wm. R. Chase, Box 1450. MAINE Portland—Auto Show, Feb. 18-23. Alex M. Orr, 380 Forest ave. MARYLAND Baltimore—Auto Show, Jan. 19-26. John E. Raine, seey., 1200 St. Paul st. Baltimore—Flower & Garden Show, Fifth Bazaar, New England Hotel Expo., April 24-27. George H. Clark, mgr., 13 Huntington ave. MASSACHUSETTS Boston—N. E. Sportsmen & Boat Show, Feb. 2-9. Albert C. Rau, mgr., 327 Park Sq. Boston—Auto Show, Jan. 19-26. Albert C. Rau, mgr., 327 Park Sq. Bldg. Springfield—Auto Show, Week of Jan. 28. H. W. Stacy, seey., 121 Lyman st. MICHIGAN Detroit—Detroit Exh'n in Convention Hall, Middle of March, Chas. J. Frost. Detroit—Shrine Circus, Feb. 4-7. Detroit—Tulip Time Festival, susp. Chamber of Commerce, May 11-19. W. M. Connelly, seey. MINNESOTA Minneapolis—Auto Show, March 9-16. C. S. Connor, seey., 1936 Lyndale st. B. Minneapolis—Home Beautiful Expo. and Flower Show, March 23-30. H. H. Cory, 303 Tribune Annex. Minneapolis—Shrine Circus, Feb. 15-23. Red Wing—Food Show, Feb. 17-19. August St. Paul—Auto Show, Feb. 2-9. C. W. Norton, pres., care Bingham-Corn, Inc. St. Paul—International Bowling Tournament, Feb. 9-12. Theo. J. Gronewold, 1215 Court House. MISSOURI Kansas City—Auto Show, Feb. 9-16. C. M. Woodard, seey., National Hotel. Kansas City—Amer. Royal Small Stock Expo., April 12-14. F. H. Serfatius. Kansas City—Food Show, March 18-23. E. J. Long, seey., 912 Grand ave. St. Louis—Flower Show at Arena, March 30-April 7. NEBRASKA Omaha—Auto Show, Feb. 4-8. (tentative). Ned Bailey, seey., 502 S. 19th st. Omaha—Florists' Show, March 30-April 7. Florence Wade, seey., 480 Lexington ave., New York City. NEW JERSEY Atlantic City—Horse Show in Auditorium, May 15-18. Allentown—State Hotel Expo. Week of May 6. Victor Jacoby, seey., care Hotel Riviera, Newark, N. J. Trenton—Farm Show & Agril. Week, Jan. 22-25. Wm. B. Duryce, seey. NEW YORK Buffalo—Modern Homes & Bldg. Expo., Feb. 25-March 2. G. Klendon, seey. New York—Natl. Knitwear Indust. Expo., Grand Central Palace, Feb. 14-25. M. Thayer, seey. New York—International Flower Show, Grand Central Palace, March 18-23. Arthur Herrington, 598 Madison ave. New York — Gift Show, Feb. 25-March 1. Geo. P. Little, 320 Fifth ave. New York—Natl. Mercantile Show, Jan. 18-26. Ira Hand, mgr., 420 Lexington ave. New York—American Toy Fair, April 1-20. H. D. Clark, mgr., 200 5th ave. Rochester—Auto Show at Edgerton Park, Jan. 21-26. A. C. Lohman, mgr., 133 East ave. Syracuse—Auto Show, Jan. 19-26. C. E. Hayes, seey., Hotel Syracuse. Syracuse—American Bowling Congress Tournament & Conv., March 1-April 8. E. H. Baumgarten, 739 N. 3d st., Milwaukee, Wis. NORTH CAROLINA Asheville—Merchants & Mfg. Expo., American Legion, Week of April 1. Charlotte—Merchants & Mfg. Expo., Elks, Week of Feb. 11. Durham—Merchants & Mfg. Expo., American Legion, Week of April 22. Kingston—Merchants & Mfg. Expo., Chamber of Commerce, Week of April 8. Rocky Mount — Merchants & Mfg. Expo., Shrine Club, Week of March 25. Spring Hope—American Legion Circus, Week of Jan. 21. OHIO Cincinnati—Home Show & Garden Expo., April 20-28. Harry Nelson, seey., 1252 Elm st. Cleveland—Grotto Circus in Public Aud. Feb. 16-March 2. Wm. C. Schmidt, Hotel Statler. Cleveland—Food Show, Feb. 7-15. Walter W. Knight, seey., 187 E. 59th st. PENNSYLVANIA Harrisburg—Farm Products Show, Jan. 21-25. Philadelphia—Flower Show, March 25-30. B. D. Starkey, 1116 Packard Bldg. Philadelphia—Univ. of Pa. Relay Carnival, April 26-27. H. J. Swartz, mgr. Philadelphia—Omnib. Bird, Poultry, Pigeon & Pet Show at Joyland Hall, 69th & Market sts., Feb. 12-16. J. Allen Gandy, Doylestown, Pa. Pittsburgh—Auto Show, Jan. 19-26. W. N. Owings, seey., 124 S. Highland ave. SIOUX FALLS, S. D. Rapid City—Carnival in Corn Palace, Feb. 21-23. W. D. Fisher, seey., Box 38. TENNESSEE Memphis—Cotton Carnival, May 6-11.

TEXAS Corpus Christi—Agril. & Indust. Fair & Expo. March 27-April 7. Houston—Oil Equipment & Eng. Expo., April 9-14. E. Lemmer, seey., Box 190. San Antonio—Annual Fiesta & Battle of Flowers, April 22-27. Jack Raybould, seey., 412 Artee Bldg. WASHINGTON Spokane—Sportsmen's Show, May — W. Ovas, care Chamber of Commerce. Tacoma — Northwest Internat. Bowling Congress, April 26-May 4. C. H. Hudson, care Washington Athletic Club, Seattle. WISCONSIN Milwaukee—Home Beautiful Show, March 16-23. J. J. Roache, seey., 805 N. 3d st. CANADA Amherst, N. S.—Auto Show, May 1-4. Frank Elliott, mgr. Montreal, Que.—Auto Show, Jan. 26-Feb. 2. Adolton Levesque, mgr., Mt. Royal Hotel.

Winter Fairs

CALIFORNIA Imperial — Imperial Co. Fair, March 9-17. D. V. Stewart. San Bernardino—National Orange Show, Feb. 19-March 2. Royal H. Mack. FLORIDA Ft. Myers—Southwest Fla. Fair, Feb. —. Hugo A. Central, mgr. Orlando—Central Fla. Expo., Feb. 19-23. Crawford T. Bickford. Plant City—Fla. Strawberry Festival, First week in March. H. H. Hunt. Tampa—Florida Fair and Gasparilla Assn., Jan. 29-Feb. 9. P. T. Strieder, mgr. Winter Haven—Florida Orange Festival, Jan. 25-26. J. B. Gathie, sen. mgr. TEXAS Amarillo—Amarillo Pat Stock Show, March 11-14. P. C. Bennett, Box 704. San Bernardino—National Orange Show & Pat Stock Show, March 16-24. John D. Davis. Houston—Houston Pat Stock Show & Live-Stock Expo., March 2-14. Haywood Ashburn.

Poultry Shows

CONNECTICUT New Haven—Jan. 24-26. Mrs. Beale S. Clark, Naugatuck, Conn. Williamant—Feb. 23-26. Walter G. Bruce, Danvelton, Conn. NORTH DAKOTA Grand Forks—Jan. 21-24. W. W. Blain, Box 778. PENNSYLVANIA Pittsburgh—Jan. 30-Feb. 3. J. J. Bedel, 90 Park st., Millville Sta., Pittsburgh. Dallas—Jan. 20-24. John L. Hall, 1001 Ordan st.

Dog Shows

ARIZONA Phoenix—March 14-15. F. D. McMahon, 337 N. 6th ave. Tucson—March 16-17. Mrs. Emma W. Finney, 820 S. 3d ave. CALIFORNIA Los Angeles—Feb. 17. P. F. Steinmetz, 2609 W. 55th st., Inglewood, Calif. Pasadena—Feb. 23-24. Jack Bradshaw, 1814 S. Grand ave., Los Angeles. San Bernardino—March 30-31. Mrs. A. R. Souza, 1925 Mt. Vernon ave. COLORADO Denver—April 3-6. Miss Hazel R. Sweeney, 1622 Stout st. CONNECTICUT New Haven—Feb. 16. T. E. L. Kemp, Bridgewater, Mass. DISTRICT OF COLUMBIA Washington—April 26-27. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa. GEORGIA Atlanta—April 3-6. W. L. Bailey, 1229 Healey Bldg. IOWA Davenport—April 2-8. Mrs. F. B. Treat, Bettendorf, Ia. INDIANA Anderson—May 18-19. H. T. Hallam, 1211 Hendricks st. Ft. Wayne—May 11-12. Mrs. J. B. Dawson, Auburn, Ind. Evansville—March 19-20. James O. Garman, 401-B Main st. MASSACHUSETTS Boston—Feb. 21-22. Edward Cunningham, 614 Sears Bldg. Cambridge—May 4. Frank T. Eskridge, 12 Pearl st., Boston. WORCESTER—March 30. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa. MICHIGAN Detroit—March 2-5. C. F. Foley, 115 S. 19th st., Philadelphia, Pa. Detroit—May 3. T. Woodhouse, 8078 Barnette st. MINNESOTA Mankato—Jan. 29. E. W. Behrens, 320 S. 3d st. Minneapolis—Feb. 2-3. Paul M. Kroeger, 953 Plymouth Bldg. ST. PAUL—Jan. 31-Feb. 1. Mrs. T. A. Pederson, 967 Galvin ave., W. KANSAS CITY—April 12-14. F. H. Serfatius, 200 Live-Stock Exch. Bldg. ST. LOUIS—March 23-24. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa. NEW HAMPSHIRE Manchester—March 23. Mrs. E. N. Olsendam, 56 Park ave. NEW JERSEY Hoboken—May 21. Mrs. Henry S. Holalini, Westwood, N. J. Madison—May 25. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa. Newark—Feb. 14. Foley, Inc., 2009 Chestnut st. (See DOG SHOWS on page 53)

Conducted by CHARLES WIRTH—Communications to 25 Opera Place, Cincinnati, O.

# STANDARD OIL SHOW LIKELY

## But It Will Not Be "Live Power" Circus, Company Official States

*Extensive activity at winter quarters of Cole Show leads visitors to believe there will be truck circus in addition to rail show going out of Rochester, Ind., this spring*

CHICAGO, Jan. 10.—Standard Oil Company of Indiana will probably put out a show this season, but it will not be the "Live Power" Circus, according to Al Steele, advertising manager of the company, who was queried by a representative of *The Billboard*. Rumors concerning a Standard Oil circus have been current ever since the close of A Century of Progress, and it was generally believed that the "Live Power" title would be used inasmuch as it had received widespread publicity thru the World's Fair. It was also deemed certain that Allen King, animal trainer featured in the show at the fair, would be the feature act of the circus. Following the establishment of winter quarters at Rochester, Ind., by Zack Terrell, Jess Adkins and their associates, reports of a Standard Oil show became still more persistent and the word went around that two shows would emanate from Rochester, a railroad show (Cole Bros.' Circus) and a truck show, the latter featuring Allen King and sponsored by Standard Oil.

Zack Terrell in a recent issue of *The Billboard* sought to spike the rumors by stating that he had never heard of a truck show or circus to be sent out by that organization (Standard Oil). Despite these denials the circus world in general is willing to wager that two shows will go out of Rochester in the spring, one on rails, the other motorized. Circus men who have visited the Rochester winter quarters state that there is entirely too much activity there for one show. The amount of equipment being prepared indicated preparations for two shows, they say. It is also pointed out that it is extremely unlikely that both Clyde Beatty and Allen King would be used on the same show, for obvious reasons. King, they say, will head a circus which will be managed by Zack Terrell. Reports from many sources, apparently reliable, indicate that there is ample foundation for belief that two shows will be launched.

### Issues Denial

A release sent out under date of January 17 by Conger Reynolds, director of the public relations department of Standard Oil Company, stated: "Two recent reports in the trade press that Standard Oil Company (Indiana) is going to tour a three-ring circus over the Middle West this spring and summer as part of its 'Live Power' advertising campaign are entirely unauthorized and without foundation. A. N. Steele, the company's advertising manager, stated, 'The origin of these reports is a source of mystery.' Mr. Steele declared, 'or no one connected in any capacity with the company was consulted about them before their publication. They are entirely unwarranted. No plans are under way for such a circus at present, nor have negotiations of any sort been conducted.'"

### Burns O'Sullivan Improving

NEW YORK, Jan. 19.—Burns O'Sullivan, circus and vaude executive, of late years identified as superintendent of Tom Gorman (Gorman Bros., World Bros., etc.) outfits, is in a generally improved state, according to a report from the French Hospital, where he was admitted on Tuesday. He has double pneumonia. O'Sullivan was for many years assistant equestrian director of the Barnum Show and also served in other high capacities. Some years ago he was a house manager for the Keith interests, having been stationed at theaters in Ohio and other States.

### Blood in Charge of Cookhouse

SARASOTA, Fla., Jan. 19.—It was announced today by Sam W. Gumpertz that George Blood, assistant to A. L. (Ollie) Webb, deceased, for 11 years, has been signed to replace Webb as boss of the cookhouse with the Ringling-Barnum Circus.

## Record Season For Paris Shows

PARIS, Jan. 14.—After playing to capacity houses during the holiday weeks the three Paris circuses are continuing to draw good audiences, with no sign of a slump either before or after the holidays.

Cirque Medrano is again packing them in with a new bill that opened last week. The remarkable kid hand, Baby-Jazz Masspacher, is held over from preceding program. Chester Delck is featured in his novelty bike and motorcycle number. An excellent trapeze number is presented by the Wetzel Sisters. Good acrobatic flying trapeze act offered by the Barois. Other good numbers are Rodney and Bready, tap and acro hoofers; Man and Thit, comedy acrobats; Laureyne Trio, barrel jumpers, and Berg's bears. Ernest Schumann continues to offer new routines with his big stable of high-school and liberty horses, and the clowns, Cairoli, Porto and Carletto; Menotti and Rhum, and Bouillot and Tony Bastien, manage to work up new gags that are funny.

The Bouglione Bros.' Circus, at the Cirque d'Hiver, is presenting one of the best tiger acts seen here in a long time. Trubka puts his group of husky cats thru their paces without any bluff or stalling. Other good acts on a long program are the Five Meteors, flying trapeze act; Three Woltings, aerial act; the Sobolevsky troupe of equestrians; Althoff's

(See RECORD SEASON on page 41)

## Old Bailey Property at Mt. Vernon To Be Razed

MT. VERNON, N. Y., Jan. 19.—The old James A. Bailey property at East Lincoln avenue and the Esplanade, is to be razed to make way for big apartment buildings. The property is six and one-half acres.

Charles Bernard, of Savannah, Ga., recently received a letter from William T. Rabbitt, of Mt. Vernon, regarding the Bailey property. He writes: "The letter describes how boys have thrown stones thru the stained-glass windows and otherwise destroyed valuable parts of the once famous place. It is sad to contemplate such wanton destruction of a property that was once home and pride of a member of the circus profession, whose name goes down in history along with P. T. Barnum, Adam Forepaugh, W. W. Cole, William F. Cody, Selig Bros. and other associates with whom he was an outstanding power in the elevation of the circus to its recognized greatness as an amusement institution. That property should have been acquired by some organization that would have made it a permanent memento in memory of a renowned showman."

## Gertrude Thomas Recovers

HOUSTON, Jan. 10.—Gertrude Thomas, on Christy Bros.' staff, was discharged from Memorial Hospital here this week after being confined since Lee Bros.' Circus came in. She underwent an operation.

## Heavy Pay for Light Work

PARIS, Jan. 14.—They say that the Dutch are hard-headed business men, but the publicity department of the Phillips lamp firm, of Holland, paid Kanichka 9,000 francs (\$600) for swallowing one of their lamps in his "human ostrich" act at each performance of his two weeks' engagement at the Cirque Medrano in Paris. After swallowing a varied assortment of articles ranging from live gold-fish to watch and chain, Kanichka swallows the lighted lamp which can clearly be seen on its downward journey. He is signed for next summer at a Coney Island freak show.

## Davenport Unit To Open at Canton

CANTON, O., Jan. 19.—Orrin Davenport was here this week completing details for the launching of his winter unit, made up mostly of Cole Bros.' Circus acts, which will have its premiere here January 21 at the Shrine circus. He informed a representative of *The Billboard* that he plans to keep the unit intact for several weeks of indoor shows, except that at the Detroit and Cleveland shows the original programs will be augmented. Davenport unit will go to Grand Rapids, Mich., for a week; two weeks at Detroit, two weeks at Cleveland and two weeks in the West, concluding at Omaha, Neb. Columbus, O., may be added for early spring, he said.

## Barney Bros. in Louisiana

MAMOU, La., Jan. 19.—Barney Bros.' Circus is going along nicely and has had a good break in the weather the last three weeks. Ralph Noble is getting the show over the road in fine style. "Maxine," elephant, owned by Mr. and Mrs. W. O. Richards, is a recent arrival. Dick and Powell's side show is having good biz. On Christmas Eve Peggy Waddell, Ruth Reno and Billy Dick gave a party in the side show. The 60 members of troupe were present and punch and sandwiches were served. On Christmas Day Mr. and Mrs. Tom Atkinson served a chicken and turkey dinner in cookhouse. New Year's Eve Mrs. Brownie Atkinson gave a wiener roast and dance. Side show colored band furnished the music.

## Davis Again With H-W

ST. LOUIS, Jan. 19.—George D. Davis, who is here for the winter, will again be with Hagenbeck-Wallace Circus, handling all concessions as in previous years. This will mark Davis' 17th consecutive year with this circus.

## Acts for Savannah Show

SAVANNAH, Ga., Jan. 19.—Among the acts engaged for the circus at Municipal Auditorium, February 4-7, for benefit of the Eagles' Charity and Hospital Fund, are the Gotiro Japanese troupe, Barth and Maier, Pearl Harris, Hootis Killinger, Chief White Horse and family, elephants and wild animal acts, including Captain Wallace and his lions in the steel arena. Bert Wallace will be equestrian director. S. M. Holt has arrived with his sound truck and is handling outdoor advertising.

## Gumpertz Studies Valdo Scouting Trip Reports

SARASOTA, Fla., Jan. 10.—Sam W. Gumpertz, general manager of the Ringling-Barnum Circus, spent practically all of this week in conferences with Pat Valdo and studying reports he brought back from his European scouting trip, which included a comprehensive tour of Russia in company with a representative of GOMEZ, the branch of the Soviet government operating circuses. Valdo, in an interview after his arrival here, was quoted as saying that he found the Soviet government operating a school

(See GUMPERTZ STUDIES on page 41)

## Four Press Men on Cole

*Include Hickey, Parks, De Rosselli, De Gloppe — buys elephant-chimp act*

ROCHESTER, Ind., Jan. 19.—The press department of the Cole-Beatty Circus will be handled by Robert E. Hickey, Ora Parks, Rex de Rosselli and Earl De Gloppe. The last named will be the contracting press agent, and the story work will be looked after by the others.

One of the most unusual animal acts ever offered the public has been purchased by the Cole Show and is now in quarters here. Moton, a full-sized male Indian elephant, and its rider, "Billy," trained chimpanzee, are now practicing. No other circus has presented a chimpanzee in a principal riding act, especially with an elephant. The new act is one of the direct importations made by Jess Adkins and Zack Terrell, coming here from Barcelona, Spain.

Several cars of elephants, horses, ponies, dogs, seals and other animals of the Cole-Beatty Circus left for Canton, where Shrine Circus opens on January 21. Jorgensen Christiansen and his Arabian stallions; the show's performing elephants, directed by Edgar Allen; three seal acts in charge of Ernest Firth, and Harry McFarlan's ponies and dogs constituted the shipment.

This large group will move intact from Canton to Grand Rapids, Mich., for another Shrine Circus. Prior to the Detroit Shrine Circus and Cleveland Grotto Circus additional shipments of elephants and horses will be made from the Cole quarters.

## French Owner Injured

PARIS, Jan. 14.—Alfred Court, owner of the Cirque Olympia (tent show), was severely mauled by a panther which he was presenting at Toulon. Court only replaced the trainer Trubka, who several weeks ago was severely clawed by a tiger while with the circus.

## Baker-Lockwood Moves

KANSAS CITY, Mo., Jan. 10.—The Baker-Lockwood Company, established in 1870, moved to 17th and Central streets, this city, this week. The new quarters offer larger and more convenient working and office spaces. The four-floor building fronts 170 feet on 17th street and 120 feet on Central.

The location is nearer to showman headquarters and hotels, and opposite the U. S. Printing and Engraving building. The department devoted to large show tents has been considerably enlarged, likewise the banner department.

## Peru Pickups

PERU, Ind., Jan. 19.—Martin Pfeiffer, of vaude team Two Martins, suffered a stroke of apoplexy and is confined to Dukes Memorial Hospital.

Bert Nelson, noted H-W cat man, succumbed to an attack of la grippe and was forced to stop breaking in cats. Said that he is on way to recovery at downtown hotel.

Mrs. Emory Stiles, wife of H-W menageric superintendent and in charge of animals at farm, is recovering from pneumonia.

Harry (Pat) Grimm, of H-W, is chief at all Legion and civic banquets. Wayne Doyle, past season on R-B, is back from Arkansas and is employed at circus farm. The Walter Neiss aerial troupe of four men and two women is working out daily on Wallace Theater stage. Sextet is breaking in a new routine.

Perry Planck, former executive with 101 Ranch and in 1934 on H-W, is winning

(See PERU PICKUPS on page 41)

**With the  
Circus Fans**

By **THE RINGMASTER**

President, **FRANK H. HARTLESS**, W. M. BUCKINGHAM, 2030 West Lake Street, Chicago, Ill.  
Secretary, **Thames Bank**, Chicago, Ill.  
(Conducted by **JOHN SHEPARD**, Editor "The White Tops," 609 Fulton St., Chicago, Ill.)

The Fort Plain (N. Y.) Standard of December 27 printed an article by George Duffy, CFA vice-president for Eastern States, on Fort Plain's Circus Battle. This appeared in The Forum of The Billboard issue of same week. The Fort Plain paper also contained a write-up on "Original Christmas Cards," featuring Duffy's original and unique circus holiday creations.

James M. Doyle, member of the W. W. Cole Top of the State of Washington, died at Spokane on January 6. For years he was superintendent of the Spokane division of the Great Northern Railway. Following members of top attended funeral: Toombes, Riggs, Klipp, Richmond, Cunningham, Goets, Smyth and Harper Joy.

Harper Joy will be general chairman and Sam Whittemore equestrian director of the Boy Scout Circus at Spokane Armory on February 15-16.

Bobby Gable, of Wilkes-Barre, Pa., and mascot of the Addie Forspaugh CFA Tent, writes that he met Mickey King when she played a local theater. Bobby recently received a card from Clayton Codona.

Maury Maverick, of San Antonio, Tex., was recently in Rochester, Minn., at Mayo Hospital, where he underwent an operation. He is a new member of the United States House of Representatives and is a prominent member of the CFA.

W. S. (Bill) Sneed, chairman of the Chicago Tent, Earl L. Wilson, traveling CFA; J. R. Shepard and Climore Nunn, of Tampa, Tex., had luncheon at Hotel Sherman, Chicago, on January 9. Mr. Nunn is joining the CFA and represents some nine newspapers in Texas. Bob Hekey, press agent, sat in with the four. While at the hotel we met Mr. and Mrs. Dennie Curtis and Mr. Cutshaw.

W. H. Hohendael, Rochelle, Ill., who prints the White Tops, was in Chicago on January 9.

George H. Barlow III, chairman of the New York State Top, sent us some fine photos of the Ringling quarters at Sarasota. While there he spent two days at the quarters and the Ringling art

museum. He says everything on the Big Show is being rebuilt and repainted. William Hobson is in charge of the tent loft. Barlow also says that Jim Whalen is painting up all the seating equipment and tent poles. George's hobby is tents and he certainly knows how to build miniature models.

**Tom Mix Has Fine Quarters at Compton**

LOS ANGELES, Jan. 19.—When Tom Mix obtained the large buildings of the Oil Exposition Company at Compton, Calif., for winter quarters it was a master stroke. Every truck, trailer, pole, seat, animals, ring stock and elephant barn are inside. Dennie Helms is general superintendent and has 45 men in quarters. The office is in charge of Bob Brown, treasurer of show, during absence of Dale Turney, who will return from Texas January 23. He is having a number of housecar trailers built.

Tom Mix is busy with the details of what he says will be a wonder show. He told The Billboard man that he was not ready to announce engagements at this time, but that he would surround Dale Turney, manager, with seasoned showmen. The paper will be specially designed and there will be no sparing of paper or other publicity. The trucks are being painted with no particular color scheme, but rather what Tom states, attractive, dignified coloring of quality, with the idea in mind of having all equipment present a lot of eye appeal. Show will have fine program of circus and Wild West acts.

Johnny Ageo, with his assistants, is working with a lot of new menage stock, and Johnny stated that the horse numbers would be a big feature. The cookhouse, with Art Allister as chef, is serving what the men say is fine food. Bert Myers, with three assistants, is painting the show. Earl Reed is boss carpenter, with four assistants.

Joe Ford is master mechanic, and the trucks are being thoroughly overhauled. There is being installed five-ton motors in some of the trucks that were scheduled for three-ton capacity, heavier springs put on, all truck bodies measured in width to take care of extreme side sway that has taken a rather heavy toll of tires. All tires will be according to specifications that will not give trouble in the various States the show will visit.

Jimmy Arbaugh has rigging for the flying act erected and there is daily practice. Eddie Ward will be catcher in the act. The Jordan Troupe is working out, as are the Hobsons, Homer Sr., Homer Jr., Herbert and Juanita. Ed Hendershot, who is in charge of stock, purchased a number of "outlaws." Howard Payne has been engaged as boss canvasman. Roy Garrett will have the menagerie.

**Picked Up in Houston**

HOUSTON, Tex., Jan. 19.—Despite attempts to keep it a secret, news has leaked out of the happiness spread among South Houston children by George W. Christy on Christmas Day. In the role of Santa Claus he went among the families and delivered to every child a Christmas package containing useful presents, along with candy, fruit, nuts, etc.

Rube Eagen, circus clown, was on the Monroe Hopkins Tent Theater bill last week.

Claude Trellys, former agent, is in the city.

Gusele Miller, last with Barnes Circus, is in the cast of Poole's Paris Follies.

Mlle. Florence, formerly on the Big Show and now a grand-stand act, is watching the finishing touches being put on her new housecar.

B. C. McDonald, local correspondent for The Billboard, has changed his address and is now at 707 Trinity street.

**Mills Writing Articles**

FITCHBURG, Mass., Jan. 19.—Bertram W. Mills, owner of Mills Circus of England, is writing a series of articles ("Secrets of Circus Life") for a London paper, according to information reaching The Billboard representative here. The first article was Big Moments Beneath the Big Top. Mr. Mills writes about Lillian Leitzel, Alfredo Codona, the Walden troupe, Con Colleano, Nicholas Chelaf, the Deblair troupe of cyclists; Murray, the escape artist; George Powers' elephants; Whimaical Walker, the clown, and Wombwell's Circus. Articles will appear each week.

**Fair-Circus To Be Held At Coliseum, St. Louis**

ST. LOUIS, Jan. 19.—Welcome Inn, local volunteer free food dispensary, known as "The Charity That Makes Dimes Do the Work of Dollars," is sponsoring "A Dollar Mid-Winter Fair and Circus for a Dime." The novelty, which will have stellar circus acts, industrial and educational exhibits, side-show attractions, a baby contest, and an industrial queen contest, will be held at Coliseum here March 4 to 10, with circus performances in the afternoons and evenings.

Mrs. Nat Brown, society leader and general chairman of the organization, has engaged A. P. Rauer, general supervisor; W. B. (Boots) Wecker to book the circus features; S. C. Healy, business manager.

The prize baby contest likely will be the outstanding buildup for the enterprise. It is open to youngsters from six months old to three years, and the cash value of the prizes has been estimated in excess of \$1,000. Besides the regular schedule of awards, there will be special prizes for the most perfect red-haired baby, most perfect twins and triplets.

**Gainesville Show To Play Six Fairs**

GAINESVILLE, Tex., Jan. 19.—The Gainesville Community Circus will curtail its season this year, opening at Cooke County Fair on August 31, instead of playing a spring engagement here. Six fairs will be booked, the season to be concluded the first week in October.

George J. Carroll was re-elected president for his fourth year at the annual membership meeting. Dr. J. C. Price was re-elected vice-president, and David E. O'Brien, secretary-treasurer. Directors chosen include W. Alex Murrell, Virgil P. Keel, A. Morton Smith, Shearon A. Bryan, Roy P. Wilson, J. L. Webb, Yancy Culp, J. B. Saylor and Luther D. Turner.

The circus will be represented at the Texas Association of Fairs meeting in Dallas on January 25.

**White Top Gossip**

NEW YORK, Jan. 19.—It seems to be definitely settled that the Gorman Bros. Circus will go on the road again this spring. Tom Gorman is making a success with his picture policy at the Hippodrome and has most of his old circus help at work there. Doc Leon is at front door and Mrs. Burns O'Sullivan is in the box office.

Frank Wirth and May are spending a vacation at Miami. On their return May, with the family and Freddie, will journey to Minneapolis to appear at the Shrine Circus.

"Pat" Hanlon, who has been in charge of the various offices of the Frank Wirth Circus, is now in the South arranging a series of spring dates.

Madam Martin Wirth will sail early in February for Australia and will visit her brother George.

Burns O'Sullivan is slated to be general superintendent of a big tabloid show under canvas, which will open early in May in or around New York City.

Billy Walsh, who came here from Birmingham and spent a week, left for Dallas and Dennison, Tex., where he will dispose of some real estate holdings.

Jean Belasco, last season press agent back with the Gorman Show, is putting in the winter at Charlotte, N. C., where he is engaged in newspaper work.

Lester Buckley, who had charge of the advance of the Famous Robbins Circus, is in Bridgeport, Conn., for the winter. He starts south in another month to resume a season's work with the James Heron Show.

Frank Wirth is arranging a new program for the Shrine Circus at Hartford week of April 1. As usual, May Wirth and the Wirth family will be featured. After the Hartford engagement show will be in Waterbury for week and dates in the East follow until summer.

The circus room in the Hotel Cumberland is the headquarters of most of the circus folks wintering in New York, and Harry Baugh is a busy man these days. A typewriter and stationery are at the disposal of visitors.

Max Kassow is framing a freak show for a tour of the East. With him are Harry Hall and wife.

The Dutton equestrian act is laying off at the Wirth Circus quarters at Hawthorne, N. J., for a few weeks while new wardrobe is being prepared and a new set of photos taken. The Duttons, with

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their horses and trained camel, Sandino, will open for the spring season of indoor circus with Frank Wirth.

James Beach, general agent of Famous Robbins Circus, is spending the winter with his sister at Seneca Falls, N. Y. He again will be with the show. **FLETCHER SMITH.**

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## Under the Marquee

By CIRCUS SOLLY

**MERLE EVANS** will direct the band at the Canton (O.) Shrine Circus.

**JOE SHORT** postcards from New York that he is on his way home to Detroit for a rest.

**HORACE LAIRD**, clown, infers that he has signed with the Cole Bros.-Clyde Beatty Show.

**S. S. BREWER**, who closed season as general agent of Lee Bros' Circus, is wintering in Parkersburg, W. Va.

**JAMES M. COLE**, who is assistant manager of Benham Hotel, Penn. Yan, N. Y., plans to troupe again this season.

**SAMMY BENNETT**, now at home in Tampa, Fla., will be back with Paul Wenzel on Ringling-Barnum, making his eighth year as one of Wenzel's jockys.

**JACK SAMPSON** and wife had a very nice trip going from Miami, Fla., to Augusta, Me. Jack is again clerk during the legislative session at Augusta, making his third term.

**VANCE M. KINTER**, Bert and Corinne Dearo and Clarence Auskings are now with Fred R. Harper circus unit playing Oklahoma. Show is going east and will appear in Missouri and Illinois.

**HAROLD BARNES**, juvenile wire walker, has received an honorary membership card in the Boy Scout Troop No. 26, of Pooler, Ga. Roger Patterson, of Pooler, a former trouper, is scoutmaster.

**ELDON D'ORIO**, xylophonist, emcee and drummer, is in the floor show at Flamingo Night Club, Orlando, Fla., this month. He was with Doc Hamilton in side show of Russell Bros' Circus last season.

**COLE BROS.** Circus and Clyde Beatty's Gigantic Trained Animal Exhibition received gobs of publicity in the daily press last week as the result of the reported lion attack on Beatty at winter quarters in Rochester, Ind.

**MORALES BROS.** (Luis and Pedro) are playing dates in the South with the Hi-Ho America unit. Show will soon close at St. Augustine, Fla., on the Sparks Time and then go to Knoxville, Tenn., and other points.

**THREE BYRONS** (Ambrose, John and Michael), for many years on large circuses, are playing vaude dates. Their last circus was Al G. Barnes, 1932-'33, when the boys had a five-peopie acrobatic act and Funny Ford.

**THOMAS R. POPLIN**, who has been in Florida and Cuba, will go to Washington, D. C., then return to Florida for a few weeks. He opened last spring with Ringling-Barnum and closed with the Robbins Show.

**THE ATLANTIC CITY (N. J.) PRESS** of January 13 carried a story, written by Jack Crowthers, concerning Manuel King, the 11-year-old wild-animal trainer of Brownsville, Tex. Frank B. Hubin, of the resort city, says that he was instrumental in putting over the story.

**OTTO GRIEBLING** and Joe Lewis, clowns, were in Canton, O., a week in advance of the opening of the Shrine Circus, appearing before luncheon clubs, visiting the schools and the major factories and also near-by towns exploiting the circus.

**LITTLE DOROTHY**, youthful member of the Morales family, is doing nicely following an operation for removal of adenoids and tonsils at City Hospital, Macon, Ga. She is the daughter of Concha Morales, who is playing theaters in the Southwest with Girls in Cellulose Company.

**JAMES H. AITKEN** has been elected chairman of the Luncheon Club of Elks Lodge No. 30, New Orleans, for the first three months of this year. Last year he entertained many circus and professional friends at the luncheons and always enjoys having them present. Aitken is a contortionist.

**P. G. LOWERY**, colored bandmaster, formerly with Hagenbeck-Wallace, Ring-

ling Bros. and Barnum & Bailey shows and who was at A Century of Progress, Chicago, has been engaged by Lou C. Deimoro to furnish the band and minstrelers for side show of the Cole Bros.-Clyde Beatty Circus.

**CHIEF AND PRINCESS KEYS**, son and daughter will be in side show of Hagenbeck-Wallace. It will be the second season for the Keys with the impalement act. Chief will have three human targets, all working in act at same time. All will be dressed in full Indian costume.

**PAUL JEROME**, original tramp clown, is back in Chicago after playing a successful holiday engagement for the John Brown store in Oklahoma City. Says it was a wonderful store to work and that its Toyland went over big. Jerome will play the winter dates of Orrin Davenport and Jess Adkms.

**MARGARET (PEGGY) BURKE**, 24-hour agent and banner girl for Bryan Bros' Show, closed season at Miami, Fla., spent a couple of weeks' vacation there and is on her way home to visit her parents in Belding, Mich. Will visit friends at Muskegon and Grand Rapids, Mich., and start her season with Bryan show from Miami in February.

**HAPPY KELLEMS** and Van Wells, who were at Sears-Roebuck store, Evansville, Ind., for three weeks during holiday season, have been re-engaged for an indefinite period. Captain Conrad and his lion act, and Bono, mindreading dog, are also at the store. Kellems and Wells were with Seils-Sterling Circus last season.

**R. T. CARD'S** dogs, ponies and monkeys are in training at quarters of the Yankee Smith Circus, Plainville, Conn., and will play dates before show opens. Show will have a 65-foot round top, with a 30 and 40-foot middle piece, also striped marquee, 20 by 30. Side-show tent will be a 40 by 60; pit show, 16 by 18. Props and equipment are being readied and an order has been placed for paper.

**CHARLES W. PARKER**, former trouper, is operating a printing shop at New



## Circus Saints and Sinners Club

For the Troupers—and a Home

Only now have we received all of the details of the Christmas party held by the W. W. Workman Tent in Richmond, Va., in the John Marshall Hotel on the night of December 29, and we are glad to get it into the record. Here is part of the account as it appeared in *The Richmond Times Dispatch*:

"The evening's hilarity began after the dinner. A coal-black pickaninny burst in among the diners wailing his grief. Commissioner of the Revenue John Goode took him in hand and learned the little Negro was looking for his lost daddy. Mr. Goode requested the father of the boy to stand up. Nobody responded. The dusky urchin was escorted on a tour of the tables. As he reached the speakers' table Pete Baugh, a portly guest from Petersburg, sprang to his feet. It was later discovered Mr. Baugh's chair had been electrically wired by Charlie Weston, theater electrician.

"Five beautiful Russian dancers" were introduced by Announcer Watson. Aitho disguised with makeup and blonde wigs and garbed in abbreviated snowy skirts, the bare-footed terpsichoreans were recognized as Dr. Jennings, who did a toe dance on his heels; Elwood Tragle, Jack Lyon, Charlie Fox and Johnny Colvin.

"The Silent Quartet was a mirthful surprise. The quartet sang behind a screen. As the harmony numbers were encored John Le May, Charlie Weston, Mike Scher and Charlie Woo thrust their heads above the screen and acknowledged the plaudits. Unfortunately, George Rogers accidentally knocked the screen over, disclosing the vocalists as a Negro quartet borrowed from a radio station.

"James Tucker, next on the bill, injected a bit of clever straight acting, presenting the final tragic scene of the familiar 'Dr. Jekyll and Mr. Hyde.'

"Then came Prince Al Bendo, the crystal-gazing friend of Amos and Andy, who read the future for many sinners and guests.

Britain, Conn. He was with the old Seils & Downs Circus, with Seils-Floto the first year it was organized and toured old Mexico with same and later was with Barnum & Bailey as brigade manager. He also was banner squarer on the Barnum Show.

**ROBA** (Louis E. Collins), last season side-show manager and bannerman with Marlow Circus, is playing department stores and Business Men's clubs in Evansville, Ind., territory with the X-Ray Girl Illusion. Company of five is being carried. Doc Edwards, manager of Roba unit, has booked Stinson's department store in Evansville for two-day showing.

**SINCE THE CLOSING** of the Sparks Circus season of 1931, Walter McClain has been with Al G. Barnes Circus as superintendent of elephants and dead stock. There were nine bulls when he first took charge, but each winter Manager S. L. Cronin has enlarged the herd and now McClain has 27 bulls under his direction. Stock consisting of camels, zebras and various animals also has been enlarged.

"FROM COAST to Coast there are men who know and remember Mill Baker, of Akron, O. This billboard can name half of the big names in the circus world as intimate friends," writes Bill Eagan in *The Akron Times Press* feature tabloid section of January 13. Eagan devoted almost a full page to the veteran circus billboarder, along with a two-column picture of Baker, who is business agent for the billboarders' union.

**G. H. BARLOW** recently spent two days at the Ringling-Barnum quarters at Sarasota, Fla. Says that it is a veritable beehive of activity and that one has no idea of the vastness of the quarters without spending hours in walking around the grounds and visiting the various buildings, inclosures and training arenas. Acquaintances were renewed with Jim Whelan and William P. Hobson; also Mr. Clark, of tent department.

**BURNS KATTENBERG**, author and historian on "The Contortionist," writes

that he spent a happy hour back stage at Orpheum Theater, Minneapolis, with Royal Uyeno Japanese troupe. He adds that he obtained some first-hand material for his book and was presented with a fine set of photographs of the act, Masu Uyeno, only limber member of troupe, is a back bender and was photographed and written up in a recent issue of *Strength and Health*.

**KARL K. KNECHT**, national vice-president of the Circus Fans' Association, and cartoonist and columnist on *The Evansville (Ind.) Courier and Journal*, was in Cincinnati a few weeks ago. In his column, recently, he made comments on points of interest in the Queen City and told of his visit to the Zoological Gardens. He also had comment on the picture, *The Mighty Barnum*. Said that it was an entertaining show, but as for being Barnum—well, it was NOT.

**ROY BARRETT** and **EARL SHIPLEY** arrived in Chicago January 14 for a short stay after having played five and one-half weeks for Fairland Circus at a large St. Louis department store. They will play the Grand Rapids indoor circus, where they have been engaged as producing clowns to furnish and put on all clown numbers. They also play the Detroit Indoor circus, February 4-17, and Cleveland, February 19-March 2. Barrett then goes to St. Louis, where he will produce the show for the Mid-Winter Fair and Circus, March 4-10, have charge of all clowning and will do the come-in.

Bruce Chesterman, in a reminiscent story in the Sunday Magazine of *The Richmond (Va.) Times-Dispatch*, January 13, recalls the old American Hotel which in his boyhood occupied the corner opposite *The Dispatch* office, and which was headquarters for circus agents and troupers in nearly all lines of show business. The building, later renamed the Lexington, was destroyed by fire some years ago, when a number of lives were lost. Now they are tearing down the old *Dispatch* building to make room for the parcel post addition to the post office, thus removing the last landmark on a corner familiar to troupers of a generation ago.

## Milliken Show To Move On 10 Trucks, 7 Trailers

**SOUTH BOSTON, Va., Jan. 19.**—Milliken Bros' Circus will move on 10 trucks and seven trailers this season. Manager J. A. Milliken is building two 24-foot semi-trailers, one for stock and the other for poles and canvas, also a cage trailer for dogs and monkeys. All trucks and trailers are being overhauled and color scheme will be red and silver, with plenty of pictorials. Five people are at quarters. Charles Fortune is still in the city. He worked as Santa Claus Christmas week at a department store. Mr. Fredericks, late of Cole & Rogers Circus, was a visitor last week.

## Paris Stages Charity Show

**PARIS, Jan. 7.**—Several thousand poor children of Paris were given a treat thru the combined efforts of the French Government, the city of Paris and public-spirited citizens. Much credit is due the circus, park and theater managers as well as carnival showmen who were responsible for putting on a spectacular three-day Christmas party for the children at the Grand Palais, December 24-26.

Besides a Christmas tree, free eats, drinks, clothing and toys, the tots were treated to a combined circus, menagerie and carnival blowout such as has never before been seen in Paris. Cages of animals from the Boulogne Bros' Circus, the Jardin d'Acclimatation, the Vincennes "Zoo" and Martha "the Corsic" with her lions were among the animal exhibits, while auto skooter rides, Merry-Go-Rounds and various attractions, including a motordrome, provided a lively "midway."

Circus program, including the big herd of performing elephants from the Amar Bros' Circus and plenty of clowns, gave the kiddies a treat. Leon Voterra, of Luna Park, and Thomas Moret, rabid circus fan, were among those responsible for the amusement program. Part of the funds for the party were raised by the Paris theaters, of all categories thru tacking on a 50 centimes (3c) additional charge on admissions during pre-holiday shows. Also on Sunday preceding Christmas the public was admitted to a "dress rehearsal" of the show at the Grand Palais at five francs (30 cents) a ticket. Donations provided the remainder of the money necessary.

National Secretary.





# The Corral

By Rowdy Waddy

THIS YEAR let's have results of every contest rodeo for publication.

OENE ROSS stepped into the limelight the first performance of the rodeo at Denver. In steer wrestling, did the stunt in 6 and 8/10 seconds.

INFORMATIVE to contestants: Every list of winners provided by rodeo executives last year appeared in this department.

JOE AND DOC BLACKSTONE, Blackie Rucker and Red Randolph are in Des Moines, Ia., this winter. The Blackstones and Randolph are working at the Elder Horse Market. Another hand in that section is Montana Less Perkins at Newton, Ia.

JACK HOKIE and wife (Dixie Starr) and their coterie of hands are putting in a pleasant winter at Jack's Broken Arrow Ranch near Hereford, Ariz. Some Westerners are slated for filming at the ranch starting late this month. Among the executives of the Jack Hokie company there is Carl H. Sonitz.

THE COWBOY sports rodeo has spread to a point wherein there are quite a number of other kinds of "rodeos" planned for Gulf Coast and Atlantic Coast cities—as far north as Halifax, N. S. They are fishing rodeos, with prizes. The fad was originated in the South some years ago.

TEXAS JACK MORIARTY is in Ward C. U. S. Veterans' Hospital No. 89, Rutland Heights, Mass. Says that he expects to leave the institution in May. His letter included: "I would like to hear from all the hands still living who were in the 91st Division in France during the World War." Incidentally, Jack headed his letter with two nifty penell sketches, one of a cowboy, the other a bronk rider on a "salty one."

OLDTIMERS WITH the old Kit Carson Buffalo Ranch Wild West (and many other showfolk) remember Al G. Frazee, secretary-treasurer. He resides at his home in Wilmar, Calif., a few miles from Los Angeles. Mr. Frazee suffered a stroke last summer, but is okay financially and is reported getting along favorably toward physical recovery by Doc Hall, veteran showman, who visited him from Los Angeles recently. Hall was also with the old Kit Carson outfit.

THE FIRST PARAGRAPH of an article that appeared in *World's Fair*, London, of January 7, read as follows: "As a result of an action taken by the Lord's Day Observance Society last June against the National Sporting Club and Mr. Tex Austin over a performance of rodeo, steer roping and cowboy riding tricks on Sunday, June 17, an agreement has been reached between the parties under which the National Sporting Club agrees to pay all costs and expenses incurred by the society."

EXTENSIVE preparations are under way for this year's Ogden Pioneer Days at Ogden, Utah. Among the additions the grand stand is being enlarged to seat 16,000 people. Last year there were turnaways. E. A. Richter has again been given contract to furnish the live stock. In a letter from Mayor H. W. Peery, the mayor advises that the city will spend several thousand dollars for decorations and electrical effects. The City Commission, composed of Mayor Peery, and Fred E. Williams and George O'Connor, commissioners, is receiving the wholehearted support of the citizens of that area.

THE RAA (Rodeo Association of America) secretary, Fred S. McCargar, has been sending report cards with blank spaces to heads of member rodeos, etc. Besides spaces for title of show, dates, names of president and secretary or manager, spaces for filling in "purse," "Entry fees," "We add entry fees," "We keep entry fees" and "Number of entries this event last year" follow each of the following 10 contest events: Bronk Riding, Calf Roping, Steer Wrestling, Steer Decoying, Single Roping, Team Roping, Bull or Steer Riding, Bareback Horse Riding, Wild Cow Milking and Wild Horse Riding. Also, "Total Purse —"

and "This will make us a Class — show."

IN A RECENT ISSUE mention was made of the rules, etc., booklet issued by the Rodeo Association of America. Included in its listings were names of contestant winners last year at the RAA events at the following places: Arizona—Wickenburg, Tucson, California—Saugus, Marysville, Pasadena, Visalia, Livermore, Gilroy, Hayward, Cambria, Madrone, Salinas, Upland, Merced, Bakersfield, Dinuba, Los Angeles, Canada—Calgary, Alta, Colorado—Monte Vista, Idaho—Sida Springs, Gooding, Indiana—New Harmony, Iowa—Sidney, Montana—Livingston, Wolf Point, Great Falls, New Jersey—Woodstown, Nevada—Winnemucca, Oregon—Molalla, Gresham, Lakeview, Washington—Ellensburg, Wyoming—Sheridan, Cheyenne.

NOT CLAIMING any credit but just as a reminder: Periodically, prior to a few years ago, this editor suggested a big annual rodeo at Denver, with such comment as "Denver is a logical spot for a big rodeo each year." "With most Easterners 'Denver' has been almost synonymous with thoughts of the 'West' for many years," and similar brief paragraphs. The suggestions and comment created favorable interest in some sections of the country, as evidenced by letters received. But there was a "stalling" at Denver; in fact, one party wrote a confidential letter explaining the "why" of it—which need not be here-with repeated. Anyway, eventually, a way around the situation was found, with the result that there has been a big and highly successful rodeo in connection with the National Western Stock Show the last few years. And with its being held in winters it doesn't have a damaging effect on Cheyenne's big event, either.

## Here and There

WASHINGTON, Jan. 19.—Frank Higgins, band leader, last season with Almond-Conley Circus and later with his own band playing fairs, is spending the winter here. Will be with a circus this season.

Lorraine Wallace, lion trainer, has contracted with a leading circus owner to present her thrilling cat act the coming season. Several new lions have been purchased for her and she is working them in her group and breaking them to a new and difficult routine. New arena and props will be added. Miss Wallace recently lost her splendid fighting lion, "Teddy." Assisting Miss Wallace are Captain Fredericks and Ernest Capon. Miss Wallace and Capon have worked together for years here and abroad with circuses, in parks and in wild animal pictures in Hollywood. A lion claw was a welcome Christmas gift from Capon to the writer.

Hazel Williams, recently a feature with the Wirth Circus in her cloud-swing number, is a visitor at the Hunt winter quarters near Washington. Charles Hunt, owner of Hunt Circus, is Miss Williams' uncle. "Dolly," the Hunt elephant, recently played a theater date in Philadelphia.

Ed Reid, car manager with Gentry Bros. Shows last season, is spending the winter at his home in Marion, O.

Capt. V. H. (Slim) Walker is located at the Manchester (N. H.) Zoo, breaking a mixed group consisting of eight African lions, four leopards, four pumas, two bears and three sheep. Two tigers will be added later. Act will be a feature of the Sportsman's Show in Boston and will appear at parks and fairs this summer and fall.

Capt. John Lucadema, animal dealer, who has been in a hospital in Newark, N. J., recovering from injuries suffered in an automobile accident, has been discharged and is now at home.

Carl A. Jirel, publicity man and agent, is spending the winter at his home in Dover, O.

Aerial LeVines have out their own show after closing their pre-Christmas engagement at a Philadelphia department store.

Doc Palmer, whose museum has been playing to good business here on Seventh street N. W., has been host to a number of circus folk and fans, including Jerome T. Harriman, Col. Jack Beck, Melvin D. Eldroth, Harry Allen, Richard G. Paine, Lester J. Patterson, Paul Sherbow and the writer.

Roy Jenner, who has charge of the Reptile House at National Zoological Park, recently returned from Central America, bringing with him a number of reptiles. Frank Loughney has been seriously ill

at his home in Chicago from an infected arm caused by the bite of a python.

B. F. Von Pilaki, agent, is back in Bloomington, Ind., after being ahead of a circus unit playing school auditoriums thru Indiana.

Clarence Auskins and Vance Kinter have joined the Fred Harp Indoor Circus. Are on the advance.

Capt. Roman Proske, with his Royal Bengal tigers, has played a number of the better class theaters in the Windy City. REX M. INGHAM.

## Big Story on Gumpertz In Sarasota, Fla., Press

SARASOTA, Fla., Jan. 19.—A full page of art and story in a magazine section of a local newspaper was devoted to Sam W. Gumpertz, general manager of the Ringling-Barnum Circus, several days ago.

Occupying a space of six columns wide and about 10 inches in depth, a photograph of a figure and a horse, surveying a circus lot nestled among the hills, with a recent photo of Gumpertz inserted in the art, is the feature of the page. The big picture was taken, the cut lines said, by Frederick Remington some four decades ago.

The page contains two by-line stories, one by Roland Butler, chief of the Ringling press section, and the other by Tex Sherman, author and press agent. The page carries an eight-column banner line, "Rides Thru Prairie Sagebrush to Glamour of 'Big Top,'" while the captions on the Butler "yarn" are "Sam Gumpertz in Meteoric Rise; Started at Bottom of Show and Climbed Rapidly; Ranger's Vision of Long Ago Realized; Two Generations Ago Boss of Circus Was Ranger."

A four-column trick head over the Sherman story reads: "Tex Sherman, Czar of Saddle and Pen, Remembers Gumpertz as Ace Broncho Buster" Puncher on Prairies of Far West; Now Wizard Manager of Ringling Big Top."

The stories go back into Gumpertz's past history on the ranges of Texas and the West, some 40 years ago.

## Omaha Show in March

OMAHA, Jan. 19.—Date for the annual indoor circus of Ak-Sar-Ben, Omaha civic enterprise organization, has been set for the week of March 10. Executive Secretary Jake Isaacson says setup will be similar to that of previous years with about 40 acts working in three rings in the Ak Coliseum.

Booking of acts is done by organization itself thru Rink Wright. Tentative negotiations will bring nine acts from Cole Bros. Show, and the feature will be Clyde Beatty's wild animal act.

## PERU PICKUPS

(Continued from page 38)  
tering here. Showfolk closing H-W road season were successful in landing position on arrival here: Harry Miller and Ralph Grimm, S. & W. Cafe; Ralph Miller and John Bruce, Paramount Cafe; Ray Collins, Jockey Club; Buddy Burkhardt, in charge of dairy; Al Dean, H-W steward, in charge of meat department of chain store.

Seen daily downtown, Eddie Wocceker and wife, Duke Graf, circus fan and miniature circus parade carver and owner of exact duplicate 40-horse Hemisphere band wagon, states he will have animal display of handicraft in downtown show windows coming weeks.

S. O. (St) Warder, circus fan and always in charge of movements of shows over N. P. R. R., and wife and daughter left for Hollywood and Baldwin Park, Calif. Will renew acquaintances with friends on Al G. Barnes.

Carl Ahnert, for many years Pullman car builder at circus shops, was appointed city fire chief by Mayor William Long. Emmett Kelley, scenic artist, working in jockey alley on H-W in 1934, and wife, Eva, serialist, are back after a visit at Mulberry Grove, Ill.

William Wilno, human projectile, featured many years with American Circus Corporation units, will close a 90-day engagement at Honolulu on January 30 and return here.

## GUMPERTZ STUDIES

(Continued from page 38)  
for circus performers and maintaining several big circuses on the road and in buildings. The winter quarters of the R-B Show here became the center of attraction last week, with an unexpected influx of

visitors, notables and otherwise. With hundreds of extra visitors attracted by two score planes of the second bombardment wing new army headquarters air force, which were encamped on the circus property, the winter-quarters gate got a big boost.

One of the most famous visitors of the week was Karl Bickel, president of United Press Association, recently returned from Europe. He visited Mr. Gumpertz and spent some time in the studio of Roland Butler. Other prominent visitor the last few days were L. O. Head, president of Railway Express Agency, Inc.; L. D. Seomore president Pan-American Airways, and a host of others.

While no actual figures are available, it was said that last week broke all records for attendance at the winter quarters, where work is progressing at a fast clip on the preparations for the coming season. Mr. Gumpertz was quoted as saying that he was "more than satisfied" with the attendance marks of this year.

## RECORD SEASON—

(Continued from page 38)  
horses and the Moustier Brothers, comedy acrobats. Antony and Beby, old-time clown favorites, are also on the bill.

The Cirque Amar ended its long run at Luna Park and is now installed at the Forte d'Italie, on the opposite side of Paris, in its hot-air-heated, wooden-walled "construction."

Con Colleano, the wire walker, opens at the Empire, in Paris, next week. Albert Powell, the American trapeze performer, is at the Gaumont in Toulouse. Howard Nichols, American hoop juggler, is at the Palais de la Mediterranee in Nice. Buck Warren and Chuck Cooper are presenting their cowboy act at the Casino Municipal in Nice. The Athenas, hand-to-hand, are at the International Sporting Club in Monte Carlo. The Hazel Mangan Girls are at the Pathe Palace in Marseille. The Liazed troupe of Arabs, and the clowns, Carlo, Mariano and Pastor, are at the Varieties in Toulouse. The South China troupe is at the Apollo in Dusseldorf, Germany. The Melbourne English Circus is at Casablanca, Northern Africa.

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**FRANK GENTRY BLOOMINGTON, IND.**

# DEALERS PICK TITLE

## "Recreation" and "Equipment" Are Favored in Name Submitted

*New label will go to secretary of state in Albany for approval—constitution and by-laws may be amended to provide more liberal manner of electing officers*

NEW YORK, Jan. 19.—The park-pool-beach device and supply organization, which until its actual incorporation and for purposes of present identification is traveling under the title of the Manufacturers and Dealers Section of the NAAPFB, is strong for having the words recreation and equipment appear as part of the new name, with the word amusement not being favorably considered. A meeting of the group on Tuesday in the office of Secretary R. S. Uzzell brought out representative riding device men who agreed that the most effective label would be the American Recreational Equipment Association. President Maurice Plesken, who has drafted the amended constitution and by-laws was asked to submit the name to the Secretary of State in Albany for approval.

One of the chief topics of discussion was that of priority rights relating to riding devices and other new inventions. Led by Leon Cassidy, of the Pretzel Amusement Company, the organization decided to gather information on the subject in the effort to eliminate theft, imitation and other forms of unfair competition.

It was generally agreed that a code of ethics has proved unworkable. Other means will be sought to protect the industry and its members from patent infringements without recourse to law, which is regarded as expensive and ineffective.

Several changes in the proposed constitution and by-laws were made, including a more liberal manner of electing officers and directorate. It was also decided to have only one membership class instead of the three existing under the M-D Section and the two which were recently considered in the change of constitution.

## Move To Make Fleishhacker Zoo One of Nation's Largest

SAN FRANCISCO, Jan. 19.—City park commission wants to make Fleishhacker Zoo one of the largest in the United States. In a recommendation to Mayor Rossi and the board of supervisors, the commission has asked that "enough additional land be purchased for the zoo to make it one of the largest in the country."

The commission has its eye on 22 acres adjoining. Now embracing 95 acres, by acquirement of the requested addition from the Spring Valley Land Company the zoo property would be enlarged to 117 acres. Under a contract with the land company, annual payment of \$18,000 would be made over a period of 19 years. The purchase, approved by the mayor, awaits action by the supervisors.

## Paris Gets Holiday Trade

PARIS, Jan. 14.—Duo to continued mild weather Luna Park drew large crowds during the holiday weeks. The big dance hall and winter Sports Palace, both inclosed, did big business. Special galas were staged on Christmas and New Year's eves, when the park remained open all night. Amar Bros. Circus has quit Luna Park after a run of several weeks and is now installed at the Porte d'Italie.

## Pier's Toll Fees \$300,000

LONDON, Jan. 12.—Next June South-end-on-Sea, nearest seacoast resort to London, will celebrate the centenary of its famous pier, more than a mile long and longest in Europe. It is estimated that toll fees from the pier have brought in more than \$300,000 in recent years and this sum has gone towards relief of local rates.

CANTON, O.—Bert Stock, last season assistant manager of Idora Park, Youngstown, and who recently severed his connection with that park, has returned to Canton and will soon launch a business of his own here.

## Dobbins on Beach Make Way for Gas

ATLANTIC CITY, Jan. 19.—One of Atlantic City's colorful beach sights for early morning strollers on the Boardwalk soon will be no more. Those using the boards in morning hours were greeted by the picture of plodding horses behind plows, constantly straightening out the beach where Old Man Ocean during the night had piled it high or dug gullies dangerous to bathers. For years these horses have given the beach front a Maine fishing village aspect shortly after sunup.

This season the picturesque Dobbins will give way to more practical tractors which will not only keep the beach in condition but clean it of any waste paper, etc. A truck was brought here for demonstration, but Major Casey, director of department which has the care of beach, found it impracticable after he had stuck several times in the deep sand dunes. A wide-wheeled tractor has been found to do the work.

The city will place employees on the beach next season to keep it constantly clean of trash.

## A. C. May Try Paid Beaches

*Amusement men learn of plan to increase revenue—season tax is considered*

ATLANTIC CITY, Jan. 19.—Should a bathing beach as a natural resource be given to the public free of charge or should it be classified the same as a theatre or pier and be taken out of the free competitive class with the latter? This is a pressing question in the minds of city officials of South Jersey resorts, especially Atlantic City and Wildwood, and 1935 may be a year of experiments along this line.

In the past the beaches of Atlantic City, Wildwood, Ocean City and other resorts in the vicinity have been maintained by the communities, life-guard pay rolls and beach-cleaning departments being main items of expense. Amusement attractions have built themselves around the natural attraction of the beaches and one depends upon the other. While the beach is competitive in afternoons, the amusements have full sway of the same crowds at night.

### For Cabana Colony

However, this is about to be changed, at least for a year, to see how it works out. In seeking some means of providing more revenue for the city without a

tax increase Mayor Harry Bacharach, Atlantic City, announced he is considering a "society beach" and a graduated tax plan for the season business man. The latter plan would not affect present regulations concerning pitchmen, but would hit those taking stores for only two of the summer months.

The "society beach" idea, with an admission charge, has brought bitter disapproval in certain quarters and the present plan is contemplated only as an experiment. A small section of beach, under this plan, would be fenced off and turned into a cabana colony for which an admission would be charged. Other parts of the strand would be free to the public as usual, with guards, etc., provided. The mayor also plans an area of special attraction to one-day excursionists. He admits the proposal is only in "nebulous" form at present.

### Definite at Wildwood

However, Wildwood has gone one step further. Definite announcement is made by Mayor Doris W. Bradley that a large section of Wildwood Beach will be fenced off and bathers charged an admission fee. This section was purchased by the city some time ago for \$500,000.

"The city will operate the concession and it will be properly policed with adequate life-guard protection. Charge (See A. C. MAY on page 47)

## Engineering My God to Thee or A Word to Device Is Sufficient

### Moral: The Morgue the Merrier

"The proprietor of the amusement park," writes Alvin Hamburg, Chicago, "walked down the street. His eyes stared straight ahead, but it was obvious that he was worried about something. As he stepped along he mumbled to himself—and that's always a bad sign. "Rounding a corner, he almost collided with another man. The latter chap grabbed him.

"Why, hello, Frank," he cried. "This is a funny way to meet. How've you been?" "The amusement man looked vaguely at the greater. After a moment, he recognized his friend.

"Oh, hello, Joe," was all he said. "What's the matter, Frank?" inquired the other man. "It's a darn good thing I stopped you. You were walking along, talking to yourself. What's the trouble, feller?"

"Frank shook his head. "It's the park," he replied. "I'm worried about it."

"Is business that bad?" asked his friend. "I heard differently. From what I was told, business in your park has been booming ever since you installed that new 'Daredevil Sensation' ride."

"Well, Joe," the amusement man went on, "you're right in one respect. Business has been booming—but I'm afraid I'll have to eliminate that last steep dip on the 'Daredevil Sensation' ride."

"Joe offered a gesture of protest. "But why?" he asked. "Aren't the people patronizing the ride?"

"Yes," was the reply, "they most certainly are. Thousands of people take that ride daily. And, Joe, that's exactly why I'm worried."

"His friend seemed highly perplexed. "I don't get this at all, Frank," he exclaimed. "Thousands of quarters pouring in daily—and you're worried! Why, business proves the ride is popular. If I were you, I wouldn't eliminate anything."

"The amusement man shrugged his shoulders nervously.

"I still think," was his slow statement, "that I should cut out that last dip. All the cars are coming back empty!"—Mark Hellinger's "All in a Day" column, *New York Daily Mirror*, January 12.

## Railway a Boon

DETROIT, Jan. 19.—Miniature railway in Detroit Zoological Park has netted revenue of more than \$30,000, annual report of Director John T. Millen shows. Profits were turned back for new construction and purchase of animals, \$18,500 for animals and \$11,500 for construction. The Zoo still has more than \$8,000 unspent from these appropriations. The railroad, carrying passengers between various sections of the Zoo, will be double-tracked this winter. It has been a boon to the Zoo during the depression, with the almost total elimination of new purchases from the city budget for the park, leaving it dependent upon this source of income and private donors.

## Mutual Insurance

By A. JOSEPH GEIST

This address by A. Joseph Geist, president of Rockaways' Playland, Rockaway Beach, N. Y., caused considerable discussion in Toronto, where it was delivered before a session of the National Association of Amusement Parks, Pools and Beaches on November 27. The talk won the Dentzel Memorial Award for the best one delivered at the convention.

(Continued from last week)

Now in respect to insurance. We two years ago decided that we would not undertake any further insurance with any of the companies, whether they were good, large, financially strong or otherwise. We decided that we would undertake these reserves ourselves, and this has been our experience as a result of that:

Immediately upon engaging upon that policy we employed a doctor and established a first-aid room for anyone that might likely be hurt in the park, whether a member of the public or an employee. This first-aid room was equipped so that lesser accidents could immediately be taken care of. The doctor is in attendance from the time the park opens until the park closes. It is his business to be called in connection with any kind of an accident that happens in the park, whether it is a mere scratch, or whether it is an ordinary collision. And the consequence of this has been that the doctor kept an accurate, complete and full record of every accident that he had anything to do with. He made a careful examination. He got the names of the persons who were injured. He got the names of the people who accompanied them, their witnesses, and he also got the names of our own people who witnessed the accident, or he got the names of strangers who were neither connected with the plaintiff nor with ourselves, but witnessed the accident.

These reports came into the office, and, of course, all of them contained the names of employees of the park upon whose device, or under whose control, the accident might have occurred. And so we got statements from those people.

Now immediately upon receipt of those statements they were sent to the attorney's office—that is to say, my own office. A special man was put on the job of taking care of any of such claims that came along. Now where we heard nothing further from the claimant we had the statements on file; the record is complete with the names and addresses of all witnesses to the accident; how the accident happened; the nature of it; the extent of the injuries and so forth.

When that lawyer in the office received any communication from the office of the park, advising him that somebody was making a claim either thru a lawyer or somebody else, the matter was then further taken up in the lawyer's office with respect to a settlement. Naturally, those lawyers make claims, and they want settlements, and that is all they are content with. They do not generally start suits. They seek to make a settlement before a suit, and in connection with those efforts practically all of the cases that could be adjusted were adjusted.

(Continued next week)

**The Pool Whirl**

By NAT A. TOR



(All Communications to Nat A. Tor, care of New York Office, The Billboard.)

Readers will recall that the writer worked at outdoor and indoor pools last summer in different capacities to get a better slant on employees of swim tanks so as to be able to study their problems better. At that time I played the roles of cashier, locker boy, voucher clerk and life guard and, as was reported here, had loads of fun and learned a great many so-called inside facts.

Last week I thought it would be a good idea to sit in with managers and owners of pools and see how they spend their days. And so I made it my business to stay with various operators of indoor tanks in the New York area; spent entire working days with some sitting in their offices and walked with others to clubs and organizations in their quest for club business. And, boy, I learned plenty!

For one thing, I found out that a great many swell pool promotion plans, as well as fine swimming-pool products, apparently go unheeded because certain pool managers and owners feel they are too busy to interview salesmen and promoters. It's a shame, too, for every poor exploitation scheme or equipment sales talk one has to listen to there are sure to be a few others which are sure-fire and which would work wonders in some pools if the owners would only give them a trial.

However, I don't mean to advocate that pool men should spend all their time listening to sales talks. They should devote some time to study of new ideas and should welcome any and all salesmen, if not personally, at least to invite them to submit their projects by letter. In this way no good schemes will fall by the wayside, for we all know that the very life of the swimming-pool business is the novelties continually offered, whether it be in the form of a unique aquatic stunt or in a new gadget for the gymnasium.

Then, too, I have discovered that too many pool managers and owners leave the job of water control to inexperienced college youth instead of checking up on water sanitation themselves. It's an important point, this business of keeping water clean, and no pool man should neglect it by allowing someone else to do it unless that someone happens to be absolutely experienced in the line. Now I know that a great many pool operators pride themselves on the cleanliness of their water and do take great pains to keep it that way, but it's for the few who seem to be forgetting this point of pool management that I have brought up the subject at this time.

I was glad to find so many pool men interested enough in the promotion of their business to go out after club business themselves. It seems to be a good rule, too, for then special rates can be made when deemed necessary.

Of course, the perfect setup for a pool is to have experienced men for each line, such as an expert for water control, a live-wire picnic man for club business and so on. But the main problem with operators of small indoor tanks is that they either try to do too much themselves or else they attempt to take care of things which don't require the attention given to them and ignore important items as a result.

What I'd like to suggest is for every operator of an indoor tank to take stock of the work he has to do each day. It might be wise for outdoor pool men to do the same at start of the summer season. In this way important things will not be overlooked. For a pool man to try to do too much in the operation of his tank is just as bad as for him to attempt too little.

The aquatic season got under way full blast last week in the Bahamas, with the staging of a gala swim meet at Nassau, Bahamas, outdoor pool. Most of the star swimmers migrated from Florida for the meet. Many dignitaries attended, including the governor of the Bahamas. Needless to add, international publicity was given to the pool and

swimming in general down in those parts was given a great boost.

**DOTS AND DASHES**—That Knickerbocker indoor pool, Columbus Circle, New York City, now has a big sign at its entrance and one wonders whether the recent item in this column had anything to do with it. . . . Whatever happened to Helene Madison?—The municipal tank scheduled to be built on Amsterdam avenue, a stone's throw away from the Cascades, New York, is off, and Sol Pinous and Mack Rose breathes easier. . . . Those log roller who performed at a great many Eastern outdoor tanks last summer are getting set to display their feats in Florida pools, only the bigger pools down that-a-way are not interested, as log rolling is nothing new there.—And aquatic basket ball, about which more will be written, will soon blossom forth as an ace pool attraction.

**NAAPPB**

Manufacturers and Dealers' Section

By R. S. UZZELL

The well-attended meeting of the Manufacturers' Section on January 15 in the office of the writer was most gratifying in the keen interest shown in amending our constitution and changing the name to meet our new requirements. There will be a short delay in furthering our plans until Maurice Piesen, our president, has time to submit the name to the secretary of state of New York for approval or rejection. Our charter will be held up until the question of the name is settled.

The whole afternoon was devoted to the amendments to the constitution, the new name, a code of ethics for our organization and the nature and place of our exhibit for 1935.

**Mangels' Contribution**

As soon as our charter is granted we shall have to have another meeting for organizing under it, at which time the standing committees will be appointed and announced. There is only one way now for our organization to move and that is forward. In attendance at the meeting were W. F. Mangels, Maurice Piesen, Richard Luise, Fred Fansher, Harry O. Baker, Leon Cassidy, Sylvan Hoffman, Leonard Traube, Frank L. Uzzell and R. S. Uzzell. Letters were read from Fred L. Marker and Wallace St. C. Jones. At the next meeting, after organizing, the plan and scope of the work for 1935 will be agreed upon and can then be announced.

W. F. Mangels has made a monumental contribution to outdoor amusements by his life and work, which would alone well justify his career. Not content to rest on his well-earned laurels, he has devoted unstintedly of his time and money to the founding and upbuilding of the American Museum of Public Recreation.

Here again is a fitting monument to any man. You may be sure he will devote himself to this laudable undertaking the remainder of his life. Again this is not to be final. For some years he has been searching out and collecting all patents appertaining to our industry, with emphasis on the rides and their evolution and development. Almost 400 patents in all will constitute this treasure chest for our edification and guidance.

**New Cassidy Ride**

Best of all, they will constitute the basis of Mangels' magnificent manuscript, now nearing completion, which will compose his book. Here he gives credit to whom credit is due. The impartial judge is the records of the patent offices of America and the leading countries of the world. Incidentally, one can glean from it the memoirs of Mangels.

What a bulwark to substantiate the claims, conclusions and confidences which will appear in your author's book. This book also goes on to completion despite the fact that NAAP is no more.

Leon Cassidy has a new ride. It is unique and may be most opportune. His experience with the Pretzel will block the European pirating of his new ride. He will get all patent and trademark protection each country affords before the pirates have a chance at him.

He promises to become one of our very active members.

**N. E. Men To Meet**

It will be news to the industry that R. E. Chambers has taken over the plant of the Traver Engineering Company in Beaver Falls, Pa. He was the active engineer of that concern before it went into receivership in 1931. He is a man of energy and training and is rated well among those who know him. We wish him success and expect him to toss his hat into the ring with us and help solve the problems which confront the industry today.

The New England Division of park men meets this year in New Bedford, Mass., on February 26 and 27. Danny Bauer's town and the New Bedford House is the place. This division meeting is one of the rallying points of the new year. These men always conduct their meeting along democratic lines, one of the big reasons for their success. They have carried on thru the depression and are prepared for action now. They are sure to offer a constructive schedule for the year ahead. Arch E. Clair, their president, will welcome one and all.

**Long Island Patter**

By ALFRED FRIEDMAN

**FROM ALL AROUND:** For the first time in the Island's history seals have been frolicking around the beach sectors. Movie cameramen were shooting pictures of them an hour or two after they first made their appearance. Nell Leibie, w. k. in the amusement biz on the Island, is out around Elmont. . . . Holmes Airport, Jackson Heights, may not sponsor midget auto racing next summer as it did last, but one thing or the other, it's scheduled to be the scene of much activity.

Smart Lido Beach may go in for a bit of amusements next summer, but in "a very refined way." . . . Broad Channel amusement folk plotting an association of their own before spring. . . . Jack Rolio, former Island park and pool photographer, was at Flemington, N. J., shooting pictures of the Hauptmann trial for one of the New York City dailies.

Sam (Jamaica) Weiss, pool impresario, is preparing a lot of promotion schemes for the spring. . . . which reminds us that, at this early date, the Cypress, Liberty and Park Inn pools (all in Queens County) are commencing with brushing-up efforts.

Those Jones Beach legal troubles, concerning boundaries, etc., are being aired

at Albany. . . . The road between Valley Stream and Long Beach is "Long Island's Broadway," what with being dotted with every phase of the amusement trade. . . . That mogul who has tried unsuccessfully to have the hot doggeries maintain a 10 per cent price has given the task up. Looks like the summer will find five-cent dogs and five-cent beer a popular combo.

**ROCKAWAY BEACH:** If there is a fireworks display sponsored weekly next summer it will be by the Rockaway Chamber of Commerce and will get under way on July 4. Last summer's fireworks began in August. . . . They're starting to dust off Playland. . . . Not one Boardwalk fire since the summer's close, a record. . . . Irv (Boardwalk) Faber busy in Brooklyn.

Bill (Seaside) Abrams showed us an autograph book he kept in the days of old Morrison's Theater on the Boardwalk when he worked backstage. Many of the signatures are of the biggies today who were smaller then.

**LONG BEACH:** Leo Spitzer is the Board of Trade head. . . . Nassau Hotel crew is in Florida. . . . August Gandia is slated to get a testimonial dinner shortly. . . . February 13 is the date that has been set to decide full details regarding the engagement of a press agent for Long Beach. Undoubtedly the task will fall to one of the local newspaper lads. . . . Billy Moore comes in late almost every night from New York City, top hat and all. A sure sign that he's doin' something important!

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All our fleets have proven successful. Playland, Rye Beach, N. Y., are installing Scoota Boats for 1935.  
You, too, can have a winner inexpensively installed in natural or artificial water. Artificial pool need contain only 18 inches of water. Good used Penny Arcade available. Acropolis, Swings, New Rides, Used Rides, Kiddie Rides, Waves for Pools, Exporting.  
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# NEBRASKA SHY ON MUTUELS

## State Association for Definite Data on Fairs' Share of Take

**Best annual meeting in three years is not deterred by drought and names committee to watch legislature on legalized betting bill—R. C. Johnson president**

LINCOLN, Jan. 19.—Declared the best gathering of fair men in the last three years by members of delegations from 55 of the State's 93 counties, Nebraska Association of County Fair Managers in joint meeting with the State Board of Agriculture here on Tuesday expressed optimism, and balance sheets of 1934's disastrous drought year not considered an insurmountable obstacle to future successful seasons. R. C. Johnson, president of Saunders County Fair, was named president of the organization, succeeding Otto Pfeiffer, Elkhorn. Stanley Matzke, Seward, became vice-president, and Chot G. Marshall, Arlington, secretary-treasurer.

The board which governs the State Fair is topped for the ensuing year by R. R. Vance, Hastings, who replaced A. H. Miller, Blair; Bill Banning, Union, first vice-president; R. Wilde, Genoa, second vice-president; T. H. Wake, Seward, treasurer, and Perry Reed, secretary. Board of managers includes these and J. F. Shubert, Shubert; J. A. Boyd, Kearney; Gates Lilley, Papillion, and J. S. Golder, Oakland.

Members at large of the State board elected are: First Congressional District, S. A. Sanderson, Lincoln; T. H. Wake, Seward; J. F. Shubert, Shubert; Second, E. P. Noyes, Valley; Third, Henry F. Kuhl, Plainview; E. J. Mille, Loreto; Charles Graf, Bancroft; Fourth, E. Sinner, Culbertson; E. J. Mitchell, Deshler; A. A. Russell, Geneva; Charles Newcomer, Osceola; R. R. Vance, Hastings; Fifth, C. S. Hawk, Hay Springs; Harry Doran, Burwell; Frank Meese, Ord.

### Mutuel Talk Dominates

Dominating the meeting was the pari-mutuel question. During the last summer's campaign for a vote favoring legalized betting literature was circulated telling of money which would be given to county fairs. A bill is now pending in the Legislature showing the method of regulation and working of pari-mutuels, but the county managers want to know how much they're going to get. A committee composed of Stanley Matzke, Seward; Joe S. Steele, Kimball, and A. J. Russell, Geneva, to deal with the Legislature in this regard, was appointed.

(See NEBRASKA SHY on page 46)

## Chicago Trade Fair Proposed

CHICAGO, Jan. 19.—Chicago park district board has received a proposal for establishment of a big trade fair on the lake front on part of the site that was occupied by A Century of Progress. Application also has been made to the board for a franchise for erection of a \$7,000,000 civic and industrial exposition building adjoining Soldier Field to house the proposed fair.

Building also would be available for conventions, exhibitions and sports events throughout the year. It was stated by J. A. Emile De Celles, one of the promoters. Financing would be done thru popular sale of bonds, which would be redeemed thru admission fees and sale of space to exhibitors.

Structure would be 800 by 350 feet, four stories, and there would be two wings each 350 by 500 feet. A large arena suitable for polo or any sort of contest is included in the plans. Site proposed adjoins Soldier Field.

Mayor Kelly halted the wrecking of World's Fair buildings this week to give representative business men an opportunity to consider some sort of a revival of the fair. He has appointed a committee to consider the question of such a fair. Among the members are Frank Bering, of the Hotel Sherman, and Leonard Hicks, of the Morrison Hotel. Bering is a member of the Showmen's League of America and a member of the committee planning the gigantic Theatrical Night at College Inn March 4. Hicks is a former showman.

## Larry Would Endow 'Em

ST. PAUL, Jan. 19.—"For the first time in years," wrote Larry Ho, columnist in The St. Paul Dispatch, "I have to miss the annual meeting of Minnesota fair secretaries, held in Minneapolis. These boys are real servants of the common good, shouldering many hard burdens with small reward and scant thanks. The county fair is still the rally point of the finest community spirit we have in this State. If I were a millionaire I'd endow every county fair in Minnesota, and know that I had done something really worth while."

## Official Urges That State Back San Diego Exposition

SAN DIEGO, Jan. 19.—Economic ills are psychologically induced and anything that can divert minds of people deserves every measure of assistance, Lieut.-Gov. George J. Hatfield declared here in urging State-wide support for California Pacific International Exposition, opening on May 29.

He toured the 1,400-acre grounds with President Frank G. Belcher, observed the construction nearing completion, studied plans for a score of buildings to go up and conferred with exposition officials on State appropriations for additional construction and exhibits in the \$10,000,000 undertaking.

## Indiana Is Back in Black

INDIANAPOLIS, Jan. 19.—According to figures released by the Indiana Board of Agriculture, the State Fair here last year showed profit of \$13,611.74, first time it has made money since 1929. Receipts were \$175,642.37 and disbursements \$162,030.63.

PARIS. — City council of Paris has voted a credit of 1,350,000 francs (\$90,000) for its participation in the World's Fair in Brussels, opening in April.



THIS TRIO OF YOUNG ATLANTA BUSINESS MEN are expected to do much for another successful year for the Southeastern Fair in 1935, having been re-elected for another term along with the remainder of the set of 1934 officers. Left to right: W. J. Davis Jr., treasurer; M. M. (Mike) Benton, president, and John Armour, vice-president.

## Opposition to Promotional Fairs Voiced by Managers in Virginia

RICHMOND, Jan. 19.—Opposition to "promotional fairs," put on by carnival companies and other amusement enterprises, was voiced by Virginia Association of Fairs in annual meeting in the John Marshall Hotel here on January 14, and upon motion of Charles A. Somma, vice-president of the organization, the body went on record to that effect.

H. B. Watkins, Danville, president, made "promotional fairs" one of the principal subjects of his annual address, declaring "promotional fairs are detrimental to the best interests of a community and defeat the purpose of agricultural fairs." Continuing, he said:

"The success of county fairs depends largely upon co-operation and support of farmers, bankers and merchants. If promotional schemes of the type put on by carnival companies are allowed to supplant old-fashioned agricultural fairs, all the advantages and benefits of the county fair will be destroyed."

Erskine L. Hill, secretary of Roanoke Fair, suggested that the Legislature be asked to enact a law defining agricultural fairs, but this did not meet ap-

proval of many members, who held that the question should be handled by county authorities. Among others who expressed opposition to "promotional fairs" were T. B. McCaleb, secretary Alleghany County Fair, Covington; W. W. Wilkins, secretary Halifax County Fair, South Boston, and W. L. Tabscott, secretary Greenbrier Valley Fair, Roncoverte, W. Va.

For the first time in three years the association made a profit instead of closing the year with a deficit, it was reported by C. B. Ralston, of Staunton, secretary-treasurer of the body. There was a favorable balance of \$40,000, following an unusually successful year from a financial viewpoint, declared Mr. Ralston.

George Hamid, placed on the program to give his suggestions and ideas on successful operation of fairs, from his own experience in conducting them, made a straightforward talk.

He said he did not take any credit for himself personally for success of fairs under his management and direction, but explained that it was just (See OPPOSITION to on page 46)

## Big Turnout Sent in Ohio

**Largest managers' meet in years shows progress—sales tax law defined**

COLUMBUS, Jan. 19.—The biggest convention held by Ohio Fair Managers' Association in many years heard Judge I. L. Holderman, Dayton, president, and many speakers declare that county shows are greatly on the upturn in Buckeye fairdom during sessions on Wednesday and Thursday in the Deshler-Wallick Hotel here. Many delegates who came for the inauguration of Governor Martin L. Davey on Monday remained over for the Tuesday night speed meeting and following gatherings. More than 70 fairs were represented.

It was declared that the new plan of group meetings prior to general sessions worked out well. There were discussions on many fair problems in separate meeting rooms by presidents, secretaries and treasurers, and much of their deliberations was brought out on the floor of the convention proper.

### Praise Hanefeld, Beer

These officers were re-elected: Judge Holderman, president; John B. Rapp, Batavia, and Charles J. Gray, Painesville, vice-presidents; Mrs. Don A. Detrick, Bellefontaine, executive secretary; W. B. Richmond, Elyria, treasurer.

Among resolutions adopted were those praising efforts of Earl H. Hanefeld, director of agriculture, and Charles M. Beer, assistant director and State fair manager, about their political future under the new governor there was some conjecture. The Billboard and trade press were thanked for co-operation.

Boards were urged to follow trends for balancing budget systems, employment or election of competent members with financial experience, acquisition of FERA funds for improvement of grounds and buildings, planning for well-balanced fairs, urging that the State conservation department be kept under direction of the State department of agriculture and formation of a permanent committee to oppose legislation considered detrimental to county and independent fairs.

### Buyer Assumes Tax

A definition of workings of the counting sales tax law in the State was that concessioners must buy tax stamps and vendors' licenses in each county in which they operate. The tax, not for service, but for consumption, applies to toy balloons, peanuts, soft drinks and the like. Only exceptions to be made to date are for charitable institutions such as churches that have stands and serve meals.

It was declared that the vendor at the fair must pass the tax on to the consumer. Thus if pop is sold at 10 cents per bottle a tax of 1 cent, in the (See BIG TURNOUT on page 46)

## Three Heads Are Chosen For Texas Centen in 1936

DALLAS, Jan. 19.—Three executives, empowered to make exhibit and concession contracts, were appointed last week for the 1936 Texas Centennial Exposition here. Walter D. Cline, Wichita Falls, was named managing director; Otto Herold, president of the State Fair of Texas, was named assistant director, and Charles E. Turner, mayor of Dallas, was given the post of finance director.

L. B. Denning was named head of a committee to market \$2,000,000 in corporate bonds of Texas Centennial Exposition, Inc. When the exposition's bonds are sold the city of Dallas will sell \$3,000,000 bonds for improvement of the State fairgrounds, site of the exposition.

# N.C. Demands Premium List

State association seeks to eliminate non-agricultural fairs—Hamid on exhibits

**RALEIGH, Jan. 10.**—Fair officials of the State took steps to eliminate so far as possible all non-premium and non-agricultural fairs, and members were urged to continue a clean-up campaign of midways, at the annual meeting of North Carolina Association of Agricultural Fairs here on January 11 in the Sir Walter Hotel. About 150 fair executive and show people attended.

Dr. J. S. Dalton, Cleveland County Fair, Shelby, was elected president, and the retiring president, C. S. Parnell, Mebane Tri-County Fair, was named secretary-treasurer. C. W. Hollowbush, Wilmington, was elected vice-president. Directors are C. M. Hight, Henderson; John Robinson, Hickory; N. G. Bartlett, Kinston; Norman Y. Chambliss, Rocky Mount, and Jack W. McMahon, High Point. The association was invited to meet in Greensboro in 1936 and directors will determine the convention city.

## For \$1,000 in Awards

The association adopted a motion giving the board of directors authority to work out a plan to eliminate a certain type of fairs. It was suggested that the association co-operate with State revenue officials for legislation to provide a high tax on any fair not offering an established premium list. It was the opinion of several that no fair should be allowed if premiums less than \$1,000 were offered. The Legislature now in session here may be asked by President Dalton for special legislation.

Clean midways and elimination of off-color concessions were discussed, with Mr. Parnell urging a penalty clause in show contracts for forfeiture of a certain sum for violations of rules of fairs. Improvement in carnival attractions was urged by Mr. Parnell in his annual report. "Why can't carnival owners inject into their attractions something new and different?" he asked, declaring fair secretaries would welcome with delight new fronts of an entirely different nature.

## Raleigh Operators Praised

North Carolina fairs as a whole had good financial reports in 1934. Many officials reported their organizations were able to get out of the red, while others reported a material reduction in existing deficits.

George Hamid, New York, told the members that it is all right to emphasize importance of cleaner midways and better attractions, but he declared that an important thing facing fairs is bigger and better agricultural and manufacturing exhibits. He explained that it is the public that must be satisfied and patrons should not be given the same brand of displays every year.

Praise was given Mr. Hamid and Mr. Chambliss, operators for the last two years of North Carolina State Fair, by Mr. Parnell, who declared "it was a real pleasure for me to go thru the entire week of the State fair in Raleigh and not hear a lot of complaints."

## Washington Men Attend

Other speakers included Roy H. Thomas, supervisor of agricultural education, Circle K, State superintendent of public instruction; Joseph W. Hiscox, chief officer of exhibits, United States Agricultural Department; W. E. Bowers, soil division, United States Department of Agriculture, and C. F. Parish, State poultry extension division.

Show people who registered were Mr. and Mrs. John M. Sheesley, Mighty Sheesley Midway; W. C. Kaus, Kaus United Shows; Frank West, West's World's Wonder Shows; Max Linderman, World of Mirth Shows; William Glick, Glick Shows; Dave Endy, Endy Bros.' Shows; W. R. Hicks, L. E. Roth, Blue Ribbon Shows; Matthew J. Riley, Strates Shows; E. A. Reid, Reid Greater Shows; Max Gruberg, World's Exposition Shows; Eddie Lippman, Marks Shows; Yates and H. M. Smith, Smith's Band; John W. Wilson, Izzy Ceflin, Ceflin & Wilson Shows; Tony Vitale, Ohio Display Fireworks Company; P. A. Conway, American Fireworks Company.

## Fair Meetings

Texas Association of Fairs, January 25 and 26, Baker Hotel, Dallas, Ed C. Burris, secretary, Lufkin.

Association of Agricultural and Industrial Fairs of the Southeast, January 24 and 25, Winter Haven, Fla. E. Ross Jordan, secretary, Macon, Ga. Western Fairs Association, January 25 and 26, Hotel Whitcomb, San Francisco. Charles W. Paine, secretary, Sacramento.

Pennsylvania State Association of County Fairs, January 29 and 30, Penn Harris Hotel, Harrisburg. Charles W. Swoyer, secretary, Reading.

Wisconsin Association of Fairs, January 30-February 1, Hotel Schroeder, Milwaukee. J. F. Malone, secretary, Beaver Dam.

Association of Tennessee Fairs, February 5, Noel Hotel, Nashville. O. D. Massa, secretary, Cookeville.

New York State Association of County Agricultural Societies, February 19, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, Albany.

SECRETARIES of associations should send in their dates, as inquiries are being made.



## Fair Grounds

**AUBURN, N. Y.**—Stockholders of Niagara County Agricultural Association in annual meeting in Lockport voted to hold another fair in September in spite of a \$4,473.25 deficit last year. One hundred stockholders attended.

**DOVER, O.**—The 1934 Tuscarawas County Fair left \$33.01 in the treasury after disbursements of \$10,549.31 were made. Gate receipts were \$3,126.36 and grand stand netted \$487.25. Concession revenue was \$276 and membership ticket sales \$970. No permanent improvements are contemplated. Horse racing will be retained.

**PARIS.**—Under direction of Gaston and Ferdinand Akoun, a big "colonial" exposition is under way in a large hall on the Champs-Elysees. Besides exhibits there are numerous shows and other attractions. Gaston Akoun is at present in America in search of attractions and amusement park devices.

**WASHINGTON, D. C.**—Buildings and other equipment of Fayette County Fairgrounds may pass under the sheriff's hammer as result of a judgment of \$5,754 taken against the Fayette County Agricultural Society by the old Fayette County Fair Company on a note for \$7,200 executed by the defendant society on July 1, 1927, when control of the grounds passed to it. The sheriff has been instructed to levy on the property.

**FREDERICK, Md.**—Dr. Charles H. Conley, president, reported to Frederick County Agricultural Society that the 1934 fair here showed greatest profit of any in five years. This society is on a good financial basis, he said, and in addition to paying its bills, has begun to liquidate a past deficit. A total of \$3,942 was made last year. Receipts for the year totaled \$23,457.

**BEREA, O.**—Cuyahoga County Agricultural Society has reduced a 1933 deficit of \$10,613.69 to \$5,631.30. In an economy move directors voted a 25 per cent salary cut in salaries of president, secretary, treasurer and all directors. Salaries have been \$500 for president, \$800 for secretary, \$200 for treasurer and \$4 and mileage for each meeting for directors.

**ST. JOHN, N. B.**—Directors of St. John Exhibition Association expressed gratification over a surplus of \$2,000 from the 1934 fair, making it unnecessary for the association to touch the \$5,000 grant against deficit up to that maximum from city council.

**FARBULT, Minn.**—The 1934 Faribault Fair was a success, receipts being \$4,006.77 and expenses \$3,745.82, with a balance of \$260.95. A total of \$1,408.20 was paid in premiums. A resolution of appreciation of work of the late William Muscades in his many years as secretary.

(See FAIR GROUNDS on page 46)

# Cut Loosened Minn. Patrons

State fair reduction to 25 cents a success, President Bailey tells his board

**MINNEAPOLIS, Jan. 19.**—At the Minnesota State Agricultural Society's (State Fair Board) 76th annual meeting on January 9 in the Hotel Radisson President J. V. Bailey upon effects the reduction of admission to 25 cents had produced. They were very satisfactory to both the fair and the amusement people, he said. The fair patrons, having paid but a nominal sum to enter the grounds, were more inclined to spend once they were inside. The profit for 1934 was sustained not only by a careful paring of the budget but by largely increased receipts due to the more liberal spending within the grounds.

The public gave hearty support in every way, he said, and readily fell in with the policy of "Everybody Pays." Many improvements were made during 1934 thru State and federal funds. Chief were the conservation building, a trolley entrance and new arterial streets, with extensive repairs and painting of older buildings. There are about 150 buildings on the grounds, most of them being of frame construction and some having been erected as much as 80 years ago.

## Money Made by All

President Bailey stressed the wisdom of replacing these frame buildings with fireproof structures as rapidly as finances will permit. Such replacement will greatly reduce cost of maintenance, he said. At present maintenance costs run close to \$48,000 a year. The 1934 fair was a success from every standpoint, the president stated. All of the concessioners as well as the fair itself made money. Outlook for 1935 is very bright, he said. A fair indication of what to expect was contained in a wire from Carl J. Bedimayr, Royal American Shows, who said receipts at Largo (Fla.) Fair, where the Royal American Shows played, were double of those of a year ago.

Following reports of secretary and treasurer, Herman Roe, Northfield, spoke on *The Value of the Fair to the State as Viewed by an Ex-President*. He reviewed history of early Minnesota fairs and traced connection between fairs and progress in interesting fashion. J. B. Staek, pinch-hitting for L. P. Zimmerman, told something of the plans of the ERA for 1935.

## Sees Recovery Coming

President Bailey turned the chair over to D. J. Murphy, vice-president, who introduced J. P. Riordan, general agent of the Farm Credit administration, who told something of what the farm credit administration is doing for farmers. Harry G. Davis, director of research, Farm Equipment Institute, Chicago, on *And Then Came the Dawn*, reviewed troubles thru which farmers, along with everyone else, have passed since 1930. Then pointed out unmistakable signs of recovery now evident in greatly increased sales of farm equipment.

In 1929, he said, sales were 117 per cent of the general five-year average. In 1930, beginning of the depression, they fell to 97 per cent of the average; in 1931 to 63 per cent and in 1932 to 20.0 per cent. A slight increase was noticed in 1933, and in 1934 the figure was back to 80 per cent. Mr. Davis predicted that 1935 will see a still greater advance and that all indications point to substantially better conditions in all fields.

# Fair Elections

**DARLINGTON, S. C.**—Darlington County Fair elected J. N. Kirven, president; E. E. Gandy, vice-president; D. D. Witcover, treasurer; Max Isaacson, secretary.

**GRUNDY CENTER, Ia.**—Grundy County Fair Association re-elected R. S. Plager, president; Charles Stubbs, Lyle Hawn, vice-presidents; C. W. Mooty, secretary.

# WITH THE Trotters



By EDWIN T. KELLER

The Hambletonian Stake of 1935, most sought after of all harness horse classics, be worth considerably more than the \$25,000 in 1934. A total of 33 3-year-old trotters were in line for the rich prize on January 1, when the \$250 payment was required for each youngster to be kept eligible.

This is 10 more than made the January 1 payment in 1934; hence, there already is \$2,500 more in the pot. There is another payment due on the 3-year-olds, the \$500 starting fee which must be paid on all starters the day before the race. Records indicate that probably not more than 10 colts will make this final payment, and if that number does make the payment the field this coming summer will race for a purse of around \$33,000 instead of \$25,000.

For the Hambletonian Stake of 1936 the number kept eligible by making the \$200 payment on the first of the year on the new 2-year-olds stands at 83, the same number that were kept eligible a year ago, all of which should be pleasing to harness horse followers.

No doubt the increase of 10 colts that made the \$250 payment is due in part to the fact that the 2-year-old trotters of 1934 were as a whole not anything to brag about, not being up to standards of previous years. The season produced a total of 21 2:10 juvenile youngsters, the same number that appeared in 1933, but the class of its members with few exceptions is nothing to brag about.

## Two Top Choices

Outside of four of five youngsters the 1934 colts were just ordinary performers and of these there were only two that really stood out, Lawrence Hanover, 2:02, and Greyhound, 2:04½, top choices for the 1935 Hambletonian.

These juveniles rank with the best that have ever appeared. Lawrence Hanover, who cost \$8,700 at the 1933 New York sale, made good in a big way, winding up his season by joining his full sister, Hanover's Bertha, as the world's champion 2-year-old trotter by his record mile in Lexington, Ky., in 2:03 flat. Where Lawrence Hanover was a high-priced yearling, Greyhound was not, costing his owner, E. J. Baker, Sr., Charles, Ill., \$900 at the Indianapolis sale in 1933. But the price did not make the horse, as he was top racing colt of 1934, racing in 2:04½, in Syracuse to win the \$3,000 Horseman Futurity and become the first 2-year-old gelding in history ever to trot faster than 2:05½ in a race. Close followers of the sport rate him better than Lawrence Hanover, and they also hold that had his trainer, Sep Palin, sent him for a trip against the watch he would have trotted in 2:03, or better.

Next in line are Silver King, 3:06, who defeated Lawrence Hanover in winning the \$7,000 junior Kentucky Futurity last fall in Lexington; Belvedere, 2:05½, the filly from the Ben White stable, as is King Ben, and Zillah Hanover, 2:06¼, fastest juvenile filly of 1934. The Eastern-owned colt, Prince John, 2:07, of the Walter Cox stable, Goshen, N. Y., can also be counted in the first group.

## Eyes on Hambletonian

Of the other eligibles only three sport records of 3:10 or better, these being Chica, 2:09, that Will Caton, who won the stake with The Marchioness, 1:59¼, has in charge; Flaxey Volo, 2:09¼, also from the same stable, and Alicea, 3:10. (See TROTTERS on page 47)

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### Seek Frisco Space As Site Spat Rages

SAN FRANCISCO, Jan. 19.—While officials of San Francisco Bay Exposition, Inc., are devoting their energies to financing a world's fair here, hundreds of applications for concessions are being received.

Plans for all types, from hot-dog stands to huge educational and scientific displays, have been advanced. President Leland W. Cutler revealed. One applicant is A. J. deRijdt, who built and operated the Belgian Village at Chicago's A Century of Progress. Now in Antwerp, he proposes to build a Belgian or Venetian Village at the 1938 World's Fair. Applications will not be acted upon until scope and site for the expo have been determined.

A battle is on over locality for the 1938 bridge fair site. Several are being considered, with backers of Lake Merced location declaring they have better than a 2-to-1 lead over other localities as the choice.

### Canadian A Circuit Acts for Great Falls

GREAT FALLS, Mont., Jan. 19.—W. F. O'Leary was re-elected president of North Montana Fair at the 1935 organization meeting. Also re-elected were G. T. Boyd and W. H. Bertsche, vice-presidents. Other members are O. S. Warden and Sam Stephenson, succeeding B. I. Steinmetz and Frank McPherer. Mr. O'Leary has been president since January 28, 1933.

By unanimous vote it was decided to hold the fair this year in conjunction with the Canadian A circuit. This, it was explained by Harold F. DePue, fair manager, will put North Montana Fair on the same circuit as those major fairs, enabling attractions to be booked here which it would otherwise be impossible to obtain.

Mr. DePue and Mr. Boyd were named to attend the annual Western Canada Fairs Association meeting in Winnipeg on January 21-23. Dates will be fixed for the Canadian fairs and North Montana Fair here.

### FAIR GROUNDS

(Continued from page 45) tary, was adopted at the annual meeting.

OSHKOSH, Wis.—Net profit for 1934 Winnebago County Fair was \$568.20, with receipts \$19,815.94 and expenditures \$19,047.74. Gate receipts totaled \$6,443.55 and grand stand \$2,256.23.

### NEBRASKA SHY

(Continued from page 44) Fair-mutual advocates asked that the plan be allowed to work two years before the levy starts, but the fair men want the rules to be made according to the campaign literature and rise or fall with the proposition together.

Free and pay gate fairs, argued by Mr. Matzke and Kenneth Wherry, Pawnee County, were the high spots of the meeting. Mr. Wherry, greeted by tremendous applause several times during his address, spoke not so much of the pay gate as for increased showmanship, merchandising one's product and dramatizing each event. Sounding a moral note, he said: "A smutty show has no place on any fairgrounds and people who insist on putting them on should be run out of show business as far as fairs are concerned."

### Contracts Are Landed

E. C. Scheffelbein, Wahoo attorney, warned that agricultural societies should incorporate to take away liability of individuals of a group in case of suit.

President Miller in his annual address made this statement to interested bondholders of the grand stand: "Those who invested in the \$250,000 grand-stand bonds did so in good faith and they should be taken care of. The Legislature should appropriate the necessary funds to take care of the bonds and the accumulated interest thereon (total about \$280,000)."

At the annual banquet, John Ledwith, Lincoln attorney, was toastmaster. Entertainment was thru courtesy of Chris Lyck, fireworks man, and included Dorothy Sorky, five-year-old acro dancer, furnished by Grace Russell; Murphy Family of youngsters and Hazel Vincent's Vincerettes, girl line. And from the agents' standpoint this

year's meeting was better. C. O. Baldwin, Williams & Lee, took the Bellville contract for \$2,500. Barnes-Carruthers, thru Jack Polk, landed West Point, Culbertson and Trenton shows. Billie J. Collins placed the Great Wilno cannon act in a trio of spots. Grace Russell took the David City Show.

### Attractions Folk Present

Attractions and concession men present included Illinois Fireworks Company, George M. McCray; Thearle-Duffield Fireworks; Rny Anderson; Wizard Novelty Circus, Jack O. Wzillard; Lyck Fireworks Company, Chris Lyck; Barnes-Carruthers, M. H. Barnes, Jack Polk; Yellowstone Shows, W. S. Neal, Eddie Lynch; Tucker's Novelty Circus, H. M. and C. F. Tucker, Buster Goodwin; Billie J. Collins Attractions; Trux Fireworks Company, B. C. Trux; Regalia Manufacturing Company, Frank Van Brocklin, Frank Sharp; Program Service Company, M. O. Phelps; Crawford Public Address, J. B. Crawford; Stryker & Cogger Rodeo, John A. Stryker; Public Service Catering Company, Jay Barton; Giant Sound Service, John Moon; Williams & Lee, C. C. Baldwin; Graham's Western Riders, Ollie Graham; Grace Russell Attractions; Collins United Rides, R. J. Collins.

SHORT SNAPS: Convention had the laugh on Van Brocklin and Frank Sharp when their complimentary badges showed up without pins. . . . Chet Marshall said the county fair treasury for the association was \$72 heavier than last year, with a \$600 balance. . . . Jack Polk pulling his Eureka gag with astounding success. . . . The Billboard was given a vote of thanks and recommended by President R. O. Johnson as the necessity of every fair secretary. Mike Barnes will attend the next convention in overall; he says it's bad psychology to be dressed up. . . . Two cars of entertainers turned over coming from Omaha to the banquet and not one of the 12 people involved was hurt.

### BIG TURNOUT

(Continued from page 44) form of a tax receipt, must be passed to the consumer by the vendor. If pop is to be sold so that the tax included will bring the purchase price to 10 cents, then it must be sold for 9 cents and 1-cent tax assessed. The vendor, it was explained, will in no case be allowed to assume the tax. It was announced that the State will have special deputies to enforce this type of tax.

### Holderman on Progress

"Fairs are making marked progress and are being restored to a sound financial basis," said President Holderman in his annual address. "In the past year they have had better and more exhibits and better attendance, and more people are taking active interest in them than for many years. The past year has seen more and larger improvements than for many years past and grounds are more attractive, sanitary and inviting in every way."

"Only a few years ago there were many people who had grave fears about the future of fairs and were free to express themselves that fairs were slipping and would soon pass out of existence." But I for one, for the past 25 years, have always advocated and expressed myself publicly that fairs have lasted for ages, that they would not pass out, but would continue for ages to come, as there never was and never will be anything that can take their place in the important part they play in the social, financial and industrial life of our country.

"I take off my hat to those who have the business of managing fairs, for it seems to me that nothing, unless it be farming, takes a greater degree of fortitude, resourcefulness and ability than to bring a fair thru such a depression as we have been experiencing. Many times unfavorable weather and 101 other difficulties spring up and must be met with calm and patience. We rejoice that in spite of depression and many reverses that most of the fairs are enjoying almost real prosperity. . . . Not only should fairs be profitable to the farmers, but they should be made attractive and entertaining to commercial and other interests. Budgets should be evenly balanced, not lopsided."

### Banquet Attendance Up

The banquet in the Deshler-Wallick ballroom Wednesday night had largest attendance in many years, according to President-Toastmaster Holderman, more than 600 being present and indicating the upturn in interest in Ohio fairs. Two veterans on the program were

unable to be present. Honorary President Myers Y. Cooper, former governor of Ohio, and former President A. P. (Put) Sandles, who is ill. Mr. Cooper is still in White Cross Hospital, Columbus, recuperating from a fractured vertebra suffered in an auto accident some weeks ago. It was the first meeting of the association he had missed in 20 years.

Attorney-General John W. Bricker, former Congressman Martin L. Davey and the new governor, Martin L. Davey, made addresses of more or less political tinge and all were enthusiastically received. Wit was contributed by Thurman (Dusty) Miller, noted editor-humorist. Among honored guests was Charles M. Beer, assistant director of agriculture and State fair manager.

Known as the "fair men's friend," Director of Agriculture Earl H. Hanefeld was given a rousing greeting as he reviewed the progress made in the past three years in management of Ohio fairs and co-operation of their boards with his department. He announced that \$800 State aid is awaiting all fair boards who have presented acceptable reports. He declared attendance at Ohio fairs had increased threefold in 1934 over 1933, which, he said, is evidence that agriculture also is recovering.

A snappy, colorful floor show was presented during the banquet by the Gus Sun Exchange, with Bob Shaw in charge. Among the numbers were those by the Gus Sun Revue, which included the Londonsers, stage band; Burns and Bailey, smooze; Dancing Rockets, Hester Bailey, Doreen Sisters and Ed Strassburg and his educated chimp, Sammy. Personnel numbered 25.

### Better Spirit Displayed

Among attractions people, firms represented and visitors were Sam J. Levy, Mr. and Mrs. Jack Champion, Barnes-Carruthers; B. Ward Beam, Congress of Daredevils; Henry H. Lueders, United Booking Association; Gus, Pete and Jack Sun, Bob Shaw, W. C. Senior, Gus Sun Booking Exchange; Jack St. Julian, the St. Julians; American Fireworks Company; C. L. Kamm, Baum's Circus and Rodeo; C. L. Williamson Rodeo; Harrison Company; D. Michele, Harry Lesinger, Hudson Fireworks Display Company; Regalia Manufacturing Company; W. C. (Bill) Fleming, H. William Pollock, Poster Print; Selden's Attractions; J. R. Edwards, shows and rides; Floyd Gooding, J. F. Enright, Gooding Greater Shows; United Fireworks Manufacturing Company; Harry Taylor, Johnny Davis, Harry Taylor Rodeo; Col. Gatewood, Flying X Rodeo; S. C. Schafer, promotions; Frank F. Turley, "Cy Milklin, the Buckeye Rubbe"; Jim Fleming, Columbus; J. F. Murphy, Fiquo, O.; Edwin T. Keller, Cincinnati; E. B. Kelley, Hillsdale, Mich.; Claude R. Ellis, The Billboard, Cincinnati; John Galligan, E. L. Huffman, Win Kinnan, Camden, O.

One of the liveliest delegations came from Antaresin County Fair and comprised Secretary E. W. Humphrey, Director Jay Young, Speed Secretary Elmer Tyler, and Chairman John Creamer, attractions committee.

Reappointment of Earl H. Hanefeld as director of agriculture by Governor Davey was especially pleasing to the Ohio fair officials, as the director has been a staunch friend and adviser of them all.

There has been a marvelous improvement in morale and a great increase in pep among Ohio Fair men in the past three years.

### OPPOSITION TO

(Continued from page 44) a matter of "encouraging agriculture and increasing premium prices which brings the farmers to the fair, together with operating with the aid of the agricultural department of the State as well as the aid of county agents in handling the agricultural and live-stock features of the fair.

"Any fair will be on the way to success at once pursuing such a policy," he said. "Only the agricultural features are brought to the fore and you have placed yourself on the way to securing the respect and support of the various civic organizations, newspapers and other essential local public spirited citizens' co-operation."

### Hamid Makes Appeal

Mr. Hamid made an appeal to fair secretaries and midway managers "to get together and eliminate hypocrisy, connivance, prohibitive prices and get down to business and take an inventory of themselves and their organizations,

and make the midway men toe the mark by going on record and demanding legitimate concessions and clean midways, and by making a contract on the basis of live and let live."

Following along the line emphasized by Mr. Hamid, Charles A. Somma, managing director of the Virginia State Fair, said:

"I have contended for several years that an absolutely clean midway can be conducted at any fair. The first rule is to abandon the former policy of selling the midway for a fixed sum and allow carnival companies to bid and select the highest bidder."

"In 1934 it was my policy to demand in the contract that certain games be eliminated, specifying same in contract. At our 1934 fair this contract was lived up to and results were more than satisfactory. Our attendance in 1934 increased more than 20,000 over 1933 despite the fact that we were completely rained out the last two days."

"I firmly believe that when fairs abandon the method of selling midways at a flat price and contract on percentage the sooner the crooked concessioner will be eliminated."

### No Action on Mutuels

W. J. Carter, secretary of the Virginia Horse Breeders' Association, sought to obtain the co-operation of the fair association in securing the passage of a bill to legalize horse-race betting in the State. However, the fair secretaries took the same position they did last year on this question, preferring not to take any action as a body on this matter. A bill sponsored by the Horse Breeders' Association to legalize horse-race betting passed the House of Delegates at the last session of the Legislature, but was defeated in the Senate. Mr. Carter said that the fight would be renewed at the next session of the General Assembly.

Greater prominence is to be given to juvenile activities at future fairs, according to the decision reached by many of the secretaries. Work of 4-H Clubs, Future Farmers of America and local home demonstration clubs is to be stressed, they said.

Officers of the association were re-elected as follows: H. B. Watkins, president, Danville; T. B. McCaleb, vice-president, Covington; T. L. Feltz, vice-president, Galax; E. V. Breeden, vice-president, Orange; Charles A. Somma, vice-president, Richmond; C. B. Ralston, secretary-treasurer, Staunton.

Next year's meeting will again be held in Richmond in the John Marshall Hotel, tentative dates being January 14 and 15.

### Wood Banquet Emcee

For the banquet Monday night on the entertainment committee were Mr. Somma, Mr. McCaleb and T. Gilbert Wood. The latter as emcee introduced Col. John O'Grady, Richmond, speaker of the evening. Mr. Hamid furnished excellent entertainment of high-class acts.

Among those representing carnivals were Harry Hauck, Joe Casper, Joseph Allen, Edward Braamsen, Frank Bergen, G. Snellens, World of Mirth Shows; J. H. Marks, Walter Holliday, James M. Raftery, Marks Shows; L. E. Roth, W. R. Hicks, Blue Ribbon Shows; C. G. Dodson, John Bailie, Dodson's World's Fair Shows; J. V. Lyles, E. Lawrence Phillips, Johnny J. Jones Exposition; Mr. and Mrs. John M. Sheesley, Mr. and Mrs. Charles H. Founds, G. W. Crocraft, Mighty Sheesley Midway; Jack Wilson, Harry Dunkel, Cetlin & Wilson Shows; William Glick, Lee Schaffer, William Glick Shows; Matthew J. Riley, Strates Shows; Billy Ritchey, Marie Ritchey, Billy Ritchey Water Circus; Frank West, West's World's Wonder Shows; Ben Davison, H. Bantly's Shows; Ralph Endy, Dave Endy, Endy Bros.' Shows; Kaus Bros., Kaus' United Shows. Fireworks companies represented were the American, International and Ohio Display.

Among other representatives were Ernie Brown, Tri-State Motor Speedways Association; W. B. Eddington, Metro Show Print; Albert A. Hall, Bert Hall-Band and Orchestra; Mrs. Henry Roeller, Roeller's Amplifying Service; A. L. Huband, Dixie Auto Supply; James Guzzy, Mrs. Birdie Guzzy, Guzzy Concession Company; Jack L. Greenpon, concessionary; Ralph Lockett, formerly with the Marks Shows, now advertising manager of The Newport News-Press, and U. M. Bland, veteran fair executive, for years with Virginia State Fair Association, Clarence T. Riddick, assistant general manager of Virginia State Fair, on the entertainment committee, was busy welcoming visitors.



By CLAUDE R. ELLIS  
(Cincinnati Office)

FIRST roller-skating rink to operate in Detroit in about two years was scheduled to open on January 23 at Madison Square Gardens, under management of Bert Randall, secretary of the National Skating Association. The former Roller Palace, built in 1915 and converted into Daneland and Hollywood Ballroom five years later, has been remodeled. The building has been cut off at the front due to widening of Woodward avenue, but the hall itself has been cut off only 20 feet. A new ballroom being built on the second floor at the front will be managed by Whitfield F. Jackson as an old-time dance hall. The new front is in modernistic style. Edward and Orville Godfrey, professional skaters, Flint, Mich., are partners in the enterprise. Orville Godfrey was summer manager of the rink in Walled Lake (Mich.) Amusement Park. The Madison Square program calls for one night weekly of roller hockey, with a pro team playing in the National League. Hockey is expected to play regularly to a capacity crowd of 2,800, which can be seated in the new garden. Bowling will be scheduled Monday nights. The remaining nights public skating will be the order. There will be matinee skating every day, the first rink in Detroit to offer afternoon skating in 12 years. Frank Kutzen, now manager of the rink in Eastwood Amusement Park, East Detroit, will bring his five-piece band to the new Madison Square. Eastwood Rink being scheduled to close after a successful season. The staff includes many familiar skateland figures: Gilbert Axel, chief instructor; Leonard Godfrey, in charge of skate boys; J. Godfrey Sr., skateroom; J. S. Thompson, Miriam Edwards, checkroom, and Milton Echewe, tickets.

RED RHODES, East Liverpool, O., won the finals in the tri-State roller-skating speed tournament on January 13 in Windland Auditorium Rink in that city. He was awarded a gold medal and engraved roller skates. The final race was bitterly contested with Vic Dray, who battled it out with Rhodes most of the way. A capacity crowd was on hand, according to Manager Dillon.

LILY ANDERSON, pro figure-skating champion of Sweden, is giving exhibitions in Jeff Dickson's Palais des



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Sports Rink, Paris. Sonja Henie, Norwegian ace figure skater, seriously injured her hand while training in Villars, Switzerland. Mark and Erik, roller skaters, are at the Apollo in Dusseldorf, Germany.

A SERIES of races was arranged between Manager Hirsch, Brownstown (Pa.) Roller Rink, and Manager Jack Dalton, Olympia Roller Rink, Lancaster, Pa., reports Roy Thompson, assistant manager of Olympia. Manager Hirsch accompanied his racers to Lancaster and a good crowd saw the events. Ethel Weidman, Brownstown, won a quarter-mile ladies' race in 1:38. A novice race half-mile was won by Paul Lepas, Olympia, in 2:35. The third event over the 16-lap track was won by Laird Pitts, Olympia; one mile; time, 3:23. Jack Dalton was starter. Judges were Manager Hirsch and M. McGowan and Roy Thompson was time-keeper.

CENTRAL Garden Rink, first new one there in 12 years, opened in Allentown, Pa., in the building of the old Manhattan Rink, out of business six years, with Ed (Iggie) Rau, champion marathon roller skater, as manager for Nick Mekosh, president of N. & J. Rink Company. The concern has 10 rinks in Pennsylvania. About 750 attended the opening and tried out the 100x220-foot clear floor. All equipment is new. Manager Rau announces. Hockey is being featured as a big draw. There are door prizes three times a week. The N. & J. Company expects to open two more rinks soon. Iggie started as a skate boy 12 years ago.

SMITH'S Iuka Gardens Roller Skating Rink, Columbus, O., is having good business under the usual efficient management of the veteran, George Smith, reports Armand J. Schaub, Cincinnati, a recent rink visitor. Patrons apparently prefer the amplified orthophonic music being used instead of band organ. Schaub was impressed with the cleanliness of the rink and the waste-basket system for candy wrappers and other debris. Skate room is in charge of Sam B. Murphy. The no-tipping rule is enforced except with skateboys. Owner Smith, who is putting in his 31st consecutive winter season in one place, advised that he is still using the floor which was installed over 32 years ago. It is inlaid of 1 1/2 by 1 1/2 maple and has an annual cleaning and resurfacing. Elmer Ebler, who has been floor manager there many years, is assisted by his wife, who gives special attention to feminine patrons. Many oldtimers come to the rink, including Ira Russell, vet fancy skater. Beginners are segregated and there are separate compartments for private skates. Races and parties are keeping the rink lively each night.

WHILE the skating act, Earl Jack and Betty, were playing in Baltimore were guests at a private skating party given by Manager Elmer Henning in Charles-Mt. Royal Rink on January 15. There was much fun when some of the girls of the N. T. G. Revue chorus put on rollers for the first time. Frankie Conville, comic; Famous Kadu, tumbler; Barney Dean, and the entire company were taken by the host to a supper in the Southern Hotel. Manager Henning on January 11 held the first amateur one-hour race that has been put on there in seven years. The eight entrants did well, considering short notice. Six finished as follows: Elmer Berger, 280 laps; Calvin Shields, 278; Boots De Baufre, 274; Jimmy Norris, 271; Billy Hartman, 265, and Otis Simpker, 263. Wilson Bull and John Meyers dropped out after a half hour. The first roller hockey game of the year was on January 12, when the Kratzer Tigers came from Lebanon, Pa., to defeat the Mar-Del Club, 1 to 0.

**English Skating**  
By CYRIL BEASTALL

DERBY, Eng.—England is little larger than the State of Ohio, but this season we have 100 roller-skating rinks open, and it is by no means a boom period, several parts of the country being badly hit by trade depression. The largest roller rink in the world now open is the Embassy in Birmingham, Eng., with an actual skating area of 31,000 square feet. Its nearest rival for honors, so far as mere size of floor is concerned, appears to be Rollerdrome, Culver City, Calif., with 25,875 square feet of skating surface, but I would add that Alexandra Palace and Forest Gate rinks, London,

lead the way so far as patronage is concerned in England today.

There are many others rinks of lesser note, but these are the most consistent in many respects:

Rink	Town	Floor sq. ft.	Open
Embassy	Birmingham	31,000	1929
Alexandra Palace	London	23,100	1908
Forest Gate	London	17,600	1920
Batley	Yorkshire	15,200	1930
Majestic	Manchester	12,000	1908
Pier Pavilion	Herne Bay	5,000	1901
New Palais	Derby	4,700	1931
Municipal	Derby	4,000	1908

Alexandra Palace has staged most of the NSA championships in recent years and is the rendezvous of the top-notch speed men in this country. A. P. being the champion relay team of Great Britain; also the crack London roller hockey team has its headquarters here. Forest Gate gets a packed house almost every night and is a favorite for dance and figures people, music being by a military band, which operates from a portable band stand in the center of the floor. Herne Bay, Manchester, Derby and Batley are the hotbeds of roller hockey in their respective districts and in this country the hockey game certainly attracts a large crowd when a first-class match is to be seen.

Herne Bay, first team, are club champions of Europe and have been top-dogs in England since 1930, when Paversham began to drop back. At Manchester Cheetham Hill leads the way, being Lancashire league champions. Here Bill Wood is the leading light, being a power player and has been in the game for 26 years both as a player and a rink operator.

At Derby are two small rinks in respect to size, but which are big in other respects. New Palais having the champion team of the northern and midland counties, and also from Derby come some of the leading dance and figure skaters, including Jim and Joan Lidstone, 19 and 17, who have beaten all comers at roller dancing the last two years. Mention must be made of Bob Hulme, roller skater par excellence, who runs the floor at the New Palais Rink. Here we have a great performer, versatility personified. Hulme holds the NSA gold standard dance medal, silver standard for figures, is one of the fastest speed men in the country and an international roller hockey player of the first water, whose stickwork is a delight to the eye and the talk of all hockey enthusiasts over here.

**TROTTERS**  
(Continued from page 45)

owned by William Hughes, Cleveland. These 10 colts constitute the number that were able to secure 2:10 or better records during 1934. The remainder of the 33, or the biggest part, did little if anything thruout the past racing season to warrant possibility of their coming thru on race day to drag down the biggest portion of the prize.

This, however, does not mean that a dark horse will not show up from among this second group of 23 colts. One can look for at least one or more candidates to show from this group before the big day that will likely develop into hardy contenders. The past year Princess Peg, who had never raced as a 2-year-old, won the opening heat and then was just beaten in a bitter four-heat struggle, and then turning right around in Lexington and taking almost the same field into camp in the \$14,000 Kentucky Futurity, which led to her sale to Walnut Hall Farm for a fancy figure.

Between now and the middle of August in Goshen, N. Y., where the big race will again be decided, as it has been for the past four or five years, the 33 candidates will be closely watched by all followers of trotting, and the race by that time should develop into another of its wide-open contests; it certainly will if "Goshen luck" runs true to form again.

**FAIR ELECTIONS**

(Continued from page 45)

treasurer; J. Vanderwicken, secretary; William Bakker, Eldon Hasbrouck, John Conrad, Dirk Boven and Harry Lynn, directors.

LANCASTER, Wis.—Grant County Fair Association elected Allen Apperlie, president; H. E. Nauman, vice-president; M. W. Irgena, treasurer; I. A. Vesperman, secretary.

FAIRMOUNT, Ind.—Grant County Agricultural Fair Association directors re-elected Oren E. Peiton, president; I. E. Carter, vice-president; Victor A. Selby Jr., secretary; John H. Scott, treasurer.

HUNTINGDON, Tenn.—Carroll County Fair Association elected J. Sam Johnson, president; G. W. Farish, treasurer; F. R. Bennett, general manager; W. L. Noell, secretary; J. H. Williams, auditor and advertising; J. P. Walters, concessions manager; and W. S. Priest, finance.

DAYTON, O.—Montgomery County Fair board re-elected Fred Van Allen, president; C. O. Neff, vice-president; O. E. Brown, treasurer; Ralph C. Haines, secretary-manager.

EBENSBURG, Pa.—Ebensburg Fair Association elected: President, Ira Bloom; secretary, Rowland G. Davis; speed secretary, James A. Wilkinson; treasurer, L. P. Crouse; corresponding secretary, Mary Rupp.

BEREA, O.—Cuyahoga County Agricultural Society elected J. E. Wise president. Secretary E. J. Orvis and Treasurer H. P. Richards were re-elected. Vice-presidents are V. D. Croft and G. H. Footc.

VAN WERT, O.—Robert A. Wilkenson was elected general chairman of Van Wert Centennial committee, which will plan the city's 100th anniversary celebration to be held thruout 1935. E. C. Humphries was elected secretary.

DUNGANNON, Va.—Scott County Fair Association elected: President, A. D. Bragg Jr.; vice-president, O. B. Dingus; treasurer, W. F. C. Blackwell; secretary, H. L. Stallard, Gate City. The board voted to become a member of Virginia Association of Fairs.

WAPAKONETA, O.—Harry Kahn was re-elected secretary of Auglaize County Fair, his first term last year having marked success. A. J. Gierhart was elected president; P. F. Grassale, vice-president; J. H. Frische, treasurer.

FARBBAULT, Minn.—Faribault Fair and Agricultural Association elected Herman Budde, president; Chase Batchelder, vice-president; John Gloc, treasurer; Dr. Carl Hansen, secretary, succeeding the late William Musegades. New directors are Roy Johnson, H. E. Dooley, C. M. Larson and representatives to be named by Senior and Junior Chambers of Commerce.

**A. C. MAY**  
(Continued from page 42)

for the paid portion of beach has not been decided, but will be fixed in next three weeks," said Mayor Bradway.

It is reported that mayors of other resorts in this section plan to take advantage of this action by putting on high-powered campaigns advertising "free beaches" and creating an impression that the entire strand of Wildwood and Atlantic City is taxed.

Amusement men have not as yet expressed opinions, altho it is thought they will not approve, as they fear such action may be a detriment to record crowds anticipated and needed for their own biz in the belief that bathers will flock to tax-free beaches. Such an "experiment" was tried out at the Inlet in Atlantic City three years ago and flopped.

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# COHEN AFTER RAIL RELIEF

## Excessive Rates To Be Opposed

ACA Counsel plans hearing with railroad execs—wants shows' co-operation

CINCINNATI, Jan. 19.—General Counsel Max Cohen of American Carnivals Association, Inc., who has already made some headway toward shows traveling by railroad receiving relief from what is claimed exorbitant charges of various kinds, is preparing to make extensive effort, with the co-operation of showmen, in behalf of lower show-movement charges and elimination of "parking" costs while shows are exhibiting at towns.

Mr. Cohen writes *The Billboard* relative to the issues involved and his plans and suggestions as follows:

"One of the major problems which confronts the carnival industry at this time, as has been previously indicated, is the absolute necessity of reducing the cost of railroad transportation, and either decreasing or, better yet, abolishing the demurrage—better known as 'parking charge'—for rolling stock. As one of the principal items in the 1935 program for the American Carnivals Association, our efforts shall be bent in this direction and with a view to accomplishing those results.

"It ought not to be necessary to plead for co-operation in this effort of the association and we all trust that all showmen who are alive to this major problem will immediately write us offering their support in this movement; which, after all, is for their own benefit. We are grateful to those who have thus far given our efforts support, and particularly to Jack V. Lyles, general agent of the Johnny J. Jones Exposition, who has been very helpful to us in attacking this problem for and in behalf of the showman. We are also promised the aid of Robert (Bob) Lohmar, who handled a similar problem against the Western railroads.

"As soon as our arguments and material have been prepared we plan to arrange a hearing with the Freight Traffic Committee of the Eastern railroads. The hearing will, in all probability, be held at New York City. The date, time and place will be announced as soon as available.

"We will want as many of the carnival owners, managers and other representatives as possible to attend this hearing and supplement our efforts, both by their presence and adding such verbal statements as they desire to make in behalf of the industry.

"Showmen should write me at once, (415 Central Trust Building, Rochester, N. Y.) and advise if I can depend upon them being at this hearing to assist in the fight for fairer railroad charges."

## Max Gruberg Adds to His Fair Dates List

CINCINNATI, Jan. 19.—Manager Max Gruberg of Gruberg's World's Exposition Shows advised *The Billboard* this week that the following fairs have been added to his organization's list for this year: Maryland State Fair, at Timonium; Randolph County Fair, Asheboro, N. C.; Halifax County Fair, South Boston, Va.; Galax (Va.) Fair, Martinsville (Va.) Fair, Reidsville (N. C.) Fair, Monroe (N. C.) Fair and Leaksville-Spray (N. C.) Fair.

## Chester Calhoun Engaged

JOHNSTOWN, Pa., Jan. 19.—Chester Calhoun has signed as general manager of Winters Exposition Shows, of which Harry Winters is owner, for the coming season. Mr. Calhoun advises that other members of the staff will include Lee J. Young, assistant manager; Alloe J. Winters, secretary-treasurer; William Howell, special agent; Happy Winters, superintendent of shows; Al Bartell, lot superintendent; Ed Bruce, electrician; Charles Hull, mechanic.



MRS. MARGARET HANEY is the new president for 1935 of the Ladies' Auxiliary, Heart of America Showman's Club (in this same position last issue, an error stated "Pacific Coast Showmen's Association" Martha Lavine is the new president of Ladies' Auxiliary, PCSA).

## Dufour-Rogers Takes Brussels Fair Space

CINCINNATI, Jan. 19.—A communication received by *The Billboard* this week from Law Dufour, of the Dufour & Rogers enterprises, from Brussels, Belgium, informed that he had just signed the following attractions at the Brussels World's Fair, which opens April 25: Life, Snake Farm, a freak show and a gangland show, with approximately one acre or ground space, and had taken an option on an additional 100-foot-front space for some attractions, the nature of which Dufour and Rogers will decide in the near future.

With their contracts at the California-Pacific Exposition, San Diego, and a possibility of continuing operation of some of their attractions on the world's fair grounds at Chicago, Messrs. Dufour and Rogers have a very busy season in the offing.

"When I first arrived in Brussels," Mr. Dufour's letter included, "I went to see the man who was the head of the concessions department, accompanied by Gerge Patie, who was the builder of the Belgian Village at A Century of Progress, Chicago. It appeared to him (the head of the concessions department) that Patie and myself were a couple of impostors, as some parties had represented themselves as builders of the Belgian Village at Chicago and another party in the States had corresponded and mailed photographs of our Life show front at Chicago. Misrepresentation doesn't set well over here, and the officials were very irritated over it."

## W. T. Jessup Starts Sixth Season With Mike Krekos

OAKLAND, Calif., Jan. 19.—W. T. Jessup, lately general agent Burns Bros.' Indoor Circus, has resumed his position in advance of the West Coast Amusement Company for the sixth consecutive season.

The show is slated to open at the Cloverdale (Calif.) Citrus Fair in February, and the work of preparing the paraphernalia is now under way at winter quarters here under direction of Louis Leos, assistant manager. Manager Mike Krekos is on a trip to Los Angeles to purchase two more rides, which will bring the riding devices to eight in number. Ted Levitt will have the Side Show and A. Kocos will again have the midway cafe.

## Blue Ribbon Gets Goldsboro

CINCINNATI, Jan. 19.—W. C. Denmark, of Wayne County Fair, Goldsboro, N. C., advised *The Billboard* that contract for furnishing midway amusements at his fair this year was signed Wednesday with Blue Ribbon Shows, L. E. Roth, manager, of Columbus, Ind.

## World-Mirth Adds Three Fairs to List

NEW YORK, Jan. 19.—Max Linderman, general manager World of Mirth Shows, this week announced the acquisition of three more fairs to supplement the W-M string thus far under contract for the 1935 fair season. They are the Virginia State Fair, Richmond; Trenton Fair, Trenton, N. J., and the Wilson (N. C.) Fair, all consecutive repeat engagements.

Linderman arrived back from the Virginia fair meeting in Richmond, where winter quarters are located, and reported that he had added five people to his crew occupied with the building of new fronts and new stages. He said that from present indications 1935 ought to be one of the most prosperous for carnivals and fairs in many years.

## Crouch Drome to New Deal

STARKVILLE, Miss., Jan. 19.—Del Crouch has contracted his new Motor-drome with New Deal Shows for the coming season and is shipping the attraction to the organization's winter quarters here from Houston, the show management announced this week.

Manager T. L. Dedrick also advised that T. C. Patterson of Illinois, has contracted a seven-piece band to join the New Deal Shows, on March 10. General Agent H. E. Wiggins is on a fair booking trip for the show. Jack Drake and a crew of men are at work on the paraphernalia in winter quarters.

## Ladies' Aux., HASC

KANSAS CITY, Mo., Jan. 19.—Since the holidays week festivities a number of the members of the Ladies' Auxiliary, Heart of America Showman's Club, have given parties.

Mrs. Mary Francis recently entertained the ladies with a bridge party and luncheon at the President Hotel.

After the recent installation of officers meeting the new president, Mrs. Margaret Haney, entertained the members with a bridge party and refreshments.

Friday of last week the ladies were invited to the home of Mrs. C. W. Parker at Leavenworth, Kan., and 19 went from this city. Prizes at bridge were won by Helen Brainerd Smith, Irene Lackman and Hattie Hawk. A lovely buffet supper was served and Mary Francis served coffee from the silver service that was given to the first president of the Auxiliary, Gertrude Allen, at the finish of her term of office in appreciation of her work in the club. At the table were President Margaret Haney, Myrtle Duncan, Miriam Ruple, Irene Lackman, Bird Brainerd, Etta Smith, Mary Francis, Secretary Louella Riley, Elizabeth Yearout (treasurer), Helen Brainerd Smith, Leila Vangunton and Hattie Hawk and her mother, Alta Nelson, with Mrs. C. W. Parker, Gertrude Allen, Lucille Parker and Louise Allen acted as hostesses.

## St. Louis

ST. LOUIS, Jan. 19.—J. O. McCaffery, of Rubin & Cherry Shows, passed thru the city Wednesday en route from Chicago to Hot Springs, Ark., where he will sojourn for the next 10 days.

S. T. Jessop, president United States Tent and Awning Company, of Chicago, was a visitor to the local office of *The Billboard* Tuesday when he was en route south, accompanied by Mrs. Jessop and her parents. Mr. Jessop will stop over at the South Texas Fair meeting, at Gonzales, and the Texas Association of Fairs meeting, Dallas, next week, then head for California, where he plans spending a month.

Mrs. Orville Hennies and Mrs. Noble C. Fairly left Sunday for Wichita, Kan., after enjoying many parties given in their honor last week. One of the largest parties given for them was that of Mr. and Mrs. Dee Lang at their home. Among those present were Mr. and Mrs. Bob O'Hara, of Russell Bros.' Shows; Mr.

(See ST. LOUIS on opposite page)

## Both Explanation and Confidence Appreciated

For a recent issue, an overflow of matter for the General Outdoor News section caused a number of show letters to be crowded out. The carnival editor wrote each of the writers of them, explaining the cause and also that in such cases no choice among shows is made, except that there might be some alternating when some shows have had representation in the columns for consecutive weeks. Also explained that show letters received up to Friday evenings are sent to the composing room; those received Saturdays, Sundays and Mondays must wait until the next following issue. Closed the letters with "Please show this letter to your management."

Following are excerpts from an answering letter from one of those writers (might as well give his name, Walter B. Fox)—and the tone of it is appreciated:

"Your very kind letter just received and glad to have your eminently satisfactory explanation as to why my show letter was crowded out of the current issue. Will admit that I was somewhat disappointed when I did not see it, but those things will happen occasionally. As you probably know I am partially familiar with the setup of newspapers and, while some carnival managers cannot understand why their show letters do not appear in print each and every week, I usually realize that there has been a last-minute rush when my stories are crowded out. . . . I want to thank you for writing that letter and, as requested by you, am forwarding it to Mr. Farrow at Memphis winter quarters."

## Hennies Bros. Get Dak., Minn. Fairs

MINNEAPOLIS, Jan. 19.—Orville W. Hennies and Noble C. Fairly, the latter general representative, of Hennies Bros.' Shows, who have been attending fairmen's meetings in this State and the Dakotas, returned here this week from the meeting at Fargo, N. D., and planned leaving for Dallas, Tex. While here Mr. Hennies informed *The Billboard* that they were highly successful in their bookings.

Among the fairs contracted for this year are the following: The B-Circuit in North Dakota, Jamestown, Fossenden, Langdon and Hamilton; Thief River Falls, Mankato, St. Cloud, Owatonna, Fairbault, Albert Lea, New Ulm, Blue Earth and St. Peter, Minn.; also Algona, Ia., and recontracted the Huron (S. D.) State Fair.

Hennies and Fairly have not been back to their organization's winter-quarters city, Houston, since leaving that Texas city about two months ago to attend the international fair men's convention at Toronto. Harry W. Hennies has remained at Houston attending to business matters and directing the construction of paraphernalia for the coming season.

## Robertson-Gephart To Launch a Show

DURHAM, N. C., Jan. 19.—R. E. (Doc) Robertson, last season general agent for Smith's Great Atlantic Shows, and James F. Gephart, well-known ride owner and concession man, are preparing to launch Russell's Mighty Midway Shows in the early spring. Mr. Robertson will act as manager and do the booking, and Mr. Gephart will act as assistant manager and have his rides and some concessions.

It is intended to carry 4 rides, 6 shows, 20 concessions, band and free act during the early season.

PARIS, Jan. 19.—The city council of Paris is studying the question of regulating the use of loudspeakers and canned music at the street fairs which operate practically the year round in different quarters of Paris. Police regulations already cover the use of mechanical music and loudspeakers at the commercial street fairs, but only prohibit use of same at the amusement fairs after 11 o'clock at night.



Pacific Coast Showmen's Assn.

LOS ANGELES, Jan. 19.—There was a heavy attendance Monday night to record a hearty welcome to the new president, Archie Clark, who presided for the first time at an entire meeting.

The new standing committees were definitely instructed as to their duties. At this time John T. Backmann assumed the dual duties of secretary and club manager.

Past President Cronin could not make the meeting because of press of business. There were two new members, Col. Ed Nagel and C. E. Wrightman, of Wrightman Amusement Company.

After usual routine of business the "Let's Hear It" gave opportunity for announcements and plans. Past President Orville Crafts did the usual annual invite to the folks to be his guests at the Orange Show at San Bernardino February 26.

The night of January 28 has been set for Past Presidents' Night, the meeting to be conducted by the past presidents. The affair is in the hands of Past President Harry Pink as chairman.

At end of the meeting refreshments were served. George Tipton provided the excellent lunch.

Eligible showfolks are invited to become members of this organization. The winter activities at this club will be talked about a lot. There has been a very busy season of entertainment afforded those who come to PCSA.

Heart of America Showman's Club

KANSAS CITY, Mo., Jan. 19. — The first of a series of winter dances to be held in the club's dance room last Friday on orders of the new president, J. L. Landes, was a highly entertaining affair and well patronized.

J. L. Landes and his agent, C. G. Buton, returned Wednesday from Lincoln, Neb., where they attended the Nebraska fair men's meeting.

Mr. and Mrs. John Francis, here since late December, left early this week for the winter quarters of the show in Houston.

Mr. and Mrs. W. S. Neal and Mr. and Mrs. Eddie Lynch, all of the Yellowstone Shows, left early Monday for the West.

G. L. (Mike) Wright is working out of Kansas City, making the adjacent territory.

W. L. (Bill) Britton is ill at his home in Hot Springs, Ark. While Levine left for the East to visit relatives. First visit home in many years.

The HASC banquet-ball committee's report, read at the last meeting, indicated the club will add a goodly sum to its bank balance. The report was not complete, as all program money had not been collected.

For the first six months of 1935 the special offer of \$8 for initiation fees and dues will continue. Eligibles should take advantage of this opportunity and join now—write Secretary G. C. McGinnis for application blanks and further details.

John R. Castle passed thru the city recently, en route to fair men's meetings. Harry A. Smith, general agent Southern Exposition Shows, spent several days here.

Famous Dixie Shows

PADUCAH, Ky., Jan. 19.—The writer's long-range correspondent at Memphis reports that quite a bit of work has been going on in winter quarters there. The Ferris Wheel and Chairplane have been completely overhauled and painted, and the Merry-Go-Round is now undergoing the same treatment.

The show will be enlarged the coming season, with more shows and riding devices. Mr. and Mrs. Clark Hearn will again operate the Minstrel Show. Some new territory will be played and a longer circuit of fairs. New designs in printing and advertising are being worked out by the writer, and the show will have an entirely new line of paper.

Rubin & Cherry Exposition

MONTOOMERY, Ala., Jan. 19. — Mrs. Rubin Gruberg returned a few days ago from a three weeks' stay at Hot Springs, Ark. and reported Mr. Gruberg much improved. He will take a few more of the baths and believes that will put him in pretty good shape for the coming season.

Mighty Sheesley Midway

STATESVILLE, N. C., Jan. 12. — The arrival of the new year and the members of Mighty Sheesley Midway in the midst of preparation for a complete renovation of the entire equipment of this mammoth organization.

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Showmen's League of America

CHICAGO, Jan. 19.—The Lease Committee is busy and terms of the new agreement, if any, will soon be made public. Those handling this are Dave Russell, Morris I. Kaplan and Lew Keller.

Harry Copping and H. Bantley, of Harry Copping Shows, were in Chicago on business. Their stay short, but Brother John Lorman had them as his guests at the League rooms for a while.

Brother Frank D. Shean is busy on the program for the affair of March 4. He has Brother Harry Hancock and Bill Macklin, former advertising manager and press agent of Black Forest Village, as his assistants.

Brothers Dave Robbins, Paul Olekey and Ben Feinberg have departed for Florida. Still no message from Bill Kaplan, who is among other Florida visitors this winter.

Again the Grim Reaper invaded the League membership. This time to remove therefrom Brother J. C. (Nobby) Clark, who died at the American Hospital on January 17.

CHICAGO, Jan. 19.—The Ladies' Auxiliary, Showmen's League of America, held its social meeting Thursday evening in its rooms at Hotel Sherman.

HOUSTON, Jan. 19. — The Southern Exposition Shows, which have been motorized, will this season go back on railroads. This decision was made after Mr. Francis visited the main offices of various railroads and found that they were willing to make concessions to get the show business back again.

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1500 KENO (LOTTO)

Made up in 15 Sets of 100 Cards each. Wood Markers. One Winner in the entire series. \$5.25 per Set of 100 Cards.

BINGO CORN GAMES

FROM 25 TO 100-CARD SETS. 30-Card Set \$1.00, 35-Card Set \$1.25, 40-Card Set \$1.50, 50-Cards, \$2.00; 100 Cards, \$10.00; 150 Cards, \$12.50; 200 Cards, \$15.00; 250 Cards, \$17.50; 300 Cards, \$20.00.

All Sets complete with Wood Markers, Tally and Direction Sheet. Send for Free Sample, etc. Send for Free Sample Cards and Price List. We pay Postage except C. O. Expense. Instant delivery. No checks accepted. Established 10 years.

J. M. SIMMONS & CO.,

150 North Dearborn Street, CHICAGO, ILL.

CALLIOPE SALE

Act Quick 25% reduction. Immediate delivery for Shows and Rinks. Clearance Sale New and Rebuilt Calliope, Latest 100 Models, Eight Calliope and Calliophones at

TANGLEY CO., Muscatine, Iowa

PEERLESS EXPOSITION WANTED—WANTED—WANTED

Opening Early in April. One Fiat Hido (1914-A-Whirl preferred), Kiddie Auto, Shows of merit and confining. Will finance any money-getting Show. Bedding too big. A few legitimate Concessions open. Must be neat and Gassy. Menusational Free Act. Show booked solid till Fourth of July, and we did not book by telephone this year. If you want a nice season's work, look us over. Home Address: JOE ORAWER, Care Hotel, Pittsburgh, Pa.

NOTICE

The undersigned is the only person authorized to transact business of any kind for the ESTATE OF BERT W. EARLES.

AMELIA EARLES, Executrix

WANTED Human Oddities or Unusual Freaks

For one night only, Sunday, February 3, Write to LEO HAENLEIN, 21 E. Main St., Columbus, O.

Bantley's Shows

CLARION, Pa., Jan. 19.—Everything is being made ready for the coming season of Bantley's Shows, and Owner Bantley is not sparing expense in the preparations. The rides and show outfits are new. General Agent Benny Davison is at winter quarters.

ST. LOUIS

(Continued from opposite page) and Mrs. Cliff Jewell and Robert Duvaunt, of Royal American Shows, Mr. and Mrs. Charles Goss, Lester Hutchison, Russell Erce, Circus; John Sweeney and Mr. and Mrs. Robert (Bob) Hancock, of Dec Lang Shows.

Dan Sullivan, old-time outdoor showman, is at present employed at Rivoli Theater. John W. Galligan, guess-your-weight scale operator, visited the local office of The Billboard Tuesday while visiting his friends here.

Waxo, mechanical man, passed thru the city, enroute from Chicago to San Diego, where he will join Al (Big Hat) Fisher at the California Pacific Exposition.

Johnnie Hoffman, of Dodson's World's Fair Shows, is in the city and will remain here until the show opens in April. Danny LaRouessh, cookhouse operator, arrived last week from his home in Massena, N. Y., to spend several weeks here with friends.

# MIDWAY CONFAB

By THE MIXER

SHADES of "those good old days," free acts on midways are (strongly) coming back!

MRS. MAE MACK, of cookhouse note, is located at Jenny Wren's Inn at Sebastopol, Calif., this winter.

HENRY HETH (Bowling Alley) entered his dog, Bum, in a class at the recent dog show at Eustis, Fla., and won first prize, says Harry Saunders.

These years: The front crew starts attendance early in weeks, the inside show multiplies or kills the gross receipts.

DIXIE DIXON and her Joy Girls are playing the Coates House Grill in Kansas City and putting the spot over. This is Miss Dixon's first appearance in Kansas City in eight years.

MR. AND MRS. JOHN M. SHEESLEY have been attending a number of fair men's meetings. Mr. and Mrs. Charles Pounds accompanied them to the Richmond meet.

IRA AND SYLVIA WATKINS inform that they have booked their dogs and monkeys as free acts at the Orlando (Fla.) Fair. They have a lot of new

BOBBY KORK, last season with Rubin & Cherry Shows and until recently this winter with Cramer's and Kruza's museums, has returned to Trenton, N. J., and has been organizing a girl revue to play night clubs in Trenton and Philadelphia.

JACK BRADLEY will again be mailman and salesman *The Billboard* with Endy Bros.' Shows coming season. Jack will also do the merchants' banners painting and some other work on the midway. "Sure glad to be with Dave and Ralph and handle *The Billboard* again," says Jack.

CHIMINGO SINGHALEE (Torak Michelle) postcards that he will be with Art Lewis Shows coming season, presenting one of his fire acts as free attraction and another in the Side Show, of which show he will be manager. Of late he has been doing cigar advertising in the East.

A PRESS DISPATCH issued at Toronto stated that the Ontario government will not permit the Dionne quintuplets to be exhibited as a side-show attraction nor tolerate anything "that interferes with their health or probability of adult life," according to an announcement of the

fares and with carnivals in the Middle West, is leaving Fort Wayne, Ind., for Miami, where he plans to take part in the American Air Derby, including the spot-landing contest, and will jump from the plane of Jack Edwards, former mayor of Marion, Ind.

GLADYS NOLD and her sister and brother-in-law, Jewel and Lonnie Hill, late of Rubin & Cherry Shows and Beckmann & Gerety's Shows, after spending the holidays in the South returned to Chicago to resume night-club work. Gladys writes that Thelma Lee is making a trip to San Antonio, Tex., to visit Roy Crabb, who has been critically ill.

ORLA WACH infers that Spartan Bros.' Circus Side Show has received some additional equipment, including a 16-passenger bus (purchased by Charles E. Spartan), which is receiving beautiful adornments—gold-leafed scroll work, pictures, etc., and will have a nifty trailer, and the show's Dodge truck is being overhauled. Orla and the missus expect to leave South Carolina for winter quarters at Pittsburgh in March.

Lately saw in Movie Memories, a short comedy, "Mrs. Flynn's Coat." The location in part was the midway of Sol & Rubin Shows, at Luzerne, Pa., in May, 1916, and among the extras and bit players from that midway were several old-timers, like William Eskerode, P. S. McLaughlin, Henry Hoyn, Tommy Young, Bob and Clara Wagner, and others. Incidentally, those were the "willing days," when "depression" was found only in dictionaries.

ALOA THE ALLIGATOR BOY says he had a good outdoor season with Sol's Liberty Shows and will return to that caravan the coming season—"with a bigger and better alligator show." This winter he is with Al C. Beck's Oddities playing indoors in the Middle West. Incidentally, Aloi (William Bradley Smith) infers that his sister, Maud M. Smith (billed as Alice the Alligator Girl), has announced that she will wed Alfred Green, known as Alfred the Alligator Boy, in the near future.

CAROLINA MINSTRELS, management of Purl Shields, recently closed its independent dates tour and went into winter quarters at Branchville, S. C. Doc Anderson and wife, Evelyn, trombonist and vocalist, respectively; Henry Sellers, sax, and Clarence Turner, drums, motored to Florida to play houses. James Thomas, cornet, to Hawkinsville, Ga. James Ward, Bluch and Bluch and Johnny Carswell and wife to Columbia, S. C. Louis Tye, band leader, remained in Branchville. Purl Shields and General Agent Jack White also at Branchville.

HOUSTON "PICKUPS" — "Preacher" Monroe, who had been on the sick list, is again up and at his trade of merchandising a product to downtown office buildings. He has developed a nifty



PRESIDENT J. W. (PADDY) CONKLIN recently started the Showmen's League of America activities for 1935, and appointed members of the committee for the big second annual spring show. The chairman of the big combined Theatrical Night is Sam J. Levy, past president of the league, and he is assisted by Co-Chairman Jack Nelson, manager the Chicago office of *The Billboard*, who will have charge of the affair.

animals, 70 in all. Have also bought a home and established winter quarters at Orlando.

SAM BOROCOFF, special agent last season with Miller Bros.' Shows and Keystone Shows, and wife, Goldie Reeves, dancer, are wintering in Los Angeles.

A POSTCARDED squib from Miami, credited to Brownie Fayton: "Tell everybody the fish don't bite every day. I know. Seven days in the gulf stream and not a hit!"

KENNETH (HOT-DOG) BLEVINS, drummer in band with Coklin & Wilson Shows last two seasons, has accepted a position as dental mechanic with a dentist at Chattanooga, Tenn., hence will be off the road this year.

ABE L. MORRIS recently went to St. Louis to consult a bone specialist in Missouri Baptist Sanitarium. His hip that was fractured in an auto accident about 14 years ago has been giving him trouble.

May and John saw a free-act thrill—Two girls in fluffy skirts. Says May, "Folks who'd do such stunts Surely have gone nuts!" "Or," says John, "those aerialist folks Have got a lot of gerts!"

attorney-general. Whether side show, theater or other professional engagements of the kiddies will be watched with interest as the years pass.

"MOTHER" CUSHING, many years in show business, last five seasons with reptiles attraction on O. C. Buck Shows, is convalescing from a heart attack and la grippe and would appreciate receiving cheery letters from acquaintances. Her address is 1529 Jefferson street, North Bergen, N. J.

Matchmaker Herman Katz of the Parkway Athletic Club, Cincinnati, which club has staged weekly fight cards for years at Music Hall and the local National League ball park, is a brother of Mrs. Archie Clark, of Clark's Greater Shows, on the West Coast. Besides being brother and sister, they possess another relationship—Mr. Katz is a great fellow among fight fans in and around Cincy and Mrs. Clark is popular among showfolks.

MRS. SHARON (14 New Road, E. 1, London, Eng.) has written *The Billboard* again, trying to get into touch with her son, Jack Sharon, who is supposed to be with some show in this country. Has not heard from him in two years. Is "terribly worried." Has tried writing him care of *The Billboard* (Letter List) to no avail.

GENE ROCK, stunt artist and parachute jumper, who has appeared at

**SEWARD'S 1935 HOROSCOPES**  
Samples, 25c.  
SEWARD'S Full Line of Books on Character, Delineation, Numerology, Etc.  
A. F. SEWARD & COMPANY, 1629 Rockby St., Chicago, Ill.

**WHEELS**  
Park Special  
30 in. in diameter. Beautifully painted. We carry 20-24 and 30 numbers. Special Price, **\$12.00**  
**BINGO GAME**  
75-Player, complete, \$8.25. Including Tax.  
Send for our new 1935 Catalogue, full of new Games, Dolls, Blinky Lenses, Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Favors, Confetti, Artificial Flowers, Novelties.  
Send for Catalog No. 284.  
Heavy Convention Waiting Game. Dark Mahogany Finish. \$2.00.  
Pat. For Gross, \$24.00.  
**SLACK MFG. CO.**  
124-126 W. Lake St., Chicago, Ill.

**ASTRO FORECASTS AND ANALYSES**  
1935. COMPLETE FOR ALL READINGS.  
Single Sheets, 8 1/2 x 14. Typewritten. Per M. \$5.00  
Analysis, 3-p., with Blue Cover. Each. . . . . 25  
Analysis, 8-p., with White Cover. Each. . . . . 15  
Forecast and Analysis, 8-p., Fancy Covers. Ea. . . . . 10  
Samples of the 4 Readings. Four for 25c.  
No. 1, 24 Pages, Gold & Silver Covers, Each. . . . . 30  
Wall Charts, Heavy Paper, Size 28x34. Each. . . . . 1.00  
Gazing Crystals, Dolls Boards, Planchettes, Etc.

**NEW DREAM BOOK**  
116 Pages, 2 Sets Numbers, Clearing and Poling, 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample \$0.15  
**EGYPTIAN DREAM BOOK**, small size, 64 Pages, No Numbers. Sample. . . . . 05  
**NOW TO WIN AT ANY KIND OF SPECULATION**, 24-Page Booklet, Beautifully Bound. Sample. 25c.  
**FORTUNE TELLING WITH CARDS**, Same Binding, 24 Pages. Sample, 25c.  
**NOW TO BECOME A MEDIUM**, Same Binding, 30 Pages. Sample, 25c.  
**ZODIAC FORTUNE CARDS**, Fine Set of 30 Cards, 35c.  
Shipments Made to Your Customers Under Your Label.  
Our name or ads do not appear in your book.

**SIMMONS & CO.**  
109 N. Dearborn Street, CHICAGO.  
Instant Delivery. Send for Wholesale Prices.

**THE CANE FACTORY**  
REG. SWAGGERS #18 CROSS  
**\$5.50**  
50% DEPOSIT - 24 HOUR SERVICE  
EARL F. REEMAN LANCASTER, PENNA.  
— SINCE 1919 —

**75 CARD BINGO, \$3.00**  
A 75-CARD BINGO SET, complete with Call Sheet, calling Numbers and Markers, sent post-paid anywhere in the U. S. for only \$3.00.

**GEO. W. BRINK & SON**  
1464 Grestiot Ave. DETROIT, MICH.  
(Over Thirty Years in Business)

**ELGIN WATCHES, \$1.65 EACH**  
(7-Jewel, 18 Size, New Yellow Cases.)  
**7-JEWEL, 16 SIZE ELGINS & WALTH, \$2.35.**  
**FLASH CARNIVAL WATCHES, 50c Each.**  
Send for Price List.  
**CRESCENT CITY SMELTING CO.**  
Old Gold and Silver Buyers and Refiners,  
413 N. Broadway, St. Louis, Mo.

**1935 Astro Forecasts**  
1-4-7 and 27 page Readings. Apparatus for Mind-Readers, Mental Magic, Spirit Effects, Duddha Papers, Books, New Personal Character Analysis Rhymes for Graphology, Numerology, and Personal Appearance. Send 30c for Giant Illustrated Catalogue and Sample. None Free. **WELSON ENTERPRISES**, 188 South Third, Columbia, S. C.

**USED PROPERTY FOR SALE.**  
\$15.00 Indian Feather and Road New Gear.  
\$25.00 Set 4 Cathedral Chimes, New Condition.  
\$ 5.50 New Baby Spotlight, Adjustable, with Color or Slide.  
Genuine African Spears and Shields. Sell Cheap.  
\$ 1.08 Chicago Fibre Rink Skates. All Sizes.  
We buy Roller Skates, Films, Convention Cards, Candy Flow Machines. Pay cash. **WELL'S CURIOSITY SHOP**, 20 S. Second St., Philadelphia, Pa.

**WANTED**  
**Partner for Carnival**  
Must have small cash and experience to manage Show. I own three rides with motorized transportation. Address BOX 32, Gary, Ind.

**David D. Murphy**  
WANTS Shows and Rides, Cook House, Corn Game, Concessions of all kinds. Open in Wellington, April 4.  
D. D. MURPHY, 113 N. Broadway, St. Louis, Mo.

**A Riding Device**  
With a real history behind it as well as an assured future ahead, this is the reliable RIFLE RIDE (able RIFLE RIDE) Wheel. 5' L. Plastic RIFLE RIDE is 20 years old—looks and operates like a real money getter. The reason—good care and attention.  
Add a Wheel to your present equipment. Ask for full information with prices and terms today.  
**ELI BRIDGE COMPANY**  
Builders of Dependable Products,  
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**THE NEW CHAIRPLANE**  
The Latest Invention. The Most Sensational Ride Out for Parks, Fairs and Carnivals. Portable and Stationary. Write today and let us tell you all about it. Weight, 8,800 lbs.  
**SMITH & SMITH**, Gettysville, Erie Co., New York.

gontee that will be a novelty to the customers to whom he orates coming season . . . Billy Streeter, last season with Southern Exposition Shows (Francis), has definitely decided to accept a place on the staff of Hennies Bros. Shows. . . Joe Scholbro, of Hennies Bros. is a very busy man but always finds time to pass the time of day with his friends.

**MRS. MYRTLE CURTIS**, of Big Four Shows, narrowly escaped serious injury recently while en route from Vidalia to Wadley, Ga., when something went wrong with the steering gear of her car on a curve and the machine rolled down an embankment. She suffered some bruises and shock. Ralph the Elephant Skin Man, who was driving, was uninjured. George E. King, who provided the information, also congratulated *The Billboard* on its "40 years of service to the many branches of the show world" and finished with "And may my grandchildren read Midway Confab 40 years from now."

**Big 4 Shows**

**Vidalia, Ga.** Week ended January 5. No auspices. Location, uptown. Weather, bad. Business, light. With better weather Vidalia would have been at an even break. George Brown, who has the Mixup on the show, built himself a nifty house trailer. Myrtle Curtis has been "accused" of practicing a free act, her car went down an embankment when the steering wheel locked; result, badly wrecked car and Myrtle wrenched a shoulder. Mrs. Johnny Wallace has a nifty ball game. The Pallensens getting their share of business with their Model City. Capt. Jack Coddins is out of hospital but still bedridden. Expects to be out and around in a couple more months. E. L. Nickols has a very nice photo gallery, John Chisholm a nice corn game and pitch-ull-you-win; Pete Smith, alley and jewelry; H. Mack, bumper; Tex Dow, two concessions; Mr. and Mrs. White Hardman, two, and Jack McCarty has one concession and keeps the two light plants going. The writer her ball game; George Brown, cigaret gallery; Clyde Dowdy, one concession; Henry Pallensen, iron claws. The shows: Pallensen's Model City, Myrtle Curtis Girl Show, Slim Reynolds's Illusion, Shorty Sweetney's carnibal exhibit, Ralph, Elephant-Skin Boy; Arizona Bob's Desert Treasure, and there are two rides. Edna Robinson is on a short visit to her home in Albion, Mich. Walter Mau, known to the show world as William Mau, has the show set to again play Atlanta in the spring. Show is completely motorized, having enough trucks to make the moves without any return trips. **GRACE MACK.**

**Royal American Shows**

**Largo, Fla.** Week ended January 12. Pinellas County Fair. Weather, favorable. Business, good. As stated in a special story in last issue of *The Billboard* the midway gross far exceeded the engagement at Largo last winter. Only a portion of the attractions were used because of the size of the space and new outfits being under construction. They returned to winter quarters at Tampa for a week prior to the Orange Festival engagement at Winter Haven. The lineup included: Best's Side Show—Dick Best, manager; Tom Rankine, emcee; Art Cunen, Art McMullen, Dan Barnes and Mark Williams, talkers; Zilla (Mrs. Tom Rankine); Capt. Ringling Misch; Four-Legged Betty Lou Williams; Paul DesMuke, armless wizard; Pop-Eye; Pop-Eye Perry; Kumu; Bertie, tattooed lady; Leah-Lee; Stan, the Monkey Boy; Beeter Larow; Mongo and Pongo; Yonna, juggler; Art Miller, human frog, and Bell, escape artist; Lion Motorcade—Margorie Kemp, feature; Walter Kemp, manager; Bill Kemp, Speedy Price and Russell Thompson, riders; George Haley, talker; Joe Allen, Pete O'Neil and C. H. Koehler, tickets; Jazzer—Cliff and Freda Wilson, owners; Sailor Gardner, foreman, and Lancel Short, operator. Fut Show—Diamond Kitty, feature; E. V. McGarry, manager; Joe Burns and Tom Glaswell, tickets. Capone Car—A. F. Beard, manager; Mrs. A. F. Beard, tickets; Lionel Willis, lecturer, and Donald Nelson, talker. Illusion Show—Cortez Lowry, manager; Elton Rogers (Fresco, human bear) feature; William Cain, Jr., Doc Hartwick and Charles Dodson, talkers; Tony James and Bob Bookover, tickets; Professor Shipiro, magician and lecturer; Madam Zelderda, mentalist; George

Ringling, assistant; Lowry Family, glass blowers; Jacque Booth, Ginger Thrift, Madeline Eastman and Myrtle Mercer, illusion performers. Raynell's Carioca Snow—Mrs. Fritzie (Raynell), Brown, manager; Dave Miller and Walter Williams, tickets; Al Mercy, Ed Tuthill, Art Gordon, Ray Whitney, Dave Gilbert, Frank Busch, Walter Gilbert, musicians; Bob Collins, singer; Ginger Day (Mary Edith) Lowry, feature dancer; Virginia Mercy, Margaret Gordon, Nancy Miller, Bonnie Gray, Marjorie Ward, Dolly Harris, Maymie Rogers and Ruth Seibert, dancers; Jack Ward, emcee; Bert (Snookie) Lowry, assistant manager; Virginia Willis, wardrobe; William Willis, props, and Harry Kemp, electrician. Public Enemies—Frank Graham, manager; Eddie Fitzsimmons, talker, and Jimmy Blackie, lecturer. Sandusky Sea Monster—Cliff Wilson, owner; F. N. Bagenstone, manager; D. F. Kingsbury, tickets; Cleve Sherman, Tilly, and Hank Sharan, chef. Life—Bennett Stevens, front; J. J. (Doc) Murphy, lecturer, and W. H. (Curly) Thompson, canvas. Ferris Wheels—W. F. Hamman, foreman; C. Hegy, Walter Trapner, Leonard Garrett, operators, and Francis Annis, tickets. Ridee-O—James Pierce, foreman; Russell Broadstone, Joseph E. Groves and Charles Miller, operators, and Mae Latenier, tickets. Loop-the-Loop—Whitey Belote, foreman; Orvil Williams, operator, and Mrs. William Brown, tickets. Heyday—Frank Stubbefeld, foreman; Fred Dykes, W. H. Timaran, George Smith and Pete Napton, operators, and Mrs. Eleanor Price, tickets. Skooters—Ed Paterson, superintendent; Mrs. Melville and Ben Weinhart, tickets; Hugo Haack, John Longchart, Andy Cook and Bill Dawson, operators. Toyland Ride—Charles Cohen, foreman; Mrs. Loraine Nelson, tickets, and Chester Crotteau, operator. Pony Ride—Mrs. B. A. Slover, manager and tickets; Burton Slover, foreman, and B. Williams, assistant. Caterpillar—Floyd Covington, foreman, Mrs. Frank Graham, tickets; Fred Rounds, A. E. Todd and Jess Rhodes, operators. Midway Cafe—Dillon Hurt, manager; Jack Emerson, chef; Henry Lance, fry cook; Vernon Boyer, pastry; W. E. Sheets, griddle; Mrs. William Arant and Mrs. Dillon Hurt, cashiers; Earl Guild, Jack Kitzner, Roy Davis, Bob Harris, F. C. Nickols, Willard Pritt and Carl James, waiters; Walter Askew, Frances Toldeen, Ed Davis, Willis Evans and Jim Whaley, utility men. **JACK DADSWELL.**

**Knapp & Dehnert Shows**

**COVINGTON, Ky., Jan. 19.**—The Knapp & Dehnert Combined Exposition Shows, in winter quarters here, are making preparations for their tour, which will include several States eastward and the South. F. Maurice Wood, general representative, and Col. J. F. Dehnert, lessee and general manager, will leave soon on a booking trip on which they will attend various fair meetings. Work at winter quarters has begun under the direction of Charles House, master mechanic, and the workers are happily looking forward to the "arrival of the bluebirds" in this section and saying that "the time will fly from now on." When the show takes to the road it will have all new panel fronts, with brilliant illumination, and new canvas. The entrance arch will have a new marquee. There will be a new office truck with modern office equipment. Also new trucks will be added to the transportation fleet. The lineup will include eight major rides, in addition to many shows and many concessions. Col. Dehnert's color scheme, orange and blue, will be carried out in the painting and decorating of show front, entrance arch and other equipment. **MRS. F. M. WOOD.**

**Dodson's World's Fair Shows**

**EAST ST. LOUIS, Ill., Jan. 19.**—While work at winter quarters is progressing nicely under supervision of Superintendent Bill Harvey he is eagerly awaiting the arrival of the Dodsons, who are due in St. Louis about February 1, so he can put on a full crew and have everything ready to open in St. Louis April 1. Mel. Dodson, Guy Dodson, Dick O'Brien and Ed Bruer are attending fair meetings and lining up the route. Mrs. Ed Bruer is having an enjoyable visit with his daughter at Fort Worth, Tex. Mrs. Dick O'Brien writes from Clarksdale, Miss., that she is having a wonderful time with her daughter, who is visiting her from Tulsa. The Shermans are both well and enjoying their rest at San Antonio. Jack Ballie and Scout Younger advise from Ft. Myers, Fla., that they will be in St. Louis long before the open-

**DUFOR & ROGERS**  
CAN PLACE FOR THE  
**BRUSSELS, BELGIUM, WORLD'S FAIR**  
APRIL 25th TO NOVEMBER 1st, 1935  
Lecturers for Life Exhibit. Must speak French fluently and single men only. A competent Man for Snake Farm. Requirements: Must be single, good appearance, with experience in knowing how to handle, feed and care for Pythons. Preference given if French spoken.  
Callahan, who worked in Darkest Africa, advise your address.  
A competent Man to handle Gargland Show. State past experience and who connected with. Will buy for cash Gargster Car, Brink's Express, Gun, etc., also Equipment suitable for Gargland Show, Frank Animals, Snakes and Pythons. Address FRANK SHEAN, Dufour & Rogers Attractions, P. O. Box 1853, Chicago, Ill.

**WANTED ACTS, CONCESSIONS, SHOWS**  
MERCHANTS & MFG. EXPOSITION (INDOORS)  
ALBANY, GA., Elks. Week February 18; ROCKY MOUNT, N. C., Week March 18; ASHEVILLE, N. C., Legion, April 1; KINGSTON, N. C., Chamber Commerce, April 15. Three to follow. CAN PLACE Wheels, also Shows that can frame inside. Backed by all Civic Organizations. CAN USE two high-class Promoters. Bigger than County Fairs. Address Organizations, or KENTUCKY EXPOSITION COMPANY, Albany, Georgia

Second Year. NOW BOOKING 12,000 Attendance.  
**COLLIERVILLE CHEESE CARNIVAL**  
COLLIERVILLE, TENN. (24 Miles from Memphis),  
**APRIL 25-26-27**  
Independent Rides, Shows, Concessions.  
JOHN MONTCOMERY, General Chairman.

ing. Dick O'Brien informs that he met Dan Brewer and that Dan is building two new attractions for the coming season. Dan Cherry and the misus are taking life easy with homefolks in Texas. The writer went out to quarters and looked over the skeleton work for the massive front entrance to be used this season. It will make a beautiful gateway for the big midway. The writer bought 10 copies of the 40th Anniversary Number of *The Billboard* and took them to winter quarters and the boys proclaimed it the best ever. Not much work turned out that day.  
F. Van Ault, at Muskogee, is building six big 14-foot mechanical figures to be used for a new front for the Arcade. He states that he is enlarging the Arcade and will have one section exclusively for pin games. Assistant Electrician Charles Stevens getting the electrical equipment in shape and building a big star to be suspended between the two Loop-o-Planes. Sid Willard dismantling the big calloppo from the front of the Girl Show and placing same in the billposting truck to be used in advance of the show. **MARK BRYAN.**

**Wonderland Shows**

**McGEHEE, Ark., Jan. 19.**—The writer has been making preparations to have winter quarters humming, with five assistants, in order to have the show in readiness for the opening here early in March. The equipment of the old K. G. Ciapp Show, including Whip, Ferris Wheel and Mixup, along with other show equipment will be shipped from Ft. Smith, Ark., to be remodeled and painted along with the rides, etc., already here in quarters. This show will this year present something new in show fronts and a main entrance arch designed by the writer. A special feature will be the Kiddieland. Manager Harry Miller is away on a booking trip, and it looks as tho the show this year will go thru Arkansas, Missouri, Iowa, Illinois, Tennessee and wind up in Mississippi. Will carry 7 rides, 12 shows, 30 concessions and three free acts and band. Will have the pay-gate system again this season. The show was fortunate in collecting McGehee to winter in, as it is receiving wonderful co-operation from the city officials and citizens and especially Fire Chief Maupin. **ART GARDNER.**

**Davis Amusement Co.**

**BONESVILLE, Va., Jan. 19.**—The show in winter quarters at Dalton, Ga., after completing a fair season. Will open in Dalton late in March. Repairing and painting will start in February. Will open with Merry-Go-Round, Ferris Wheel, Chairplane, Tit-a-Whirl and two kiddie rides; Old Plantation Show (carrying 15 people), Pat Girl, Snake Show, a large Five-in-One and only 20 concessions. The midway cafe will be

**FOR SALE**  
Three-Abrest Herschell-Spillman Carrousel, 36 Jumping Horses, in Best-class condition, painted last season. Fence, Ticket Box, 56 Grass for Horses, also Motor and Wurlitzer Organ No. 159, \$1,000.00. Smith & Smith Chairplane, complete, Fence, Ticket Box and Motor, \$400.00. Tanley Chairplane, Engine and Blower mounted on a-ton Dodge Truck, \$300.00. One 25-K. W. Light Plant, mounted on Trailer, \$400.00. One large House Car mounted on Cadillac, \$200.00. All stored in New York City. Address FRANK J. MURPHY, 2317 North East Second Ave., Miami, Fla.

operated by Mrs. Sadie Younge, assisted by Mrs. Nellie Davis, who also owns the new kiddie auto ride. The "frozen delight" owned by the writer, now mounted on a new Chevrolet truck and all painted white, will present a flash on the midway. Mrs. George Parrott will continue to dip out the frozen custard. A large entrance arch with plenty of electric lights is being built. Henry I. Davis, owner, is now at his large farm home. Russell Davis, general manager, is also now at his home in Boonesville, Va., where his wife is postmistress. They also have a store and filling station. The writer, general agent, has attended some meetings, including fairman's meeting in Richmond with the manager, Mack Norcross will be the electrician the coming season; John Morrison, trainmaster, and Clara Young, secretary and treasurer, now visiting her sister in Dayton, O. **GEORGE H. PARROTT.**

**Beckmann & Gerety's Shows**

**SAN ANTONIO, Jan. 19.**—After a festive time during the holidays everyone is again busy with preparations for the coming season. Mrs. Fred Beckmann entertained several of the show members at Christmas dinner in her private car, with roast turkey, roast goose and all the things, even to the eggnog. Mr. Gerety went to New Orleans to meet Mrs. Gerety, who is on her way back to San Antonio after spending the holidays with homefolks at Charlotte, N. C. They will visit friends in New Orleans for several days. The show furnished some lions, monkeys, banners, sidewalks, etc., for the Circus Fairs' New Year's Frolic at the Custer Hotel and the doings was a wonderful success. Larry Hogan, the show's general agent, is back in harness after spending the holidays in Kansas City. Paul Hunter, the "Texas Bob Cat," continues to improve and is a daily visitor at quarters. Harry Illions, accompanied by his wife, is expected at quarters soon and will immediately get busy overhauling his rides. Harry has something new up his sleeve, "Arky" Bradford, trainmaster, informs that he is enroute in up in Missouri, but he thinks he will get thawed out in time to make it to San Antonio by the opening date. The various committees for the Fiesta de San Jacinto are getting busy with preparations for the spring doings, and from the present outlook it will be away ahead of anything ever attempted in San Antonio before. This show will furnish all the midway attractions. **EDGAR T. NEVILLE.**

**Chop Suey**

By W. H. (BILL) RICE

MIAMI, Fla., Jan. 19. — Visited the Royal American Shows at Largo. Fifteen cars for date and show looked wonderful. Business doubled opening day in 1934. Raynell got top money.

In Miami as I write this and the city packed to the guards. Called on my friend, Bill Bartlett, at his beautiful home and found it in wild disorder. Bill was adding two more sleeping rooms, a barroom (had first drink over it) and new kitchen. However, an enjoyable time was had by one and all. The Miami Digger factory running full blast. Sure an up-to-date plant.

Big Hypo and Little Hypo—Frank J. Powers and Stubby Holland—have been acting as my "choffers" in Miami. Mighty handy, as I made this on the steam cars, which by the way was the first time I've been on a train in over five years.

Dave Tennyson, agent for the Whale, received the following letter from a colored boy in charge of the winter quarters at Columbus, O. "Mr. Tennyson: Everything is all OK only the rats is bad. Shorty left Sunday for Florida—I got stab in the back and slice across the belly last seaday—and had to have five stitches taken, two in the back and three in front. Cost \$2—Fleming Burrell."

Living at the Jefferson Park Hotel, but unable to contact by telephone, auto or boat any of my friends—Max Kimmer, Bonnie Love, Sol Solomon, George Harman, Jack Pollitt, Chick Bell, Frank Sweeney, John Sheesley, Capt. Orin Johnson and many others. However, when and if I open the office up for the promotion they may drop in.

Doc Hamilton has a sweet little carnival working on the lots. Everyone seems to be doing okeh. Caught Ruby Bartlett checking in the diggers and she had a bag full of silver.

Bud Slivers has the biggest bar in town opposite Seaboard and wanted to know where his friend, Bill Hillier, was working.

The biggest free show in years will be the Clear Golden Jubilee in Tampa in February. Many features I never heard of and plenty of other tried and true features. All being handled by Milt Morris.

Bryan Woods operating the Opalocka Zoo and wintering his Monkey Circus at 27th avenue, Northwest. Kay brothers also wintering near by.

The Dade County Fair will operate at a large of our years with the biggest show they ever had in Miami.

Lil Carson Sheppard takes her girl show to the Pacific Coast and will join Orville Crafts at the San Bernardino National Orange Show. . . . Emily Carson will return to Los Angeles with Sis Dyer and her daughter who have been visiting friends in Tampa. . . . Andy Carson and family will remain in Tampa.

Tommy Thomas goes with Model Shows again. . . . Benny Krause and George Dorman in a huddle day and night. . . . The Walkathon in Tampa a terrible flop. I thought with all the publicity, burning of their outfit by Night Riders, would put it over, but I dropped in on the eighth day at 1 a.m. and there was just one person on the seats and he was asleep.

Cliff Wilson has a beautiful new front on his Snake Show. . . . Pop Streider now has an appendix in his office.

Who remembers when Maude Jamison was a cowgirl, and that she and Charlie were married in the lion's den at Kansas City for \$25?

Frank McIntyre and Mac McCowan will again have the Auto Show next month and later an electrical show. They are both eagerly awaiting the arrival of their pal, Stanley Dawson, from the West Coast.

Low Dufour postcarded me from Brussels. . . . Asked for Fritz Brown and Hyme Cooper at Largo—"they are in the black top"—and was told "that's it, over there, the green tent." Jack Beach has gone in the custard business. . . . Tex Sherman busy as a bee. They ask for Herb Maddy at the Elks Club.

**Changes Made in Aux. Board-Committees List**

LOS ANGELES, Jan. 19.—There has been a revising of the list of members of the board of governors and committees of the Ladies' Auxiliary, Pacific Coast Showmen's Association, since the list was furnished for publication in last issue of *The Billboard*. The newly elected and installed officers were named in last issue. The revised list of board members and committees: Board of directors — Mabel

Crafts (chairman), Clara Zeiger, Charlotte Cronin, Rose Clark, Pearl Vaught, Lucille King, Mabel Brown, Estelle Hanscom, Vera Downie, Blossom Robinson, Nell Ziv, Mabel Stark, Grace McIntyre, Sis J. J. Davis, Mrs. Steve Henry and Mrs. John Francis. House committee—Ester Carley (chairman), Regina Fink, Ruth Powzer, Pearl Runkle, Maxine Ellison and Jennie Rawlings. Sick—Vera Downie (chairman), Addie Butler, Cora Miller, Mora Bagby, Pearl Braesele and Dorothy Denny. Finance — Clara Zeiger (chairman), Mabel Crafts, Rose Clark, Pearl Vaught and Charlotte Cronin. Entertainment—Ester Carley (chairman), Clara Zeiger, Ethel Krug, Blossom Robinson, Grace McIntyre, Edith Bullock and Topsy Gooding. Membership — Clara Zeiger (chairman), Mabel Crafts, Rose Clark, Pearl Vaught and Mrs. Ed Foley. Door—Nell Ziv (chairman), Rose Clark, Topsy Gooding and Mrs. Steve Henry. Theater—Mary Kirkendall (chairman), Edith Walpert, Evelyn Barlow, Ada Mae Moore, Nell Robideaux, Edith Redick and Wilmer Hausman. Salesboard—Ethel Krug and Topsy Gooding. Publicity—the writer, Lucille King.

**Los Angeles**

LOS ANGELES, Jan. 19.—Any weather out of the ordinary here is called "unusual." There was very "unusual" weather the past week. Chilly days and nights took their toll in the receipts of outdoor amusements. With the exception of the marathon at Long Beach, parks report business not so hot.

Archie Clark is reticent as to his shows' opening date, as also is Harry Bernard. Bob Cavanagh has equipment on several movie lots and says the position shows' opening date will depend on the requirements of studios. . . . Mr. and Mrs. C. F. (Doc) Zeiger will leave next week to start getting their show ready for opening. . . . Orville and

Mabel Crafts in town from San Bernardino for short visit. . . . Joe Krug and the missus getting their cookhouse and other concessions' equipment ready for another season with Crafts 30 Big Shows. . . . Charley Hatch has all his acts working on movie locations. . . . Topsy Gooding and Ada Mae Moore on a location working in a yet untitled film. . . . John Backmann still has his glass house on locations.

Noted back in town: Dutch Schilling (will be with Crafts' Shows), W. J. Curran, C. L. Wilson, Bill McMullen, Dan Golbert, Harry B. Levine, Paul Sturm, Charley Tobin and Jose Jordan. . . . Herman Van Derdee will be with Crafts' Shows. . . . J. Sky Clark was visited this week by friends. Is in a wheelchair, having suffered a slight stroke recently. . . . John Lyons is dubbed the "Miracle Man." Is out and walking with the aid of one cane. The surgery in his case attracted nation-wide attention from medical profession. . . . Mrs. Bert W. Earles is back at her home on Pasadena avenue. Will handle rides and other amusement devices of the Bert W. Earles Estate next season.

Doc Hall back from Mohave. . . . Sammy Coomas making near-by spots with concessions. . . . Ben Dobbert returned from a trip north. . . . George Moffat is busily handling requirements of studios. . . . Hugh Fowler is making trips to Mexico and Northern Coast points. . . . The Pacific Whaling Company plans several units. . . . Cal Lipps left San Francisco to locate with Ben circus. . . . Bill Roederer back from an Eastern trip. Will locate at one of the beaches. . . . R. E. Moyer back from a trip to Missouri. . . . Dick Wayne had his car taken, not yet recovered. . . . Harry Seber on trip east. . . . Sam Brown around town. . . . J. E. (Doc) Walther and Mrs. Walther have both been seriously ill at home in Culver City. . . . Bill Rasmussen back from Hamilton. Mont.

**Our Experiences Abroad**

By LEW DUFOUR

Forgot to mention while in Geneva looked over a carnival exhibiting on the Plaza City Park, center of city. Many concessions, few shows and several well-lighted rides. Saw a ride similar to Mayner & Illions' The Barrels, but nowhere near as good.

Found Italy a delightful country. People well dressed and prosperous looking. We had a look at Lako Como—very beautiful. This is the place an American allegedly drowned his wife. He is now in jail for life.

We left sunny Italy to go back in the country of the Swiss cheese merchants and yodelers. We found the Swiss Alps beautiful beyond description. Took many movie scenes of same. Stopped at Lucerne and at Bale, Switzerland is a delightful country, very good food but very expensive. They speak four languages: French, German, Italian and every fourth person can speak English.

Tried to buy some postal cards with Swiss yodelers to mail to Zebbie Fisher, Harry Russell, Ernie Young and Eddie Brown. Best I could do was to send them a photo of a Swiss cheese. From Bale, Switzerland, we crossed the frontier into Alsace, formerly owned by Germany, now by France. Spent two days in Strausburg, the city of my mother's birth. German and French both spoken here. Food excellent and reasonable. The French menus are like our constitution—long and difficult to understand. Mailed Ed Carruthers, Bill Hillier and Frank Wirth a menu. Bet they liked them. Every time I go into a restaurant here I think of Milt Morris, P. T. Streider and the late Larry Boyd. Stopped at the Maison Rouge Hotel. Had a delicious dinner at Taverne Du Grand Kleber. Crossed the Rhine River into the land of the Helms.

Had a look at the Black Forest. Said the wrong thing in German, greeted a Dutchman with "shel-a-ma-lachem" (excuse spelling). He wanted to run me across the bridge back with the Froggies. (Rubin, stay out of Deutschland). We almost ended up in a "Black Maria" as we had our movie camera with us and the French object to any pictures along the Rhine on account of fortifications. The French at the border act very peculiar. When asked a question they answer yes and no. (Moral: Never carry a camera at the border). The fellow who wrote *The French, They Are a Funny Race*, Oo La La, page Morris Schaak and he will finish the song for you.

Saw the Palace in Strausburg in which Emperor William II resided, also the one in Metz. Left Metz for Luxembourg. I was always under the impression that this was Germany. I now know that it is an independent country that seceded from Holland in 1830 and is ruled by a Grand Duchess. The government is a sort of a combination of republic and a monarchy. We found this a very delightful city and enjoyed our stay very much. It is the most picturesque city we have visited so far.

From Luxembourg to Brussels, Belgium, the city where they will hold the World's Fair in 1935. Brussels is called the second Paris of Europe, with its many cafes, restaurants, shops, theaters and hotels. We are stopping at the Atlanta Hotel, very modern and their newest hotel. We find the food here much better than anywhere else in Europe.

The average restaurant here is better than the best we have in the States. Some of the cooks in Thompson's, Childs' and the Greek restaurants (many more I could mention) should come over here and spend six months washing dishes so they could learn how to cook.

This city reminds me of Broadway with its many lights. If we reopen the Hawaiian Gardens this summer would like to induce the chef of the Metropole Hotel to join our staff.

Mr. Patie of Belgian Village fame of A Century of Progress arrived from the U. S. A., and we went out to look the fairgrounds over. It is almost as big as our Chicago Fair and looks every bit as good to me. We will open April 25 and run to November 1. Practically every foreign government is participating.

Spent two days with Harry Traver. He is one of the big shots over here. Formed a \$350,000 company. Has most of the Hawaiian locations, is installing seven riding devices, building a big coaster. So is Berni.

This is a very apory city. The cafes are always crowded, theaters well patronized, the people are well dressed and conditions in general are good. The cigars over here are terrible, including the imported Havana cigars, as they are dried out. Murray Goldberg, you were right. The native tongue here is French and Flemish and every fifth person speaks English. Since leaving the States received two copies of *The Billboard*. Read same from cover to cover. Will let you know more next week.

**Tribute to "Mother"**

By DOC WADDELL

Another "Clay House" has ceased. The Earth building has exchanged for the built one not made with human hands. Its timber here of finest material. "Over There," clear, straight-grained of love and truth and life eternal.

So I pay tribute deserved to the mother of my chief, Roy Gray; to his best friend this side of the Vale of Pever. Her name, Mrs. Laura Gray. Her age, 15 years beyond the "threescore and ten."

Wonderful she was from every angle and her decades in raptured flesh were jeweled with richest joys.

To many showfolk she was known. Lovingly to them she was "Mother" Gray.

Proud she was of her showboy son Roy Gray, director general of the Big State Shows. The spasmodic, surging, swift-moving world might unjustly speak of show owner and his clan, but that did not undaunt her steadfast stand for her son, a showman of the manor born. She understood, and knew. And angelic pride was hers for the two sons, Ralph and Russell, who stand before the world preachers of the gospel, ministers tried and true. "Mother" Gray trained her feet to bear joy and comfort everywhere. Her hands were tireless in good ministry. Her lips always spoke hope and courage to the weak. Her eyes were blessed with seeing Christ—the Right—in others constantly.

And now an "Acrostic of Love" in memory unto her and all the mothers of men:

Mother! Sweetest, dearest, mortal name to eanl,  
O'er globe and space, Heaven medium to all—  
There's Christ in it, and when He took leave  
He crowned her queen, earth sorrow to relieve;  
Every person then their mother should divinely find,  
Rejecting error for her thru God-sought mind.

**Philadelphia Pickups**

PHILADELPHIA, Jan. 19. — Louis Schlossenger, well-known carnival attaché, past two years with United Shows of America, whose home is in this city, gave a birthday party for his wife. At the party were Neil (Whitey) Austin, Wendell Kuntz, Joe Austin and Mr. and Mrs. (Mrs. Zindra) Harry Lewistown. Music was rendered by the children of Mr. and Mrs. Schlossenger.

Bob Morton arrived in the city from Florida, where he has spent a few weeks. He will remain here for a couple of weeks and then resume his winter promotions.

Willie Levine came in from the West and is visiting with relatives and friends. Says concession business is "not what it was" and now gives his talents to other lines.

Sam Houston was a visitor here while on his way to Hazelton, where he arranged to open his traveling museum.

Mrs. Harry Melville came in from Florida, spent a day on business and then continued on to New York; then back to Florida to open with her Skooter with Royal American Shows.

Frisco Smith was a visitor and spent a few days looking over the various museums.

Teddy Ward came from the South, where he was connected with Doc White's Show.

**West Bros.' Shows**

SIKESTON, Mo., Jan. 19.—Manager J. W. Laughlin has returned from a successful booking trip. New canvas has been delivered to the farm winter quarters. With the Ferris Wheel and Tilt-a-Whirl finished and placed back in the building work has centered on the show fronts, of which there will be 12 new ones. A new transformer truck is being built and there will be a bally truck, with calliope, for uptown publicity. The writer has been having the rides set up so they can be more thoroly gone over.

Jake Moore has been a visitor at winter quarters, his ride having been booked with this company. Capt. Bob Conrad, Side-Show manager, is still operating his winter museum. Ted Wilson is doing well with Laughlin's one-nighter playing in the South. The writer is in an orchestra booking line until the show opens. DOC DECKER.



SARASOTA, Fla., as usual, will hold its annual Sara de Sota pageant next month, but the celebration is going to be on a larger scale than heretofore. The program has not only been enlarged by the addition of a small circus and Wild West show, but a carnival organization as well.

The committee in charge of the pageant is determined to have nothing in the form of amusement that would be creditable, and to insure against any off-color shows or concessions. It was necessary for the manager furnishing the midway amusement to sign a contract in which there is a clause giving the committee the right to close any show or concession at any time it is deemed wise by reason of justified complaints or squawking.

Without the least hesitation Benny Krause, manager of the Krause Greater Shows, signed the contract to supply the midway features. Why? Because it was right in line with the policy which he has been following for years of presenting nothing unclean or offensive.

This reminds me of the time (last July) when the Krause Greater Shows played Tarentum, Pa., and the committee under whose auspices they appeared issued a public pledge thru the newspapers that the amusements offered by Krause were clean. At that time I said in this corner, in part:

"Imagine what would happen to those shows which resort to all sorts of immoral things and bad practices if the owners and managers of them were called upon by the committee under which they play to guarantee cleanliness so that the committee in turn could do likewise with the public! One thing certain, if such a thing ever came about it would put the carnival business on a higher plane, something for which the clean type of showmen have been hoping for many years. In other words, it might be the solution of the question that has been asked time and time again: How can the standard of carnival amusements be raised?"

Those who resort to untrue, deceptive or misleading advertising in newspapers or other publications for mercenary commerce, or by radio, would be penalized severely if a bill introduced in the House of Representatives by Congressman John T. Buckbee, of Illinois, becomes a law. Offense would be punishable by a fine of not more than \$1,000 or imprisonment for not longer than five years.

AMINING camp is a strange place for a scenic artist, but that's where David Mitchell is, out in Lucile, Id., far back in the heart of the Rocky Mountains, where Dave says they are as high a fellow imagines they will knock the stars off the sky. Dave has owned some very good "pay-dirt" at Lucile for a number of years. Three years ago he went there and opened the ground. He is getting some gold and at the present price (935 per ounce) the work is worth while.

Dave is planning a novel exhibit for the 1938 exposition at San Francisco—two others besides him in on it. It's "quite different," he says, and he promises to send full details for publication at the proper time.

P. M. McClintock, of Detroit, wants his friends and acquaintances to know that he had no part in the ill-conceived script of "Mighty Barnum," the talkie. "I loaned 20th Century several books on Barnum and about 200 photos, heralds and old P. T. Barnum lithos," writes Mac, "but it would have been impossible to have gotten an unfavorable impression of Barnum from these." Last Sunday's Free Press of Detroit had a full column on the editorial page by Malcolm Binay, telling the world that the picture "was not Barnum."

In a talk before the Civitan Club at West Palm Beach, Fla., January 14 Col. Frank A. Small delighted his listeners with reminiscence of Col. Wil-

liam F. Cody, for whom he was press representative for about 23 years.

Col. Small, among other things, said that when he was in Amsterdam he learned that a perfect diamond has from 64 to 90 facets reflecting the light. "I can truthfully say," he declared, "that Col. Cody in this respect had every diamond in the world laid in the shade."

Another point mentioned was that Col. Cody some 20 years before his passing chose his burial site on Look-out Mountain, near Denver.

What a lot of truth to this, taken from a General Tire Company bulletin: "Who is the Boss? The man who founded this business? The president? The officers? The various department heads? No, none of these! I am the reason for this business. I am the reason for its prosperity. I am its guiding genius. I must be served before I bestow my blessings. I am the end-all and be-all of everything connected with this business. I am the foundation of all of its progress. I AM THE CUSTOMER!"

Big State Shows

HOUSTON, Jan. 19.—(By Jessc Wrigley, manager, back from Chicago, Indianapolis, Detroit and Kansas City. Roy Gray on another booking trip. W. H. Gamble and son are inaugurating a new system of lettering and color effects. Tom Hill has started building a trailer office with three departments—for Louis Bright and Mrs. Beas Gray, secretary and treasurer, respectively; Roy Gray, director-general; Jessc Wrigley, manager, and the writer, publicity. William Norman overhauling trucks. New trucks expected in two weeks. Will fully motorize show. Louis Bright convalescing from SW at Mt. Pleasant, N. C. John Firestone, of Marine-Firestone World's Fair Museum, was a visitor. George Roy and wife and son were also visitors. Frank Havens christened "Deep Study" from diagnosing perplexing mysteries. Kelley Boyer known as the Lost Abner of the Northwest. Wesley Sumner in hospital, condition serious. Harry Seidler working a blanket campaign. George Cook to Montgomery, N. Y. Cook Furn. Bud Dressel to make 1935 entry on "highest walking stilts." Ed Rife and son, coolhouse fame. Initiated into Big State "Gray" degree—



Philadelphia Houses

PHILADELPHIA, Jan. 19.—South Street Museum has had excellent business this week with the following bill: Chief White Eagle and Princess Iona, impalemt act; Ray Sheldon, horrors of chain gang; Bob Clark, the man who grows; Smith, mechanical man; Smith and White's colored revue; Capt. Siegfried, tattooed man, and Mme. Verona, mentalist. The annex still has dsneing girls.

The Austin and Kuntz Palace of Wonders has added to the attractions this week Singalee, Fire Worshiper, and Jolly Ethel returned to work after a short vacation. Freda-Van is still the attraction in the annex. King Kong Jr., trained chimp, is now doing a number of new stunts, taught him since the opening of the museum. Business remains very satisfactory.

Eighth Street Museum, with good business continuing, presents the following attractions this week: Prince Buddha, magic and Punch; Nessa, South African torture man; Mickey Mouse Circus, bloodless illusion and art model exhibition. In the annex are Smiles, featured dancer; Roy Camp, Katharine McDonald and Betty Maxwell, Fat Lorraine and Bill Hasson still keep the front going strong.

Morris Miller's, Traveling

MONROE, La., Jan. 19.—The show had fine business here two weeks, altho the second week was a little less than the first. A new two-ton truck has been added to the transportation fleet, also a sound truck for publicity advances. The lineup has some new features, among them Baby John, fat boy. There are also the Man Turning to Stone, Maurice Pierre, Johnny and Martina de la Cruz, the Filipino midgjets; Congo, saucer-lipped boy; Oscar Pearson, cork-screw twists; Mrs. Ward's pinheads (white), Judge Dan Brewer's pinheads (colored); the writer, magic and two-headed baby added attraction; Lady

cost, tobacco for gang. Rifes trucking fruit from the Valley to Dallas. Harry Hart, former Jim-Nellie Dutton Circus clown, winter soliciting for W. A. Wilson.

C. D. Oliphant (ex-trouser) welding an iron works here. Al Koch constructing novelty electrical maze. T. A. Wolfe, once carnival owner, registered in B. H. Nyc dropped in. Mrs. Ella Goltz, Portsmouth, O., parked two days. If E. Rason, Dallas decorator, delivered a truckload of side trimmings for trucks for use in parades. R. P. (Doc) Seyfer, Fort Smith, Ark., a "caller." Pat Ryan putting an untamable lion to test. Dolly, the Doll Lady (Harry L. Bush, manager), and the writer booked for Houston, Galveston, Dallas and Wharton clubs and schools. DOC WADDELL.

Hennies Bros.' Shows

HOUSTON, Tex., Jan. 19.—With only a few weeks to go, winter-quarters work has been speeded up and more men put to work by Harry W. Hennies, while Orville Hennies and Nobie C. Fairly remained in the North attending fair meetings. Barney Gerety, of Beckmann & Gerety's Shows, was a visitor while on his way to New Orleans to meet Mrs. Gerety, Roy Gray and Doc Waddell are visitors each week. Crawford Francis and other members of the Francis Shows drop in occasionally, also members of Schell Bros.' Circus, including Manager Engressor. C. B. Scott, who will again manage the Illusion Show, arrived and will start building the magnificent new frameup for the coming season. O. L. Davis and Jack Nadig have about finished painting the underframes of trucks and trailers, and the bodies of same will be freshly painted and re-lettered, so that when the rolling stock takes to the road it will make a very attractive appearance. L. O. Dodson, who is to bring on his Mystery of Life attraction, wired that he was leaving Tampa, Fla., for Houston the coming week and is bringing five trained monkeys along with his two for his other attraction, Monkey Circus, which will grace the Hennies midway the coming season. The five he just purchased were the Norris monkeys, well known in the outdoor show world. All of which is from an executive of the show.

MUSEUMS

Evangeline, sword box; Mrs. Ward, mentalist; Henry, the elephant boy and rubber-skin man. Show is routed into Texas. FRANK ZORDA.

Milo Anthony's, Traveling

NAVASOTA, Tex., Jan. 19.—Milo Anthony's Museum is in its eighth week. Now playing here under auspices American Legion. Milo Anthony returned a few days ago from a visit to homefolks in Ohio. There are 24 people in the company. Transportation is made on two trucks and two cars. Milo Anthony is owner and manager, the writer, assistant manager and lecturer. The roster includes: All Iron-tongue man; HOJO, ostrich boy; Major Hall, singing midjet; Victor DeLense, magician; Sailor Frank, tattooed man; Oids, skeleton dude and contortionist; Gladys Phillips, presenting Chinatown; Billie Osburn, sword swallowing and sword walking; Peterson, armless wonder; Madam Zelds, mentalist; Hilda, illusion; Joe Masters, fire eater; Singalee, steel skin man; Kocamula, cannibal family; Stanley's Dancers; Gene-Jeanette in the annex. JAMES OTWELL.

Cash Miller's Oddities

CINCINNATI, Jan. 19.—Cash Miller's Oddities today finishes the third week of its engagement here and is slated to remain until next Saturday at its downtown location. Cash Miller and Dave Lamont, the latter publicist, spent several days on a booking trip to various cities this week.

There are now 20 people in the entertainment personnel. "Popoyo" Paul Whitaker joined yesterday. Business has averaged fair thruout the three weeks, night attendance by far the heaviest. If the various attractions were placed on their individual platforms (the storeroom used here too small) there would be a very attractive array of them. At this spot they are placed a few feet apart on one long stage, down one side of the room.

WANTED

Working Acts for Museum, Oriental Dancing Girls. Top salary for good Acts. JACK CLIFFORD, Mgr. 4th Street Museum, Philadelphia, Pa.

PATTERSON BROS.' MUSEUM WANTS Freaks and Working Acts of all kinds. Nothing too large or too small. Tickets? Yes, if we know you. Balance of season indoors. Open this summer. Send photo at once. PATTERSON BROS., General Delivery, Toledo, O. King Belle, Ted Little write.

Bunts Greater Shows

CRYSTAL RIVER, Fla., Jan. 19.—Mr. and Mrs. W. J. Bunts, who with other members of their family and other show-folks are spending their winter vacations here, advise that word from G. F. Scaggs at Bunts Greater Shows in South Carolina informs that the work of preparing the paraphernalia for the opening in March is going along nicely. The management plans to carry 7 rides, 10 shows, about 25 concessions and 2 free acts and have a five-cent gate admission this year. Manager Bunts has ordered a new top for the Merry-Go-Round, new sidewalk for marquee and a public-address outfit for the front entrance. Alta May Bunts was given a surprise party by the showfolks on her 16th birthday, January 14.

Peerless Exposition

PITTSBURGH, Jan. 19.—The paraphernalia of Peerless Exposition is stored in the large exhibit building on the fairground, at Waynesburg, Pa., and since the rides, show outfits and trucks were overhauled and painted shortly before the close of last season, Owner Cramer probably will not order winter-quarters work to start before the middle of April. In the meantime plans and other preparations are under way at the home office here. The management informs that all the concessions with the show when it closed last season have been contracted, also that with the exception of one engagement the show is now booked solid until early in July. L. L. THOMAS.

DOG SHOWS

- (Continued from page 37)
- st., Philadelphia, Pa.
  - Trenton—May 12. Miss M. A. Murray, 1403 Trenton Trust Bldg.
  - NEW YORK
  - Buffalo—Feb. 23-24. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.
  - Hewlett Harbor, L. I.—May 19. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.
  - Mineola, L. I.—May 12. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.
  - New York—Feb. 11-13. Jos. C. Hoagland, 381 4th ave.
  - New York—Feb. 10. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.
  - Rye—May 11. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.
  - NORTH CAROLINA
  - Asheville—April 12-13. A. R. Fritz, Belvedere ave.
  - Charlotte—April 10-11. J. W. Roynar, 2121 Durham—April 15-17. S. O. Brewer, OHIO
  - Canton—Feb. 27-28. Paul D. Roach, Cincinnati—March 15-17. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.
  - Cleveland—March 9-10. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.
  - Columbus—March 5-6. Ralph H. Brehm, 630 Weyant ave.
  - Dayton—March 13-14. P. E. Theohald, 357 E. Sheridan ave.
  - Toledo—April 6-7. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.
  - OREGON
  - Portland—March 22-23. H. M. Powell, Box 591.
  - PENNSYLVANIA
  - Byn Mawr—May 31. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.
  - Devon—May 30. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.
  - Erle—May 4-5. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.
  - Whitemarsh—May 28. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.
  - RHODE ISLAND
  - Providence—March 16. Louis G. Najac, Box 790.
  - TEXAS
  - Dallas—April 7. Mrs. T. F. Butler, 210 N. Crawford st.
  - VIRGINIA
  - Richmond—April 23-24. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.
  - Roanoke—April 20. Miss B. H. McCarthy, 318 Boxley Bldg.
  - WEST VIRGINIA
  - Wheeling—April 20-26. W. D. King, Bridgeport, O.
  - CANADA
  - Edmonton, Alta.—March 1-2. Miss Iris Bury, 1618 10th ave.
  - Windsor, Ont.—April 13. J. Handyside, 336 Whakita st.

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 RAZOR BLADES—Double-Edged, New-est Blot, Collophaned Specials, at 40c, 50c, 55c per 100.  
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**SOFT COLLAR SLIDES**—Ocs. 1.80  
 on Card, Gross.  
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**SAGNET**—Pretty Bags, Assorted Scents, Doz. .50  
**TOOTH BRUSHES**—In Sanitary Containers, Doz. .75  
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 Prices F. O. B. New York. Samples at Wholesale, Ending Characters. Deposit Must Be Sent on All C. O. D. Orders. Prompt Service Square Dealing Since 1913. NEW YORK.

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 Our GLASS-TOP RING TRAYS are being used with great success. Write for FREE Catalog, Sample Ass. No. 1-12 Chromium Rings, Prepaid, \$1.00.  
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**GIVE AWAY**  
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 Another winter wonder in Favorite's parade of values. Had colds make big cash. FAVORITE LINIMENT. FAVORITE COUGH SYRUP. The Famous Cold Remedy. Two 8-oz. Bottles. The each to your customers. With every combination sale you give away a FREE Wonderful Heat Pack worth \$1.00 (for more). Holds heat 10 to 12 hours. No hot water, no electricity, practically no upkeep. Your combined cost for 1000 is \$1.00. Heat Pack only .08—brings you \$1.50. Write or wire.  
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**MEDICINE MEN**  
 Before Placing Your Order for This Season's Requirements, Write  
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 and you will receive quotations and information that will save you much money. We understand your problems and cooperate 100%. Examination samples gladly sent.

**SLUM JEWELRY \$1.00** 25% WITH GROSS ORDERS  
 Waldemar Chains, Assorted, Doz. . . . \$1.50 & Up  
 Tie Holders, Assorted, Gross. . . . 1.50 & Up  
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By GASOLINE BILL BAKER (Cincinnati Office)

**DOC W. R. KERR** . . . . . and in Ohio for a while this summer. If so, we will surely be callers at *The Billboard*. It is surely the grand old showman's bible. Reaches me every Thursday by mail. Have my license straightened out with the Federal Communications Commission and will be able to do my own broadcasting from my 'Palace on Wheels.'

**DOC W. R. KERR** . . . . . pipes from Spartanburg, S. C.: "One of the best known of all Southern med men is Doc W. G. Wheatley. Doc and the misus make their home at Mullins, S. C. He is a high-class worker and has been in the med game for around 20 years. Has always worked the Carolinas, Georgia and Alabama. He and the late Doc D. H. Gannon were teamed some years ago, and a fine pair they made. During the years 1918-19-20 Doc Wheatley was connected with the Melton Med Company. He and Doc Melton had one of the flashiest outfits on the road in 1921-22. Doc then had his own outfit for the next two years, and in 1925 he and I doubled with a large med show that showed to good business. Doc then married and made his home in Mullins. He now mostly works cotton towns and tobacco markets. Doc's health has not been too good for the past several years and he sticks pretty closely to his home town. Wish we had a few more like him in the med game."

**HARRY ROSEN SHOOT** . . . . . a line from Minneapolis to tell us that he is still carrying on. Says he expects Gene Golin in from Toledo most any day.

**"HIT INDIANAPOLIS"** . . . . . January 11 on my way from Columbus," tells Chuck Corner. "Will work here before going thru. Am working pens. Town is open, not tough on readers but owner's permit is necessary for doorways. Only saw three working here today. One solder worker, a home guard with blades and then ran into that oldtimer, Ralph Ruhl, working dukum. They tell me factories are n. g. Would like to read a pipe from Harry Belt and Bill Slausser. More later. Am still reading my Anniversary Number of *The Billboard*. It's a wow!"

**"LEFT GREENVILLE"** . . . . . Miss., after a two months' stay with key checks," pipes Harry Hisco, Shaw, Miss. "Am also using dog collar name plates. Meeting up with plenty of ifs and ands and all sorts of pitchmen. In Greenville were Jack Flowers, honey, and Joe Reed with solder and abapeters. Have hit it better since leaving there than any time since the Christmas season. S. C. (Shorty) Treadway, where are you. Pipe in."

**ALLAN BRYANT** . . . . . (The Ramblin' Kid from Georgia) writes from Toledo: "Old Georgia" is leaving for a job in a Buffalo hotel. But if the climate doesn't suit my clothes I will soon be headed for Florida to loaf in the sun with the bathing beauties."

**JOHNNIE GRAY PIPES** . . . . . in from Philadelphia: "Arrived this a.m. (Wednesday) and conducted a tour downtown. Ran into a local Bardex store, with Mit (Curley) Bartook at the helm. Seems to be getting a pretty fair play with a pitch store on the lot at Seventh and Market. This store was built by Curley and he has a most capable crew of workers. They are Doc Jack Cummings, Doc Ben H. Nixon, Doc Joseph G. White and George Beaton. And Clero. At Curley's 17th and Market spot he has R. M. (Dick) Parker and G. Lorraine. The boys are making a nice living. A coll worker was on the lot at 13th and Arch for a couple of days. Here's looking forward to the 50th Anniversary Number of *The Billboard*."

**"SO FAR THIS HAS"** . . . . . "been a wonderful winter," pipes Doc Lee Williams, Fayetteville, Ark. "Have not lost any time working this German district. There are big heels in nearly every town. The garden products are coming in—giving all some money to spend. My wife and I have had a great time. Been on the Coast fishing and hunting. She is a great sportswoman, in addition to being a good musician and business woman. We are building a new housecar in preparation for a trip to Houston. It will have the latest built-in features. We expect to be in Illinois the first of April

and in Ohio for a while this summer. If so, we will surely be callers at *The Billboard*. It is surely the grand old showman's bible. Reaches me every Thursday by mail. Have my license straightened out with the Federal Communications Commission and will be able to do my own broadcasting from my 'Palace on Wheels.'

**ROY (DOC) LART** . . . . . pipes from St. Louis that he is working in a high-class hotel, but doesn't want the boys and girls to think he has abandoned them. Doc writes: "Have my trapes and keister in storage indefinitely. Some time ago I worked the stem in Edwardsville, Ill. Very good. Worked auto polish and solder. No reader needed on your own manufacture. Blytheville, Ark., reader is reasonable, as is Belleville, Ill. Cairo, Ill., free reader. Memphis, a soldier discharge will turn the trick. Ran into several dukum workers on Broadway a few days ago: Smitty, glass cutters; Blacky, gummy, etc. Among the boys here now are Wimpsey Hart, Ben Shiller, Windy Doyle, Cap Joe King, George Bensley, George Holt, Chin Foley, Williams. Would like to read pipes from Chief Dark Cloud, Chiclo, Doc Rance Gray, Professor Sigmatic, Jack LaMarr, Mory Ragan, Professor Orvola and Doc Dodo."

**HARRY LEONARD** . . . . . Milwaukee, advises that Hario and Mario, former med show performers, are doing knife throwing, magic and mindreading with a local museum. Bellmarby, one-man band, also ex-med performer, is working the same spot.

**FROM THE CANTRELLES** . . . . . (Slim and Evelyn) at Austin, Tex.: "Beautiful Texas, the State anthem, truly describes the weather the past week and all the pitchfolk are making the best of it. Saw Docs Welch and Day. Both are looking well and doing nicely. There are a number of grind workers in doorways here. Our hosts, Herman Wenger and his wife, have their own property and business here. Wish all of us who are inclined to squawk at times could see the obstacles this boy Herman has overcome. He is a veteran in the pitch and show business from many angles. Lost his own show twice by fire, lost his health and use of his lower limbs. He carried on, made pitches, gave a free magic show. And all from a wheel chair. And he's a jolly fellow with it all—never complaining. Truly many a hero lives unsung."

**WALTER B. MCINROE** . . . . . pipes from Cllo, Ala.: "I have been playing in the Stoll Building here to fair business. Recently returned from Georgia—things are not so good there. Doc Al Mainard and wife have a new addition to the family—a big 7-pound boy born December 31. Don, Lou and Pally Dern and my wife and I are still trying to please them."

**"HAVE NOT SHOT A PIPE"** . . . . . for a long time, but I read them every week," pipes Harry (Doc) Murray from New York, "so I figure it's about time to kick in with a little news from the big town. There seems to be plenty of the boys working on the streets at present, altho now that the Christmas permits have expired it is very tough unless one knows the ropes. A few of the boys I have seen on the street are Red Halley, Frank Libby, Ike Wolf, Archie Smith, Mrs. Joe Moore and Flynn and Williams. Fred Stone is operating a pitch store on Sixth avenue and Ralph Quinlan, Jack LaMell, Ed King, Madeleine Ragan and several others are working it. Up in Harlem Rajah Rabo continues to enjoy satisfactory business with the workers Doc Hlyohn and Policy Pete. In chain stores one can find George Beyers, with inhalers; Howard Kirk and wife, with inhalers; Matt Golden, with corn punk; Mr. and Mrs. Powers, with curlers; the Graysons, with horoscopes, and Neuman, with corn punk. Many of the boys will be glad to

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**ZIPI ONE PULL—IT'S FULL!**  
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 Thousands sold at 50c each in London, Newcastle and Liverpool. A Belt of new design. Eliminates ordinary belts and suspenders. A new hot item, just what you're been waiting for. A clean-up for Pitchmen, Window Demonstrators and Chainmen.  
 Each Belt mounted on instruction card, marked 50c.  
**At a Quarter It's a Sell-Out.**  
**\$7.20 Per Gross**  
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**DURA-HONES, \$4.14 per Gross.**  
 Special Demonstrating Hair with Each Gross  
**MYSTIFYING COIN TRICK (3 Pieces), No Skill Required.** Six Different Tricks Can Be Performed. Per Gross, Complete With Envelopes and Instructions, \$5.00. (Sample Dozen, Prepaid, 60c.)  
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**NEW STROPPER**  
 \$8.00 per Gross.  
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**PUBLIC ADDRESS EQUIPMENT**  
 Complete Portable Sound System, 110 AC-DC. Special this month, \$23.00. Nothing else to buy. Send \$5.00 deposit, bal. C. O. D. **MILES RE-PRODUCER CO.,** 114 W. 14th St., N. Y. C.

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 Sell Genuine Fur Automobile Rugs for \$8 to \$5. Cost \$11.25 Dozen, Sample, Postpaid, \$1.00. 50% with Order.  
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**THIS AMAZING BANDAGE BREATHES**  
**400% PROFIT**  
 Two-Second Demonstration. Amazes all who see it. Will not stick to hair or skin; elastic, strong, light. Send \$25 for two full size samples, or write for true details.  
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 LETTER PATTERNS: WRITE FOR FREE SAMPLES. **J. F. RAHN,** 2120 NEVA, CHICAGO

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 Highest Quality Advertisible Brand, in Colored Containers. Contains 13% Alcohol. Herb Scents with Recognized Medical Values. While 6000 gross last at these low prices: \$2.25 per Dozen; \$-Dozen Lot, \$2.00 per Dozen. Order from **NATIONAL PRODUCTS LAB.,** 1160 Chatham Ct., Chicago, Ill.

**REX HONES Now Less Than 3c Each**  
**\$4.25 a Gross**  
 Send \$1.00, Bal. C. O. D.  
 Each Hone in flashy silver box, priced \$1.00. A real fast cutting abrasive stone of good quality. Wonderful demonstrator for Pitchmen. The REX HONE always sold for a much higher price. Hones men are cleaning up. ACT QUICK. **REX-HONE MFG. CO.,** 1500 W. Madison St., Dept. 2-B, Chicago.





By LEONARD TRAUBE  
(New York Office)

**The Mighty Myth**

THE talking picture oracles will pardon us while we sneak into their alley and go to work for better or for worse on *The Mighty Barnum*, the film which, says Gene Fowler, its co-author, kicks history smack in the groin, or words to that effect. After reading Fowler's shooting script, the first of its kind to be published, and in itself a long bow to the memory of the redoubtable Phineas Taylor Barnum, we finally got around to the picturization. The visit was not too pleasant.

Entertainment is entertainment and history is history and if the two are competently combined they are fairly certain to yield enjoyment. *The Mighty Barnum* is more or less occupied with entertainment values. History is kicked in the groin, so Fowler, one of the most successful newspaper men ever turned out in this country, is right about that. It's hard to chastise a product when its creator stops you by self-criticism in advance. But there are certain other ways of getting around the subject. For instance, I rise and ask why the picture is called *The Mighty Barnum*? Why not *The Mighty Beery*? since Wallace Beery attempts to interpret America's greatest showman, but goes no further than interpreting himself, a thing he does in the familiar Beery way. It is not Barnum we see, but one of the most incongruous caricatures ever manufactured for us, the boos of the land. Moreover, the effort is not genuinely funny, altho that depends on the way you look at it. To me it was an unhappy mixture of farce, comedy, melodrama and just plain unpleasant. To sell the picture on the basis that it depicts the life of P. T. Barnum is, to me, fraudulent; about as fraudulent, in fact, as the incidents in his life as they appear to us in screen form.

The highlights are there in abundance, but they are mangled miserably and frequently are developed with one eye on a

gagged-up climax and the other closed tightly on the record books. Barnum's famous attractions—Joyce Heth, General Tom Thumb, Lavinia Warren and Jenny Lind—appear as unimportant divisions of the parade. Actually the Jenny Lind chapter is among the most interesting and noteworthy on the American show shelf. Barnum brought her over, coined a fortune with her and for her. The film tells you that Barnum's partner, "Bailey Walsh," brought her here to be humiliated by an uncouth and illiterate Barnum. "Bailey Walsh" also imports Jumbo, the hugest elephant of all time. That is most emphatically not within the facts. P. T. himself was responsible for Jumbo's debut on this side and the tonsil of publicity in London and in the United States following transportation difficulties are a matter of record. "Walsh" seems to be a composite of all of Barnum's partners. Just why I don't know. "Walsh" as his name is Bailey, so Barnum observes he'll call his Greatest Show on Earth Barnum & Bailey. It would have been easier to slide the real partner into the picture. His name, I believe, was James A. Bailey.

There is no mention of Barnum as a leading citizen of the State of Connecticut, as mayor of Bridgeport, as a member of the State Legislature, as a great philanthropist, as creator of his famous Oriental Villa, as perpetrator of the celebrated Buffalo Hunt in New York, as projector of the Woolly Horse and as father of thousand and one sensational exploits, many of which are in practice by Hollywood.

Barnum's temperance lecture is completely forgotten. Perhaps the repeal of prohibition has something to do with the omission. There is absolutely no attempt to reproduce Barnum's most important venture, his museum, in the manner in which it actually was presented.

Barnum is represented, as I have said before, as uncouth and illiterate. Even the most critical chronicler of Barnum's life could not possibly call him illiterate, much less uncouth. *The Mighty Barnum* shows him as the henpecked husband. He loved Nancy, but only Hollywood would place Barnum under such severe wifely control.

*The Mighty Barnum* is, in short, faked up and colored and shot thru with old-fashioned hokey in the effort to make entertainment, but if Fowler and his collaborator, Bea Meredyth, or anyone else were really concerned with sensational events in P. T.'s life they would find them in the *History of Barnum*, the real *Mighty Barnum*, the Prince of Humbugs, who should himself have been alive to make this talking picture.

Frank Wirth, of Frank Wirth's Circus, is vacationing in Miami. . . . Miss Del Light, nurse on Unborn attraction with Art Lewis Shows the past season, reports that she will be out with it next season. . . . The Daily News points to an exclusive story that Babe Ruth has received an offer to tour with a circus the coming season for a prize offering of 75 grand. Ages ago in this pillar I toyed with the subject, asking why it wouldn't be tops to have the Bambino on a show.

JACK FRASER, of vaude and parks (one of the fastest concession men extant, if you ask me), is working at a mid-town picture house. . . . Paul Morris, publicity head of Playland, Rye, is working hard to make the nation Harry

Baker-conscious. Baker is president of the park-pool-beach association. . . . Starting with the first issue in February Guy Weadick inaugurates a new department in *West Magazine*, which is intended to stimulate interest in the West Arch Clair, manager of Norumbega Park, Boston, and the wife made a trip of nearly 5,000 miles from the Hub to their home in Battle Creek, Mich. The duo covered 17 States, spent a few days in New Orleans and made a dozen side trips from there and back. They billed themselves "Ohampton North American Tourists." In praising the 40th Anniversary Number of *The Billboard*, Clair says that he and his little wife, Mildred, have gone the path together for 20 years. . . . The Public Prints. . . . The December 29 issue of *The World's Fair*, English amusement favors, is a special circus number, and a grand one, too. . . . The maiden issue of *The Showman*, published monthly (perhaps, as Editor K. Bernardo says on the first page) in Dublin, is quite amusing and is devoted entirely to an attack on Bertram Mills, veteran director of the London Olympia Circus bearing his name. Mr. Bernardo's "grudge" seems to be highly localized and of little interest to us on this side. He expresses great dissatisfaction with every department of operation and hints that Mr. Mills favors foreigners, presumably in the performance and. He also admits that he (Bernardo) is a publicity man who doesn't like Mr. Mills' publicity methods. You can bet that no son of Erin will say a good word about an Englishman, and Editor Bernardo seems to be no exception. He may not be Irish, but his little sheet emanates from the Emerald Isle.

**U-NOTES**

(Continued from page 23)

Coleman, who went to the Indic Circuit; Max Fehrman Jr. succeeded Ralph Duby; who is slated for the Wilcers; Dian Blake moved from the Gotham, New York, in place of George Grafe, and Bert Grant took Earl Root's straight part. Romaine with a six-week contract; Naomi Dusk and Bob McManus are other new principals, and Lois Pierce and Agnes Nichols are other exits.

TINY HUFF, featured in *Georgia Peaches* on the Indic Circuit, received a large box of chicks by mail from an admirer in Union City January 16. Earl Bowers, Charley LaFord and Jack Montague, comics with same show, entertained at the stagehands' annual banquet in Jersey City after the night show January 16, for which occasion Montague dressed up in Bob Rogers' tux.

JOHANNA SLADE, with Ralph Pitzer still in the hospital, engaging entire new cast and chorus for Princess Theater, Youngstown, O. Two changes of bill weekly. Fred Neely now producing Henry Prathers' show at the Princess, where Kitty Warren opened January 4, and Pat Burns, wren, replaced Bert Morton and Jean Carter January 11. Balance of roster includes Pat McCarthy, Fred Neely, George Hill, Beulah Bryan, Billie Emerson, Rae Brownell and a chorus of 14.

WALLY BRENNAN, whom Jack Tiny Fuller transformed from a juve into a comic at the Palace, Buffalo, is reciprocating by writing new scenes and bits for the Fuller interpretation.

SID FIELDS and Jack Greenman, with the Supreme, extra attraction in Pittsburgh and Baltimore recently. First time in a long period for a male team, straight and comic, to be engaged as an extra attraction.

RUTH CONLEY's new and copyrighted *Chlo-s*, exotic interpretation, all set, staged, rehearsed, photoed and completed, due for an opening soon at the Star, Brooklyn, with Manager-Attorney C. P. Lothrop watching over all.

GEORGE DRESSELHOUSE, accountant, long with the former big burlesque circuits, now bookkeeper for Oscar Markovich, candy concessioner. Appointed on the death of Frank W. Benedikt, who was with Mr. Markovich last 12 years. Died at the age of 90 in Woodside, L. I.

**'ROUND THE TABLE**

(Continued from page 12)

cipals and cast from the current Earl Carroll show, playing the Cass Theater, in attendance.

PROFESSIONAL ACTS at Club Royale, San Antonio, that have been held over include Johnny Harrison, emcee; Katie Smith Keith and Harrall Everitt, singers; Otto Gleaser, comedian, and Fath Gaimche, comedy-toe strut, and Jimmy Arnold and his Recording Band.

LEE MORSE, headline attraction at the Sylvan Club, midway between Dallas and Fort Worth, for the last 13 weeks, has gone to the Olimus Club in San Antonio. Marjorie Enters and Philippe Borgia, dance team formerly featured in *Manhattan Cocktail*, succeeded her. Clarence Stroud is new emcee.

CLUB MIAMI, Milwaukee night spot, has opened under the new management of Harry K. Ross with a floor show headed by Loving Sam Thead, emcee; Plink and Josephine, dancers; Windy and Oussie, dancers; Marvey Dilroy, blues singer; the Six Dancing Sepia Queens and Armin Rogers and his Miamian Orchestra.

NEWELL AND LORRAINE, clever dance team, are appearing in the floor show at Cason Tea Garden, Chicago. Gail Winter, blues singer, and Ann Lake, acrobatic dancer, complete the bill.

PARAMOUNT CLUB, Chicago, is now under the management of "Sonny" Goldstone and Eddie Sherman.

JUNE HURLEY is working her 10th week as emcee and songstress at the Golden Pheasant Club, Peoria, Ill. Al Calvin and Marguerite are playing their first club date here this week after a six months' vaude tour. Octavia Powell, "Personality Belle of the South," and Jack O'Brien's Orchestra complete the bill.

JIM CURREY and Texas Till are current at Coconut Grove Garden, Lansing, Mich.

JACQUELINE AND GEOFFREY, dance team, are featured in their interpretations of the Carica, the Merry Widow Waltz and Plasticity at Garcia's Spanish Restaurant, Tampa, Fla. Business is reported as good, and the act is kept busy with Florida West Coast dates. Appearances in Daytona Beach and Miami are on the books.

BLOSSOM CHAN, Chinese dancer, was featured in her Goddess of Wine interpretation for several days at the Club Lido, Dayton, O. Blossom is set for a tour of Eastern theater dates under Herb Jones management.

CLUB GREYHOUND, Jeffersonville, Ind., has a floor spectacle including Alexander and Swanson, international dance team; the Roberts Brothers, harmony trio; Loisita, acrobatics, and Freddie Bernard, emcee, in a return date. Artie Collins and his 15-piece combo play for floor and dancing. They soon will go Coast to Coast over NBC via WAVE, Louisville. Club is under the management of Tom Kelly.

CHATEAU INN, Westchester night club, reopened January 17 with a new show, headed by Ben Alley, as m. c. Alley, radio tenor, has with him Betty Joyce, Peggy Hopkins Joyce's sister; Beth Love, Lew White, Joe Ross and Don Juan's Casa Blanca Orchestra.

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Walter Lenford, band leader, write me.

**Equipment and Supplies**

Manufacturers — Distributors — Jobbers  
By BILL BOARDER

LEW KELLER, of the Universal Theaters Concessions Company, Chicago, is on an extensive buying trip to New York. He will spend considerable time in the Eastern markets and no doubt will return with a great number of new novelties.

IT IS EXPECTED that the Shirley Temple Dolls, manufactured by Ideal Novelty and Toy Company, will be a hit on carnivals during the coming season. The

well-known carnival supply house, Horrow Novelty Company, has been appointed exclusive Eastern distributors for the carnival, fair, park and other concessions trade.

THE GOODWIN Tire and Rubber Company, of Chicago, now handles all nationally known makes of tires, specially reconstructed by the Goodwin scientific process. The firm has facilities which enable it to make immediate shipments and also issues a catalog.

BUSINESS PROSPECTS for 1935 look very good, according to Louis Rosenthal, one of Detroit's largest carnival supply house operators. Sales to indoor events for New Year's Eve were smaller than usual from local houses, he reported, with out-of-town houses doing a big business thru salesmen in the city.



**Old-Time Showmen**  
By CHARLES BERNARD

There seems to be a prevailing opinion among writers and readers of circus literature that 1861 to 1865 was a very inactive period for circus owners and members of the profession because of conditions brought on by the Civil War, seventy-three years ago that war was in its second year and with discouraging conditions to face for the traveling tent-show owner and employee who was accustomed to operate in the United States.

But a summary of the actual operations in circuses during the summer of 1862 is evidence of the existence then of that present-day rule, "The show must go on." The announcements for openings of the 1862 season included the J. M. Nixon Circus Company for April 21 in Brooklyn, N. Y. Thayer, Noyes & Company United States Circus organized at Girard, Pa., for the opening on May 3. Nagle & Kincaid's Circus and Menagerie selected May 20 for its opening at Mansfield, O. Robinson & Lake's Circus began the season in Cincinnati, John Wilson's California Circus opened in San Francisco about May 1, featuring Sebastian and wife, equestrians, and Joe Pentland as clown. Mrs. Dan Rice, with Goodwin and Wilder, put out the Goodwin & Wilder Circus for an Eastern tour; they played towns near Boston in May.

The E. Sands Circus played Detroit, Mich., on May 28 and 29; Robinson & Lake's Circus followed for two days, June 6 and 7, with Dan Rice's Circus as the third, also for two days, June 9 and 10. Madison, Ind., had Antonio Bros.' Great World's Circus on June 30, and DeHaven's Union Circus was in Madison, Wis., on June 30, and gave 10 per cent of the receipts to the Soldiers' Aid Society. Mable's Great Show commenced a four-day engagement in Cincinnati on June 9. Yankee Robinson's Show was in Geneva, N. Y., on June 9; Madigan & Carroll's Union Circus showed in Troy, N. Y., on June 19 and was featuring Charles De Vere and Willis Armstrong as clowns. L. B. Lent's Circus and Menagerie also was in the New York towns in June giving special publicity to the hippopotamus as a menagerie feature. After the exhibition at Antwerp, N. Y., the movement on Sunday to the next stand included crossing a stream where it was decided to let the hippopotamus take a bath. It was a relished treat for the hippo to wallow in the water and soft mud. It decided to stay there indefinitely. All efforts of keepers and helpers to get the beast to dry land and captivity had no effect. Finally on Monday, with the use of dogs, Hippo was forced out of the muddy stream and was back on exhibition.

George F. Bailey & Company's Zoological and Hippopotam Pavilion was in Western New York, at Fredonia, on June 25 and 26. First week in August Dan Gardner's Circus was in Central Pennsylvania. Mable's Circus was in Illinois to reported good business. The street parade was made a strong magnet to draw business; 11 cages of animals, preceded by the band chariot, lit drawn by the two elephants, Romeo and Juliet, with their trainer and keeper, Stewart Craven, in charge. With the Mable show, on the performers' list, was James Melville and his two sons; Madam Melville did a riding act; George Sloman was doing a globe and barrel act on horseback; Kincaid's "Pete Jenkins" and J. Mulligan in "Old Bob Ridley" were comic stunts, and Dan Stone was clowning. Langworthy and the performing lions were a feature. Gardner & Heming's had reached Western Pennsylvania and were at Freepport on August 23; Kittanning, the 25th; Hyatt Frost at same time had the Van Amburg Animal Show in Ohio. G. W. DeHaven's Circus exhibited in St. Louis, Mo., week ending August 23.

Bartholomew, the famous trainer of horses, was operating under the title of Bartholomew's Circus Company and exhibited at Stockton, Calif., on August 1. By late September the shows that had been in Canada were back to finish the season in the United States. Robinson & Lake had made a very successful Canadian tour; were back into the Central States and had a four days' engagement, commencing September 20 at Indiana State Fair, Indianapolis. Many popular and well-known performers were on the Robinson & Lake program; Mlle. Alice, Mlle. Agnes and Emma Lake, Madame Seamon, Willie Armand, the

Roland Brothers, P. H. Seamon, Signor Hernandez, A. F. Aymar, Samuel Rhinehart, Clark Gibbs, Gus Shaw, Harry Keys and Madam Lake. The proprietors, John Robinson Sr. and William Lake, were in that war-time period among the pioneer circus men in building up the world's popular outdoor amusement institution enjoyed today by all civilized nations.

**Gumpertz, Cook and R-B Named Co-Defendants**

NEW YORK, Jan. 19.—Ringling Bros. and Barnum & Bailey Combined Shows Inc., S. W. Gumpertz, vice-president and general manager, and Frank A. Cook, legal adjuster, are named defendants in a damage suit of \$100,000 filed in the State Supreme Court this week by William J. Rapp, general counsel of the American Federation of Actors, for John E. Friedman, vaudeville producer and manager, the plaintiff.

Friedman charges that he had the Young Kam Troupe, Chinese performers, under his management in October, 1933; that the defendants were aware of the contract and that at or about that time one or all of the defendants induced the troupe to violate the agreement by leaving the plaintiff's employ to enter the employ of the defendants. He further alleges that "this wrongful act" has prevented him from obtaining reimbursement for moneys expended by him for the act, which he gives as \$5,775.35. The bill of complaint, described as a verified complaint, asks for \$100,000 because "the plaintiff has been deprived of his share of the profits earned and to be earned by the troupe, and deprived of the services of the performers and profits earned and to be earned." In addition to the principal, costs and disbursements are asked in the action, which is answerable on Monday.

Friedman had a court skirmish with the Young Kam Troupe recently, winning a judgment of \$5,775.35, the amount named in the complaint as expenditures on the troupe. The Ringling office supplied counsel in that action and Mr. Rapp appeared for Friedman. Mr. Rapp alleges that a specific violation on the part of the defendants occurred during the week of November 5, 1933, at the State-Lake Theater, Chicago, where the act was booked at a salary of \$450.

**Maitland-Butler Shows**

HARRISONBURG, Va., Jan. 19.—Work at winter quarters of Maitland-Butler United Shows is progressing. Junie Butler is looking after the quarters. F. D. Bent, general agent, is contracting in Pennsylvania. C. N. Andrews, electrician and Col. Maitland's old standby, is getting the fronts into shape. There are now tops for the Minstrel Show and Athletic Show. It is planned to have 8 shows, 4 rides in the lineup and 18 concessions are contracted. Mike Wharton's 12-piece band will furnish music. Junie Butler is a son of the late Ernest Butler, who operated Butler Bros.' Shows for many years. Junie was veritably born in show business.

MRS. MIKE WHARTON.

**Acts To Play Police Show**

ST. LOUIS, Jan. 19.—Among acts at a benefit show of Maplewood Police Association, opening on January 17, were Savilla and Frazier Trio, Edith Karen, Gordon Sisters, Page and Page, Marie Fields, Naomi Haag, Royal Hawaiians and Joe Smith, comic. Harry Lange's orchestra furnished music and Pat Kerwin sang. Show was produced and directed by the Independent Display Fireworks and Amusement Company, St. Louis, under supervision of W. A. Brown.

**PAPA DUFF**

(Continued from page 25)

nurse; Babe LaNard, night nurse; dietitian, Sam Kallas; cashiers, Eva Blitzard and Rudy Kralinger; doormen, Hubert Surface and Eddie DeForrest; concession, Carmen DeForrest.

Roy Ferguson and his 10-piece Cotton Club Band are playing. Contestants remaining are Lee Warrington, Bob Russo, Dottie Alsbaugh, Shannille O'Hern, Martha Garrett, Nick Petrovic, Nora Fansler, Guy Fields, Jennie Rowe, Al Chapman, Bernice Petrovic, Bing Bang Coleman, Beatrice Bourmouville, Tiny Rowden, Bob Dale, Wallace Arkansas Butcher, Marion Walker, Smoky Joe Richardson, Gladys Nelson, Elmo Miller and Stanley Cox, solo.

**ENDURANCE NOTES**

(Continued from page 25)

which appeared in The Forum in the January 5 issue of The Billboard. Marge also requests that the person who sent the statement that she was a winner please refrain from such misstatements in the future.

JACK FREEMAN received over 1,500 cards in one mail delivery at his hotel in High Point, N. C. Cards were in connection with a popularity contest over Station WBIG.

BUDDY WALLACE would like to see notes from Fred Sheldon and Ray C. Alvis.

KITTY WENDELL and Bert Ray are resting in Huntington, W. Va., and would like to read notes from Johnny Lin, Orrie Bayless, Doris Hartpence, Moody Johnson, Mickey Brennan and Frank Lyons.

EDDIE BEGLEY would like contributions to the column from Charles Hagan, Ginger Heath, Paul Nelles, Sue Long and Jimmy Kelly.

RUTHIE BOOTH, now with the Sheldon show in Marion, Ind., would like a note from Jimmy Kennedy.

JUNIOR JACK KELLEY, with the Grand Island, Neb., show, would like word in the column from Doug Mills, Betty Levine and Paddy Gallagher.

ALICE MERENY, Cleveland, would like to know the whereabouts of Charlie King.

HARRY SMYTH, emcee with the North Wildwood, N. J., show, would like to see word from Al Painter and Jack Kay.

EVO B. CIRRITO wonders if Johnnie Lowe, Merritt Smith and Budd Coleman ever reached California in that "beach wagon" they bought for five pieces of lettuce.

WAYNE NELSON, Toledo, wants word from Bob Donovan, Roy Myers, Al Cook,

Nick and Jean Winrick and Harry Williams.

LUMAN J. BEEDE writes to record thanks to Eddie Gilmartin and Frankie Rizzo, of the Crockett organization, for their co-operation after the Tampa fire.

"RADIO HERB" LEWIS wants to read one from Frances Maxwell.

JOHN D. SHEEHLEY was a recent visitor at the Alvia North Carolina show.

LOU MILLER and Arnold Ehling, after smashing their car and sustaining numerous injuries last November, were discharged from Tampa Memorial Hospital January 17. The boys will soon head for Green Bay, Wis., to join Mickey Thayer.

JIMMIE KING and Sally Conway, Baltimore, winners of the Columbia, S. C., show, would like to read endurance notes from Carolina Webster, Roy Jones and Bill Humphries. Jimmie and Sally were married on the floor at Columbia.

BARNEY (RED) COLEMAN is resting between shows in Huntsville, Pa.

FRANK LOMELO and his wife and Joe Tugarelli and the missus are leaving Grand Rapids for a visit with their folks in Astoria, Long Island. They would like to see communications to the column from Joe Palooka and Billie McGreevey.

ERV SHEA writes that he visited the Cowi Asheville show and wants to pass along word that Mickey Rosenberg is doing a bang-up night judge job.

JEAN WISNER, Hillside, N. J., would like notes from Mickey Sinclair, Eddie Brandt and Winnie Baker.

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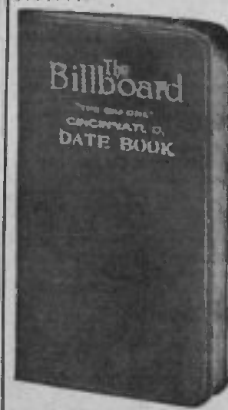
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## FINAL CURTAIN

(Continued from page 31)

January 11. Mr. Randall was last season with the Krause Greater Shows.

**REINAMAN**—John (Quaky), 55, died from a heart attack January 12 at the Elks' Home, Bedford, Va. He formerly was connected with the old Barnum Show, Howe's London Show and Al G. Barnes Circus in capacity of candy butcher and ticket seller. Was a member of Indianapolis Lodge of Elks.

**RIMMEL**—Franz, an Estonian animal trainer, died December 30 at Helsingfors, Finland, from injuries sustained when attacked by a lion, which bit him severely in the face and head.

**ROSS**—J. E. Jr., 22, for the last two years manager of the Strand Theater, St. George, S. C., died January 8 of pneumonia. He is survived by his widow and two children.

**RUSSELL**—Ella, 73, American soprano, died in Florence, Italy, January 16. As a young girl she left her home in Cleveland to study abroad, later becoming a well-known singer in the various opera companies in the European capitals. In 1897 she returned to America for a short tour, later going back to Europe, where she spent the rest of her days.

**GAYNE**—John M., engaged in the theater business at Ennis, Tex., for the last 23 years, died in a Dallas hospital January 10 following an operation. He is survived by his widow and two daughters.

**SERRANO**—Vincent, 68, noted actor of the '90s, died in New York January 12 of a heart attack. As a youth he served as second secretary of the Colombian Legation in Washington. His first stage appearance was made at Daly's Theater, New York, in 1893. Later he played in *Benedict Arnold* and *The Pink Mask*, using the pseudonym of Vinton Ayre, and *The Way of the World*, with Elsie de Wolfe.

He was on the road two years with John Mason in *As a Man Thinks*. Recent productions in which he acted included *Pay Day*, with Irene Fenwick; *The End of the World*, and *De Luze Amie*. His best known role was Lieutenant Denton in Augustus Thomas' *Arizona*. He appeared in it more than 1,000 times. Serrano also appeared in 13 motion pictures, last of which was *Convoy* in 1927. His last stage appearance was in *Florenz Ziegfeld's Rio Rita*.

**SHAUGHNESSY**—James J., 36, founder and president of the Westchester Lodge No. 650 of the Motion Picture Operators' Union of America, died at Mount Vernon Hospital, New York, January 9. He had been a delegate to national and international labor conventions for the last 10 years. His widow, a son and his mother survive.

**SHEARD**—Bartlett, 81, died in Philadelphia January 6. She was the widow of J. Van Buskirk, formerly treasurer of privileges with the Buffalo Bill Wild West and the Miller Bros.' 101 Ranch Wild West. She is survived by 4 sons, Harry G. Wilson, for many years in the circus world, formerly with the Cook & Wilson Circus and in later years with the Ringling-Barnum Circus. For the last two years he has been living in retirement in Philadelphia. Funeral services and burial were held January 10.

**SHORT**—Dr. William Harrison, 66, executive director of the Motion Picture Research Council of New York, died recently in Philadelphia. He had much to do with studies of the effect of motion pictures on children, the findings of which were recently published in book form under the title *Our Movie-Made Children*. Dr. Short had been a director of the League of Nations Association. His widow and five children survive.

**SHUMAKER**—George A., 52, magician, died in Waco, Tex., December 11. His home was in San Antonio. He is survived by two daughters, Mrs. Ralph E. Thompson, of San Antonio, and Mrs. Frank A. Henderson, of Palestine, Tex., and one brother, C. R. Shumaker, of Pullman, Wash.

**SMITH**—Gilbert E., 24, died January 12 at the Jewish Hospital, St. Louis, from heart disease. Smith was assistant manager of Loew's State Theater, St. Louis, for the last five years.

**SNYDER**—Arthur, 60, veteran showman, died suddenly at the Hotel Ferguson, Shenandoah, Pa., December 6. Deceased formerly managed the O'Hara Theater, Shenandoah, and later operated a chain of movie theaters thru Pennsylvania with his brother. He had not been active in recent years. Mr. Snyder was a member of the Elks in Shenandoah. Burial was made December 8 in Reading, Pa.

**SPRECKLES**—Claus A., 47, musician

and grandson of the former owner and operator of the Sprackles Theater, San Diego, Calif., died in San Francisco January 12. He leaves his wife and four children.

**STEPANEK**—James, 56, for 25 years operator of the Lynn Theater, motion picture house in the Englewood district of Chicago, died January 7 of heart ailment following an illness of more than a year. Burial in Bohemian National Cemetery, Chicago.

**THOM**—John James, 55, supplier of circus sets for motion picture productions, died in Los Angeles January 7. His mother survives.

**TIBBETTS**—J. Herbert, died in New Canaan, Conn., January 14 after a brief illness. He was formerly a theatrical producer, but since his retirement has been manager of the Homeward Inn, New Canaan.

**TUNSTALL**—Edward, manager of the Metropolitan Theater, Minneapolis, dropped dead at his desk in the theater office January 1.

**UPRIGHT**—Louis, 61, father of *Blanche Upright*, screen writer, passed away at Coronado Beach, Calif., December 31. Funeral services were held January 3 and burial was made in Forest Lawn Cemetery, Glendale, Calif.

**VERNIE**—Eugene, 78, veteran English legit actress, who played in the New York production of *Milstone's*, died in London December 18. She had been on the stage for 40 years.

**WATERHOUSE**—William, 68, English showman, died at Sheffield, England, December 25.

**WHITHAM**—Thomas, 52, died in Milford, Conn., January 9 after a short illness. He was one of the proprietors of Myrtle Beach Amusement Park, Milford, and a pioneer park man in Connecticut.

**WHITMAN**—Phillip H., 42, film director, cameraman and screen writer, died at the Hollywood Hospital, Hollywood, January 10 of heart disease.

Whitman entered pictures in 1916, when he became associated with Mack Sennett as a trick photographer and writer. He worked on several Marion Davies pictures and was technical director on *The Ties of Baghdad*. Lately he had been connected with Warner Bros.' Studios in the writing department. He is survived by his widow, son and mother.

**WINKLER**—Herman, 42, died in New York January 7. He was manager of the Belwin Music Corporation, New York. His widow; a son, Robert, and a daughter, Corinne, survive.

**WITTE**—Henry, 67, former operator of Wooddale Amusement Park, north of Hamilton, O., died January 13 at his home in Cincinnati. He operated the spot with his late brother, Frank Witte, who was widely known for his pony farm supplying the profession.

**WOODS**—Edith, 25, blues singer, in vaudeville and burlesque, died of pneumonia at the Josephine Hospital, St. Louis, January 14. Funeral was January 16, with interment in Sunset Burial Park, St. Louis. Survived by her parents, Mr. and Mrs. W. F. Woods; two brothers and one sister.

**WRIGHT**—Lucy, daughter of James and Mary Wright, well-known English carnival couple, died at Byker, England, December 25.

**WYATT**—Conway Carroll, 79, custodian with Fox Movietone Studios, died January 13 in Movietone City, Calif. Funeral services held at the Catholic Church, Hollywood and interment at Calvary Cemetery there.

**ZEGANA**—Daniel, 21, roustabout with Ringling Bros. Circus, died at the General Hospital, Los Angeles, January 8 of peritonitis.

## MARRIAGES

**BUTLER-DAVIS**—Cora Mae Davis, of Billroy's Comedians, tent show, and Ed Butler, chief of police of Clewiston, Fla., were married January 10 in West Palm Beach, Fla. Bride will remain with the Billroy show until it winds up this season the middle of February.

**CAIROLI-FRATRELLI**—Hubert (Carletto) Carrol, of the Cirque Medrano clown trio, Canole, Porto and Carletto, and Violetta Fratrelli, daughter of Paul Fratrelli, clown, were married at Perreux (Paris suburb), France, December 21.

**COLE-HILL**—James M. Cole, who has been with Sella-Flores and other shows, and Dorothy Hill were married at Penn Yan, N. Y., January 16.

**COX-GREEN**—Beatrice Green (Princess Pauline) and Albert (Colonel) Cox, well-known midgets with the John Lester Show, were married at Bradford Cathedral, England, December 21.

**DAVIS-KAYS**—Stanley Davis, emcee with Franklin's Fantasy Folies, and

Martha Kays, featured dancer with the same show, were married in Havana January 11. Bernice Kastor, Charlotte Thon, Olive Russells and Mary Shelby served as bridesmaids. Peggy Kays and Dolly Thon were flower girls and Gertrude Kays maid of honor. Forrest Hammonds was best man, and Joseph Franklin gave the bride away. All are members of the Franklin show.

**DE RIVALARO-BECKE**—Evo Becke, English radio announcer and vaude performer, was married to Count Canova de Rivalaro, Italian nobleman, at the Marylebone Register Office, London, January 1.

**GOLDSMITH-BAKER**—Anna Baker, violinist, of Fort Wayne, Ind., and Paul Goldsmith, also of Fort Wayne, were married at the Trinity Episcopal Church, that city, January 6. Mrs. Goldsmith was formerly a member of the Fort Wayne Symphony Orchestra.

**KING-BARR**—Joe King, yachting editor of *The New York World-Telegram*, married Eleanor Barr, former chorus girl, January 12 in New York.

**LEEDS-SECKLAIR**—Stanley Leeds, in charge of the men's wardrobe department with Columbia Film Studios, and Sheila Secklair, were married December 31 at Los Angeles.

**MARKOVICH-FELDMAN**—Abe Markovitch, one of the five brothers of Oscar Markovitch, burlesque theater candy confectioner, married Nellie Feldman in Toledo, O., December 20.

**OLMSTED-BOYD**—Mason B. Olmsted and Betty Boyd, motion picture actress, were married at the Mission Inn, Riverside, Calif., January 12.

**PEKINS-STONE**—Secret marriage of Robert A. Pekins, assistant manager RKO-Keith's Theater, Syracuse, N. Y., to Alice Stone, nurse, formerly of Baltimore, October 2 was announced in Syracuse January 12.

**PERDUE-CARAFINAS**—Elmer Perdue, affiliated with the Oklahoma Ranch Rodeo in the South with concessions, was married to Betty Carafinas, also with the show, when the company appeared in Raeford, N. C., recently.

**POLLARD-BRIDGES**—Snub Pollard, screen comedian, was married January 12 at Los Angeles to Ruth Bridges, concert pianist.

**ROBINSON-POWER**—Leslie Edward Robinson, film production manager, was married to Anne Lavene Power, screen actress, at Yuma, Ariz., January 8.

**SEYMOUR-LEE**—James Seymour, associate producer at the Warner Bros. studio, and Jocelyn Lee, film actress, were married at Miss Lee's home in Beverly Hills, Calif., January 13.

**STEPHENS-FLAKE**—Clifford O. Stephens, Fort Worth, Tex., and Eileen Flake, of Station WBAF, Fort Worth, were married in Weatherford, Tex., January 11.

**TOWNSEND-HUTCHINSON**—Josephine Hutchinson, film actress under contract to Warner Bros., and Franklin Townsend, member of the Joyce Selznick company in Hollywood, were married in Las Vegas, Nev., January 12. Miss Hutchinson was formerly a member of the Eva Le Gallienne company in New York.

**VEILLER-HORNICKEL**—Tony Veiller, son of Bayard Veiller, screen producer, was married recently to Louise Hornickel on the West Coast.

**WEISS-WALTERS**—Rudy Weiss, screen executive, and Sonny Walters, film dancer, were married recently at New York.

**WHITTRIDGE-DARLING**—Iona Darling, of Harlan, Ind., and K. W. Whittridge, of Los Angeles, were married last week at the Harlan Methodist Episcopal Church, Decatur, Ind. Mr. Whittridge is associated with the sound effects department of the RKO Studios in Hollywood. Couple will reside in Los Angeles.

## COMING MARRIAGES

Sherman Addison, assistant manager of Loew's Willard Theater, Richmond Hill, L. I., N. Y., has announced his engagement to Beryl Cooper, dancer, of Jersey City. No date has been set for the wedding.

Harold Lund, Pittsburgher and national secretary of the Variety clubs, will be married to Harriet Hall, nonprofessional, in the near future.

Maudie M. Smith, known as Alice the Alligator Girl, recently announced her engagement to Alfred Green, known in side-show and museum circles as Alfred the Alligator Boy. Wedding is to take place some time in January.

Florine Dickson, Fox Film actress, and Homer Griffith announced their engagement at Los Angeles January 8. No date has been set for the wedding. The engagement of Althea Del Morgan,

Western film actress, and Charles K. Hillman was announced at Los Angeles recently. The wedding will be performed February 14 at the Methodist Church, Hollywood.

Rosita Moreno, Spanish film actress, and Melville A. Shauer, film production executive, have announced their engagement. Wedding is slated to take place in June.

Dorothy Hyson, 18-year-old English actress and film player and daughter of Dorothy Dix and Carl Hyson, is to be married soon to Robert Douglas, young English actor-manager, who has often appeared on the New York stage.

Jack Sidney, assistant manager of the Loew Globe Theater, Bridgeport, Conn., and son of the well-known vaudeville producer, was engaged last week to Ruth Malone, on the staff of the Loew Palace Theater, Bridgeport. The marriage date has not been announced.

Engagement was announced last week of Arline Micalia Lederer, of Bridgeport, Conn., and Samuel Goldstein, theatrical man of Springfield, Mass. Miss Lederer is a concert pianist on the staff of Station WICC, Bridgeport. Date for the wedding has not been announced.

Benny Rubin, stage and screen actor and radio master of ceremonies, announced in Los Angeles recently that he will marry Marcella Napp, assistant to the casting director at Metro-Goldwyn-Mayer Studios, in May.

## BIRTHS

Carmen Pantages, daughter of Alexander Pantages, chain theater owner, and her husband, John Considine Jr., producer with Metro-Goldwyn-Mayer Studios, are the parents of an eight-pound son, born January 3 at the Good Samaritan Hospital, Los Angeles.

A daughter was born to Mr. and Mrs. Clifton Maupin at the Cedars of Lebanon Hospital, Hollywood, January 2. Father is a film cameraman with Fox Film Studios.

Mr. and Mrs. Bruce Warner are the parents of a six-pound son born January 3 at Queen of the Angels Hospital, Los Angeles. Father is a film executive with Technicolor Pictures.

A seven-pound son was born to Mr. and Mrs. Herbert Meyer at the Research Hospital, Glendale, Calif., December 30. Father is in charge of the Pacific Coast technical division of the Agfa-Ansco motion picture film company.

A seven-and-a-half-pound son, William Henry Cody Evans, was born to Mr. and Mrs. Bill Evans at the Los Angeles home of Bill Cody, Western film star, December 30. Father is a radio writer and actor, known as Deacon Brown.

A daughter was born January 4 at Los Angeles to Mr. and Mrs. Louis Edelman. Father is a motion picture executive.

A daughter was born January 3 to Mr. and Mrs. Bob Wilson in City Hospital, Akron, O. The father has for several years been associated with Station WADC, Akron.

A 7-pound boy was born to Mr. and Mrs. (Smyth) Smythe January 3 at Lincoln, Neb. Smythe has played in stock companies and has emceed several walkathons.

A daughter, Jacklyn, was born in Cincinnati January 9 to Jack and Margo Middleton. Father is a booker in the Queen City.

A daughter was born January 1 to Mr. and Mrs. Eward White, of the Flying Concellos, currently appearing at the Olympia Circus, London. The baby is to be christened Olympia.

A girl was born recently to Mr. and Mrs. Walter Wight. Father is the brother of Sophie Ross, wife of Arthur Ross, mechanical man, now appearing in the Bertram Mills Circus, London.

A boy was born to Mr. and Mrs. Morris Grossman, of Far Rockaway, L. I., N. Y., recently. Father is on the managerial staff of the Columbia Theater, Far Rockaway.

Mr. and Mrs. David S. Garber are the parents of a daughter born January 13 at the Cedars of Lebanon Hospital, Hollywood. Father is a unit art director with Paramount Studios.

An eight-pound son was born to Mr. and Mrs. John Ormond Judge at the Cedars of Lebanon Hospital, Hollywood, January 12. Mother is former Jean Markey, screen actress, and father is assistant director to Wesley Ruggles and brother of Arline Judge, screen player.

## DIVORCES

Rosemary Ames, motion picture actress and Chicago society girl, has filed suit in the Superior Court, Chicago, to divorce her second husband, Bertie A. Meyer.

56-year-old British theatrical producer...

Oren Evans filed a cross-complaint for divorce...

Eliworth Clifford Reynolds, of New York and Stamford, Conn., was awarded a decree of divorce...

Mrs. Alexander Kooloff was granted an interlocutory decree of divorce...

Wanda Haviland, stage dancer, known as Wanda Palmer, petitioned for a divorce...

María Estela Gastine filed a divorce complaint against Eduardo Gastine...

Stella Royal Weller was granted a divorce from Victor Weller by Superior Judge Francis B. Allegretti...

Grace R. Schwartz, professionally known as Mona Leslie and a feature of the Streets of Paris at the World's Fair last year, was divorced in Chicago January 10 from Fred Schwartz.

Joe Lewis, clown cop with the Hagenbeck-Wallace Circus, has filed suit for divorce in Peru, Ind., against Mrs. Ethel Lewis, rider.

Walter W. Emerson, stage and screen actor, known as Ralph Emerson, filed suit for divorce in Los Angeles January 4 against Jane N. Emerson.

Delpha Kent was awarded a divorce from Robert Lane Kent in Circuit Court, Huntsville, Ala., December 22. She was also awarded custody of their son, Bobby. The Kents are well known in the repertoire field.

Erma Ward, aerialist with the Tom Mix Circus, advises that she obtained a divorce from Charles Arley, of the Three-and-a-Half-Arleys, at the close of the circus season.

Arietta Wilcox, wife of Howdy Wilcox, orchestra leader, has begun action for a divorce in Superior Court, Fort Wayne, Ind.

W. S. Van Dyke, film director, sued Zina B. Van Dyke for divorce in Los Angeles January 9.

Anna Exler was awarded a final decree of divorce from Joe Exler at Tampa, Fla., January 15.

W. G. Magnuson, during recent years with outdoor shows and known as Delardo, was granted a divorce January 9 at Rockford, Ill., from Hilda Marie Magnuson, non-professional.

Clifford Warren Smith obtained a divorce from Claire Luce, actress, at Minden, Neb., January 17.

Binnie Eble, actress, was granted a divorce in London January 16 from Jack Raine, actor.

Late Deaths

(The following items were received at press time. More details in the next issue.)

LAMBERT—Clay, 77, of the Wee & Leventhal office, New York, died at Flower Hospital, New York, January 17 after a two-week illness.

ROUTES

(Continued from page 35)

DeCleo, Mystic; (Knickerbocker) Columbus, O., 27-28. Brown Wade Revue; Selma, Ala., 23-24. Greenville 25-26. Long, Leon, Magician; Tampa, Fla., 24-26; Plant City 29; Lakeland 30; Bartow 31; St. Petersburg Feb. 1-2. Lucy, Thos., Minneapolis, Minn., 22-24; Akeley 25. Miller, Osh, Oddities; Cincinnati 21-26. Rickson's Show; Barney, Ga., 23-24; Cecil 25-26. Rippled, Jack Splash; (Theater) Samson, Ala., 21-26; (Manavia) Chipley, Fla., 28-Feb. 2. NINETY-SEVENTH WEEK. RYON, UNDER CANVAS. We Narve Olsson, Cecil, 22; Brown; 23-24, Barney; 25-26, Cecil; All in Georgia. Schneider's, Doc, Yodeling Cowboys; Covington, La., 23-24; Hammond 25-26; Plaquemine 28-29.

Turtle, Wm. C., Magician; (Club House Tavern) Portland, Ore., 21-26. Wright, C. A., Vaude & Animal Show; Newport, N. H., 25-26.

CARNIVAL COMPANIES

Bar-Brown; Orlando, Fla., 21-26. Barkoot Bros.; Perry, Ga., 21-26. Big Four; Waynesboro, Ga., 21-26. Blue Eagle Am. Co.; Fayette, Ala., 21-26. Classic City; McIntyre, Ga., 21-26. Great Dixieland; New Iberia, La., 21-26; Lafayette 28-Feb. 2. Great Southern; Kingsland, Ga., 21-26. Isler; DeValla Bluff, Ark., 21-26. Miller Midway; New Iberia, La., 21-26. Palmotto; Swanes, S. C., 21-26. Price Greater; Rochelle, Ga., 21-26; Abbeville 28-Feb. 2. Royal American; (Festival) Winter Haven, Fla., 21-26; (Fair) Tampa 29-Feb. 9. Smailan; Great Atlantic; Fountain Inn, S. C., 21-26. Virginia Am. Co.; Sale City, Ga., 21-26. Virginia Expo.; Woodruff, S. C., 21-26; Greer 28-Feb. 2.

CIRCUS AND WILD WEST

Barney Bros.; Springfield, La., 24. Fisher Bros.; Angola, Ind., 23; Hamilton 24; Shipshewana 25; Mishawaka 26; Butler 28; Ashley 29; Columbia City 30. New Paris 31; Lee, Frank H.; Tanton, Mass., 24-26. Polack Bros.; (Mitra Temple) Pittsburg, Kan., 21-26; (Arab Temple) Topeka 28-Feb. 2.

REPERTOIRE

Alfred Tent Show; Comfort, Tex., 21-26. Billroy Comedy, Billy Welsh, New Smyrna, Fla., 22; Ormond 23; Crescent City 24; De Land 25; Hastings 26; Palatka 28. Darling Stock Co.; Seminole, Okla., 21-26. Hull Players; Boling, Tex., 21-26. Princess Stock Co.; Pittsburg, Tex., 21-26. Royal Players; Murray, Ky., 21-26. Sadler, Harley, Co.; Beaumont, Tex., 21-26. Stone, Hal; Show; Jennings, La., 21-26.

Additional Routes

(Received too late for classification)

Alexander Players; Kasota, Minn., 21-26. Cook Show; Abbeville, Ga., 21-26. Dixie Dandy Show; Taylors Creek, Ga., 21-26. Felton, King; Coleman, Tex., 21-26. Oriental Medicine Co.; Venice, Pa., 21-26. Ozaga Players; Flat Rock, Mich., 21-26. Philadelphia Comedy Co.; Little York, Ind., 21-26. Princess Edna Show; Corpus Christi, Tex., 21-26. Sunnyland Picture Show; Croiland, Ga., 21-26. Yoone, Princess; (Memorial) Mt. Vernon, O., 27-28; (O. H.) Ashland 31-Feb. 2.

With the Zoos

CLEVELAND. — Capt. Curley Wilson, superintendent of Brookside Zoo, is compiling a detailed report of the zoo situation and creatures exhibited, sort of resume for the past year. Captain Wilson expects great things in the new year for Brookside Zoo in the nature of new, rare animals, improved buildings and an unparalleled collection and display of reptiles, the latter being collected and featured by the Junior Herpetological Society of America, Cleveland Chapter, of which Capt. Wilson is president emeritus. Gerhard F. Siemen, Arthur R. Watson, Albert B. Collier and Deso H. Patrick, associate herpetologists, working in co-operation with Captain Wilson, are preparing a program to stimulate greater public interest in reptiles, and it will be a mighty interesting and educational collection of serpents on exhibition at Brookside Zoo. Every year attendance grows greater, and a colossal crowd is expected this year, showing a greater interest than ever when plans for a new monkey island, bird aviary and reptile house are completed and filled with inhabitants, which will take place some time during this year.

EVANSVILLE, Ind.—Karl Kae Knecht, cartoonist of The Courier for 28 years, well known to circus folk and The Billboard readers as organizer of the Circus Fans and editor of White Tops for eight years, has been appointed by Mayor William H. Dross as a member of the Board of Park Commissioners. He has ever been an animal enthusiast. When in 1928 the late Jerry Murgivan, of the American Circus Corporation, gave Knecht a pair of lions he in turn had the city start Mesker Zoo. Now as a park commissioner his specific duties will be those of director of Mesker Zoo. Another member will look after golf courses, an-

HERE IT IS - FEATURE No 1 ELECTRIC ORIENTAL SHADOW LAMP, HAMMERED EFFECT URN, WITH INSET, INLaid LARGE BRILLIANT, COLORED GLASS PENDANTS ON SIDES. SIX DIFFERENT COLOR COMBINATIONS. NATURAL FINISHEO FIGURE. REVOLVING SHADOW THROWN ON FIGURE. 16 Inches High \$18.00 Individually Packed for Reshipping. Sample \$2.00. Doz.

J. HARRY SIX ATTRACTIONS WANT FOR SEASON 1935 Tilt-a-Whirl, Chairplane, Kiddie Auto Rids, WANT Mechanical Show, Athletics, Hawaiian, Ten-in-One or Circus Side Show, Snake Show, Plantation, of any other money-getting show. All shows must have own outfits and transportation.

other recreation and the fourth parks and maintenance, and as a whole all will look after all parks. This board is also the Board of Aviation, having charge of the modern Evansville Airport. The position of executive secretary of Evansville park board has been abolished, and G. M. Haynie, who held that position and who looked after construction work at Mesker Zoo, is no longer connected with the zoo. Max Ritter has been made superintendent of maintenance and construction and will be in charge of actual construction at the zoo. Knecht is not unknown to zoo officials, having been present at the dedicatory exercises at the Chicago-Brookfield Zoo last July as a guest of John T. McCutcheon. He recently visited Joseph and Sol Stephan at Cincinnati Zoo and in the past has visited zoos in St. Louis, San Antonio, New York City, Philadelphia, Memphis, Nashville; Madison, Wis.; Calgary, Can.; New Orleans, Benson's, Ruhe's and others.

DANZIGER HITS (Continued from page 3) Bros. and Barnum & Bailey Combined Shows. It was whispered a few days ago that General Manager S. W. Gumpertz, now in Sarasota, Fla., R-B winter quarters, had been listening kindly to a Ringling's executive's ideas on the subject.

BOSTON BANS (Continued from page 5) tempt to collect for anticipated profits, altho advance sale for the week had already reached almost \$10,000 when the ban was announced. The money will be refunded. Mayor Frederick W. Mansfield originally banned the play after protests from the clergy on religious and moral grounds. The ban was appealed to the full board of censorship, which includes the mayor, Police Commissioner Joseph J. Leonard and Chief Justice Wilfred Bolster of Municipal Court. The board upheld the ban, the Justice Bolster refused to lend his name to the decision. Protests against the action have been terrific from all angles. Even Frank Choteau Brown, head of the famous Watch and Ward Society, which was largely instrumental in banning Strange Interlude, said: "I doubt very much that the serious portrayal of O'Casey is offensive. I doubt if the city has a legal right to ban it, altho I am not well acquainted with the legal phases."

WISCONSIN DELUXE CORP. 1902 No. Third St. Milwaukee, Wis. No. 850

CONCESSIONAIRES... FAIRS, CARNIVALS, CIRCUSES, GRIND STORES, WHEELS, PARKS, CORN GAMES, ETC. Calling with New Low Prices THE TYPENOVELTY COMPANY TYPENOVELTY CITY, OHIO

WANTED GIRL AERIALIST 5' 3" to 5' 8", 115-125 lbs. Write all in details immediately. Aerial sensation. BOX 855, care Billboard, 1804 E. 57th, N. Y. C. Can Be Seen at Billboard, New York Office, Daily From 1 to 3 P.M.

McLELLAN SHOWS Open March 9. WANT organized, Minutal Show with Band. Have new outfit, WILL BOOK Shows for 25% having own outfit and transportation. WANT legitimate Concessions. NO Flat Joists of Girl Show. WANT Palmist, Eric Diersen, Agents for Ball Games and Shooting Gallery, Ride Ramp, Prefer Man and Wife. Four weeks work. 100 So. Main Street, North Little Rock, Ark. VIRGINIA EXPOSITION SHOWS WANT Organized Minutal Show with Band and own transportation. Grind Shows with own outfit, organized Girl Show, legitimate Concessions that can work for week. WANT Palmist, Eric Diersen, Agents for Ball Games and Shooting Gallery, Ride Ramp, Prefer Man and Wife. Four weeks work. 100 So. Main Street, North Little Rock, Ark. BIDS WANTED BY THE SECOND ANNUAL AZALEA FESTIVAL, Charleston, S. C. (Sponsored by the City of Charleston, March 25 to 30, 1935. WANTED-Shows, Rides, Concessions and Free Acta, Cream Locations—Marion Square, opposite Francis Marion Hotel in the Heart of the Retail District. Advise all bids to WALTER F. LIVINGSTON, Manager Carnival Committee, Charleston, S. C.

MILLARD & BULSTERBAUM America's Leading Carnival and Circus BANNER PAINTERS 289 1/2 West 8th Street, ONEY ISLAND, N. Y. SILVER STATE SHOWS Booking Shows, Rides, Concessions and Free Acts for Season 1935. BOX 404, Dodge City, Kan. WEST BROS. AMUSEMENT CO. Now Booking Concessions, Shows, Free Acts for 1935. BOX 57, Merley, Mo. SOL'S LIBERTY SHOWS, Inc. NOW BOOKING FOR SEASON 1935 Address: P. O. BOX 228, Oarhartsville, Mo. Inst Friday by the Rev. Russell M. Sullivan, S.J., but the mayor, it is said, had hoped that with the delectations the show might go on. However, Fr Sullivan and the Rev. Terrence Connolly, S.J., contended that the entire theme was irrereligious. Within the Gates, had it played, would have been opposition to The First Legion, a play about the Jesuits, which is being sponsored on its opening night by Catholic organizations. Tuckr speaking of the banning, said: "Once again Boston politicians have made damned fools out of Boston citizens. If there was any lingering hope that Boston was still a seat of culture, that has been dispelled." When the mayor finally banned the show he did it on the grounds that it was "irreligious and obscene." Previously it had been naively thought that the guarantee of religious freedom in the Constitution included freedom to accept no recognized faith.

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# AMUSEMENT MACHINES

*A Department for Operators, Jobbers, Distributors and Manufacturers*

Conducted by WALTER W. HURD—Communications to Woods Bldg., Randolph and Dearborn Streets, Chicago.

## Court Game Demonstration Brings Protecting Decree

**Action expected to check move against pinball in smaller cities—unusual angle given on prize question—bill to tax all games in Michigan is introduced**

DETROIT, Jan. 19.—Considering pinball tables as games of skill, Circuit Judge Rathburne granted a restraining injunction at Adrian, Mich., to prevent police interfering with the games. The injunction was obtained by Carl Hendric, operating as the Coin Machine Service, and represented by Attorney Charles Wilson. Although no actual trouble had occurred, newspaper reports were said to threaten confiscation. The injunction restrains the prosecuting attorney and the chief of police. A Lightning pinball game was used in court as a demonstrator and the court ruled it a game of skill. An unusual angle of the court decision was that the merchant could award nickels or tokens as prizes for playing free games, but merchandise prizes were forbidden. This is considered a different construction on the prize issue than that prevailing in Detroit.

Commenting on the court action, Henry C. Lemke, Detroit jobber, said: "It is a forerunner of a new opportunity for operators to open up Michigan territory to machines. Charles Euhle, operating as the Specialty Operating Sales, is also starting a similar action at Pontiac. Coinmen expect that the Adrian action will check a movement against pinball games which seemed to be spreading to several of the smaller cities of Michigan."

## Proposes State Tax Law

DETROIT, Jan. 19.—In a telegram to The Billboard, F. E. Turner, president of the Michigan Automatic Merchandisers' Association, says that "January 17 Representative Jervis, of Benton Harbor, introduced a bill to tax all coin machines in Michigan, which means another job for the AMA."

Senator Earl W. Munshaw, of Grand Rapids, also introduced a bill which would legalize and license keno or beano games, and regulation would be placed under the supervision of the Michigan Racing Commission. Operators of the games, which are said to be popular financing schemes employed by lodges, churches and veterans' organizations during the winter months, would be limited to a profit of 10 per cent, the rest of the income to be spent for prizes.

A license for a single game would be \$3 for churches and \$10 for other organizations. A church could get a yearly license for any number of games for \$25, and a similar license would cost other organizations \$100.

## 1934 Is Banner Small Coin Year

WASHINGTON, Jan. 19.—As a result of the demand for coins of the smaller denominations, 352,269,353 pieces valued at \$28,951,750 were minted during 1934 for domestic use, the greatest number in any year since 1919, the treasury announced today.

New silver coinage aggregated 33,050,350 pieces, valued at \$22,091,840, chiefly quarters and dimes. Minor coins included 27,693,003 nickels and 247,526,000 pennies. As gold coins have been recalled from circulation, none was minted.

The output in 1934 brought the total value of all the coinage of the mints since 1793 to \$6,121,464,081. In 1919, when the high coinage record was established, 738,642,000 coins were minted. Value of coins minted, however, was largest in 1904, when \$233,402,428 of gold coins were made, and the aggregate value of coins minted was \$250,781,576. The low record was in 1816, when the value was \$20,483, of which \$17,308 was in silver and \$3,175 in gold.

## New Writers

While the coin machine section of The Billboard primarily carries news matter in its reading columns, at the same time feature articles on important trade subjects are published frequently, similar to a monthly trade publication. These articles are written by members of the industry qualified to write on the subjects they discuss. Staff members also contribute occasional articles. We will use some good feature articles, about 1,800 words in length, in the February Convention Number of The Billboard. This open invitation is given to any new writers who may wish to submit feature contributions on any subject relating to the coin machine industry.

Before submitting any manuscripts, however, the writer should correspond with Silver Sam, giving a rough idea of the subject to be discussed, etc. Articles that can be used will be accepted at contributors' rates.

Address Silver Sam, The Billboard, 54 West Randolph Street, Chicago.

## Install Officers For Skill Games

DETROIT, Jan. 19.—First formal installation of officers was held by the Skill Game Operators' Association last week when a banquet was held at the Detroit-Leland Hotel. About 50 members of the association were present.

Milton E. Atlas, retiring attorney for the association, spoke, stressing his regret at leaving the association. Harry J. Solomon, his successor, spoke in turn, suggesting that efforts will be made toward securing a more favorable city ordinance.

E. C. Bourden, new president, spoke strongly in favor of the use of the stickers which the association has designed for use on all members' machines, signifying association affiliation, saying: "I'm going to collect the dues for the stickers or I'll give up my job."

Entertainment for the evening was copious, and was in charge of A. P. Sauve and Henry C. Lemke, local wholesalers.

## Two Counter Games Will Be Offered by Exhibit

CHICAGO, Jan. 19.—The Exhibit Supply Company is announcing two new counter games, now ready for delivery. This is said to be in keeping with the demand for something new in counter games. One is called Horse Shoes. This game utilizes the Exhibit feature and enables the player to select a "horse" and place a penny, nickel, dime or quarter on his selection. The odds are automatically shown after each game and it also shows to win, place and show.

The game is said to be so easily understood that no score card or instructions are necessary. I O U is the intriguing name chosen for the second of the counter devices. Both of these machines are said to have established records for earning power in location tests.

## Public Spirit

That quality which counts for most in promoting an organization, a trade, or even a nation, may be called public spirit. In everyday speech it may be called the spirit of co-operation, of friendliness, of neighborliness.

Without such a spirit no form of co-operation is possible in any group. It is fortunate that a majority in any group or trade will possess enough public spirit to get along at least halfway with their neighbors. With a majority it is possible to accomplish many things, or at least to lay out worth-while programs as a goal toward which to work.

This public-spirited majority, with all of its faults, is the backbone of every organization and of every trade. They are the ones that do the thinking and the planning. Also, they are the ones who furnish the enthusiasm and the energy to accomplish things. Most important of all, they are the ones who pay the bills for everything that is undertaken in the name of progress. Worst of all, they have to pay their own proportionate share and then help to pay the bills for those who may be counted as slackers.

Public spirit thinks in terms of the group and considers that the individual will profit most when the entire trade or nation profits most. Public spirit listens to the discussion and ideas of others, and also contributes suggestions for the good of all. Public spirit supports the majority unless the evidence is mighty plain that the majority is wrong. Public spirit likes a good program, big plans and ideas, even tho the objective may never be attained.

Public spirit is needed all the more as population increases and as the complexity of a machine age increases. As the number of people engaged in a given trade increases, co-operative enterprise must increase also. If there were no cities, no places of concentrated population, then we could all say let every dog look out for himself. But the growth of the modern city depends upon the people learning how to follow a "live and let live" policy. It is the same way in all trades and industries today. Every trade is overcrowded, which means that the members of that trade must learn co-operation and public spirit—or the future will hold only cutthroat competition and continual strife.

The right kind of public spirit recognizes that we are all human and that some allowance must be made for the fact in all business. Public spirit is glad to go along with the progressive element of a trade, if as much as a batting average of 75 per cent can be attained. The public-spirited person recognizes that he himself does not reach perfection in the matter of fair competition. But the willingness to "live and let live" is the thing that counts most of all.

Modern competition in business, which is certain to increase in intensity as time goes along, has made it necessary that those who expect to get some satisfaction out of business, and out of life, unite to eliminate some of those practices which make business unbearable. Those who have the co-operative spirit will want to get together and talk things over, and decide on progressive plans. The coming 1935 Coin Machine Exposition gives an opportunity for the full expression of co-operation and public spirit.

SILVER SAM.

# The SPORTSMAN PAYOUT TABLE BIGGEST MONEY-MAKER OF ALL PIN TABLES

"My fifth SPORTSMAN earned me \$63.00 for one week. When better machines are made, Jennings will make them." — CHARLES HESS, Ind.

"I average better than \$43.00 weekly with my SPORTSMAN. The play is getting better every day." — J. P. GORDON, Willard, D.

"My SPORTSMAN is a wonderful machine. Has been in the same location 2 1/2 months and already earned over \$1,000.00." — E. G. SHAW, Wash.

DE LUXE SIZE,  
18 1/2" x 42"  
Code: "SPORT"

The SPORTSMAN brings a bigger return for the amount of money invested than any other type of amusement game. Thousands of operators in all sections of the country are "Cleaning Up" with SPORTSMAN. YOU CAN, TOO! Don't delay because of misinformation regarding payout tables. Here are the facts.

Legal authorities say there is no difference between a table that pays rewards automatically and one on which rewards are paid over the counter. The legal question is, Is it a game of SKILL? The SPORTSMAN

- FREE**  
To All Jobbers and Operators!  
"Tips and Topics" The Business Journal of Coin Machines Issued Monthly, 64 Pages of:
- News of the industry.
  - Pictures of Operators and Jobbers.
  - General Business News.
  - Summary of World Events—Business Articles.
  - A Little Philosophy—A Bit of Humor.

is a game of skill. This can be proved to anyone, any time. New York, Chicago, Dallas, Houston, Ft. Worth, Kansas City, Detroit, Minneapolis, St. Paul, Youngstown, Columbus, Dayton and hundreds of other large cities in the country would not permit operation of the SPORTSMAN if it were not a game of skill. Soon the SPORTSMAN will be operating in every territory of any consequence in the country.

The SPORTSMAN is an ideal game for licensing purposes. We stand ready to help you open any territory on a licensing basis.

JENNINGS MANUFACTURES A COMPLETE LINE OF COIN-OPERATED AMUSEMENT, VENDING AND SERVICE MACHINES. FACTORY BRANCHES IN PRINCIPAL CITIES.

**WEST COAST**  
Ino. R. Moore & Son  
106 Golden Gate Ave.,  
San Francisco, Calif.

**SOUTH WEST**  
Fisher Brown  
1327 McKinney Ave.,  
Dallas, Tex.

**CANADA**  
London Sales & Manufacturing Company, Ltd.  
425-427 Wellington St.,  
London, Ontario.

10 Days  
Free Trial  
Immediate  
Delivery

OPEN HOUSE  
AT JENNINGS

Entertainment Refreshments! Make Jennings your headquarters during the Convention. We are keeping Open House. See the Sportsman at Booths 27, 28, 30 and 40.

You Are Welcome

**O. D. JENNINGS & COMPANY** Manufacturers  
4309-39 WEST LAKE ST.-CHICAGO ESTABLISHED 1907  
RATED AAAA

## Offer Heart Beat Scale As Concession Machine

CHICAGO, Jan. 19.—John P. Hooning, general United States agent for a heart-beat scale made in Holland, is offering his machines for sale to some concessioners. He had a concession at the 1933 World's Fair for these scales that test the heartbeat, at which time they were quite an attraction. Hooning has had one of the scales on continuous display in one of Chicago's big Loop department stores for more than two years, during which time the machine has been in continuous service.

Mr. Hooning is a mechanical engineer and says that he brought the machines from Holland early in the depression period to operate as a source of income. The machines which he uses are patented in Germany and the United States, he says. He recommends the heartbeat scales for concessions at fairs and similar events.

## NRA Hearing on Design Piracy Amendment Held

WASHINGTON, Jan. 19.—A public hearing on the question of design piracy in the ladies' handbag trade was held by the NRA January 9. Although no report of the finding is available, the hearing was of great interest to a number of trades in which design piracy is a big question.

An amendment aimed at stopping design piracy had been proposed for the code governing the handbag industry. The proposed amendment declared design piracy to be an unfair method of competition and would prohibit any member of the industry from imitating or copying any design original in its application to a product of the industry. It further provided for a "disinterested and impartial" agency, to be designated by the code authority, with which a drawing, photograph or model of each design must be registered. Designs would become public property six months after being registered.

## Publicity

Since the beginning of 1935 fully one-fourth of the news items appearing in the coin machine section of The Billboard contain a direct or indirect boost for the 1935 Coin Machine Exposition. Whether the news is from Texas, California, Florida or New York, there is likely to be some reference to the 1935 Coin Machine Exposition. From January 1 until the time of the show there are seven issues of The Billboard to carry the impact of this weekly publicity of the coming convention.

The power of this constant publicity, repeated every week, and reaching so many thousands of readers over the entire nation, is making itself felt as a factor in boosting the show and the industry at large.

## Ops May Start Pin Game Test Case in Michigan

DETROIT, Jan. 19.—Operators in Port Huron, Mich., are reported to be planning a case which will probably be used as a test case on pinball games in the State of Michigan. Difficulties about the games in Port Huron are said to have been due to a tragic incident in which a boy was arrested for theft from his uncle's bakery, supposedly because the boy wanted to play pinball games.

Henry C. Lemke, Detroit distributor, interviewed Port Huron police officials and apparently persuaded them to donate the games that had been taken in to charitable institutions rather than destroy them.

## Bloomfield, N. J., Opened

NEW YORK, Jan. 19.—Frank Hart, of Eastern Machine Exchange, Newark, states that Bloomfield, N. J., has been opened to pin games. Bloomfield has been closed for the last year and a half. Mr. Hart also states that operators are placing many machines in Bloomfield.

# New Sensational Flashy THE FAN DANCER



## O. K. SALESBOARD OPERATORS

We Guarantee You 100% Profit

SO LET'S GO—DO YOUR STUFF!

HERE is a "Get and Dried" Positively Guaranteed Money-Maker for Real Salesboard Operators. You Can't Lose—You Must Make a Profit. We give you our Written Guarantee of a \$24.00 Profit (100%) on every 24 Boards you lay based on a 60% take to you and 40% to the Merchant, or we will refund the difference in cash. Your top Profit per deal is \$5.00.

Our is a colorful 200-Hole Open Number One-Shot 5c Board. Each deal consists of One Fan Dancer and One Salesboard. Costs you \$1.00 Each, or \$12.00 per Dozen Deals.

We take all the Gamble—But we want LIVESWEET—REAL OPERATORS WHO KNOW THEIR STUFF!—And we are prepared to give you exclusive territory. You will have no competition on this spectacular deal. If you want to make REAL MONEY—HERE IT IS—A REPEATER! Our Boys are "Cleaning Up."

Our Fan Dancer is a sensational Salesboard item. We know what we are talking about because we have PROVED it. It's the greatest hit since the KEWPIE days. These fascinating figures are 12 inches high. A work of art, cast solid of reinforced composition, hand painted flesh color. Real, natural feathers. Red, Blue and Green. They are manufactured exclusively by us and copyrighted.

Be Smart—Be first in your territory to cash in on this Brand-New Deal. We can guarantee immediate shipments.

SAVE TIME BY SENDING \$12.00 for one Dozen Deals, complete "low-down" and Guarantee, express collect, or \$1.00 for a single Sample Deal.

Your money cheerfully refunded if it is not all you expected or if your territory is taken.

FAN DANCERS without Salesboards, \$6.00 per Dozen, \$57.00 per Gross.

WIRE OR WRITE TODAY—REMEMBER, WE UNDERWRITE YOUR PROFIT. YOU CAN'T LOSE. WHY WAIT?

GAIR MFG. CO., Dept. 201A, 1916 Sunnyside, CHICAGO

## RECONDITIONED MACHINE BARGAINS GUARANTEED PERFECT CONDITION.

WORLD SERIES... \$4.50	GOLDEN GATE... \$15.00	ELECTRO... \$19.50
FLEET... \$2.00	PUSH OVER... \$2.50	CONTACT MASTER \$2.50
JIG SAW... \$3.95		
ALL NEW MACHINES ON HAND.		

**OCEANCREST NOVELTY COMPANY**, 1489 Ocean Island Ave., Brooklyn, N. Y.

1/3 Deposit, Balance C. O. D. WRITE FOR COMPLETE LIST OF OTHER BARGAINS.

I'm Going To Let You Have It  
Very Soon...

**GALLOPING  
GHOST  
No. 77-**

Now Going Better  
Than Ever in Our  
Test Locations —  
More Action —  
More Plays — More  
PROFITS!

"Red" Grange--  
In One of His  
Spectacular Pass-  
ing Plays--A Big  
Feature Injected  
Into the New  
GALLOPING  
GHOST  
No. 77  
Game



To the thousands of Operators calling for GALLOPING GHOST No. 77—Let us say this: We've incorporated new plays—increased its Scoring possibilities—and now have a Football Game that will hold all players and onlookers spellbound. Get your reservations in early—Operate GALLOPING GHOST for the Rich Profits It surely brings. Meanwhile write us your views and requirements—We'll answer your letter at once—Giving all suggestions our prompt and personal attention.  
Sincerely yours,  
"RED" GRANGE.

Write-Wire—See Your Distributor or Jobber Today!!!

**PACIFIC AMUSEMENT MFG. CO.**  
4223 W. Lake St., 1320 S. Hope St.  
Chicago, Ill. Los Angeles, Calif.

**LITTLE NUT and NUT HOUSE**

Table Vendors, the most popular in the world, will pay for themselves the first thirty days you own them. (We sell ourselves an income.) With a fleet of these you will be independent. Small investment. A proven success and as up-to-date as tomorrow.  
**LITTLE NUT VENDOR COMPANY**  
Lansing, Mich., U. S. A.

**The Tark**  
**ELECTRIC RAZOR**  
NEW! LATEST RAZOR  
No. H315 — Electro Razor whisks off the beard like magic. It does not irritate the skin—but leaves it smooth and refreshed. The latest in Razors — A SENSATIONAL SELLER. Comes complete with Cord and one Blade; ready for use. Guaranteed against any mechanical or electrical imperfections. Suggested selling price, \$1.50 to \$2.00.  
**SAMPLE 89c DOZ. \$9.60**  
Free Wholesale Catalog of 3,000 Fast Sellers. Send for a copy today.  
S. PORS CO.,  
1-35 Erie St., La Center, Minn.

**\$1.00** Dozen Pairs. Men's Fancy and Plain  
Pans 511s. Moseley, 75c Dozen Pairs.  
Fancy Men's Merc. Rayon Hose, Ladies' 811s  
Fashioned Hose, \$2.00 Dozen. Postage Extra.  
E. LEWIS HENDLEY, 316 S. 17th St., Reading, Pa.

**RED HOT**  
**NEW FAST SELLING VALENTINE CARDS.**  
Ass. No. 1, 10 kinds  
Spicy, 4x5" size in 4 colors Per 100, \$3.00;  
\$25.00 M. Ass. 2, 17 diff. \$1.50 per 100. Emv. included to match. Samples of 27 Cards and New Special List, 50c.  
New Deal Trick Card Holder... Dgs. \$1.75  
"How Am I Doing?" New Spicy Novelty Valentine Fan Dances (Hot Pops)... 1.40  
A Special Valentine Gift (A Riot)... 1.80  
For My Valentine's Neck, Funny... .80  
Snake Whisker Flasks, Best Make... 1.80  
Auto Witz Bangs, Original, Best Make... .80  
New Improved Snake Radio, with Dial... .80  
Band Cards, 6 kinds, Vest Pocket Size... .80  
Comic Mirrors, Comic Spinners... .25  
Exploding Book Matches... .95  
Sparkling Book Matches... .95  
An Elgin Movement (New Shimmey)... .85  
Funny Spicy Valentine Diplomas... .20  
Samples of 50 Best Sellers and Spec. List... 2.00  
Magnatrix Novelty Corp., 136 Park Row, New York

**Lottery Legislation Introduced in House**

WASHINGTON, Jan. 19.—A proposal to permit the Secretary of the Treasury to run a lottery to raise funds for government expenses was introduced in the House by Representative Kenney, of New Jersey, who introduced a similar measure last session. Lottery legislation is not expected to get very far due to the pressure of relief and other legislation. The continuance of the relentless drive by the Post Office Department against sweepstakes drawings in the mails was seen as an aid to legalization of a national lottery. The flood of foreign lotteries has brought to light the immense amounts of money spent on such enterprises and also the fact that most of the money goes to foreign interests.

**Detroit Trade Improves**

DETROIT, Jan. 19.—A belated and unaccountable rush of business among local operators was reported this week. One beneficiary was the Marshall-Lemke Company, which sold 41 pin games Tuesday alone, establishing a new record for local sales in its store. No reason was apparent for the increase of business except that operators, who have been cautious about buying for several months, have suddenly found themselves short of machines. Buying is still cautious and about 75 per cent of the demand at the moment is for used machines, but the new machines are increasing in demand. Ben Marshall went to Chicago the middle of the week to demand immediate delivery on new machines from manufacturers, then flew from there to New York to do extensive buying in the used machine market.

**Farewell Party For Gasparro**

NEW YORK, Jan. 19.—The Dumont Shipping Company gave a farewell luncheon to Tony Gasparro, of the Weston Novelty Company, London, before he embarked on the Majestic to spend some time in Merrie England. Present at the luncheon were Richard R. Doerr, of the Dumont Shipping Company, claimed by the column here to be one of the greatest experts on the export of machines in the country; Nat Cohn and Irving Sommer, of the Modern Vending Company; Leslie G. Anderson, of The Billboard, and Bill Gersh, of Byrds, Richard & Pound, advertising agency here. Mr. Doerr spoke on the value of the export market for coin machines in general and explained that his firm has been active in establishing contacts for those manufacturers and distributors who desired connections with European or Asiatic firms. He also said the coin machine industry would enjoy its greatest export business during 1935 and predicted that the South American market would eventually prove extremely valuable. He stated that at this time the British market was absorbing the majority of coin machines sent over to Europe and that this market was eagerly awaiting the appearance of the new games in this country prior to and at the coin machine convention. Tony Gasparro stated that he would return with some great news for the column here from the other side within a few weeks and believed that the two markets were becoming more closely connected each day.

**Tahiti To Get Pinball Games**

NEW YORK, Jan. 19.—Charley Lichtman, president of the New York Vending Machine Company, received the first order for a pin game from Tahiti, South Sea Islands, recently. Lichtman has received orders from Australia, Japan, even China and New Zealand, but this is the first time here that anyone has ever received an order from this far island of Tahiti. It is estimated that more than two months will be required for the machine to reach its destination after leaving the office of the New York firm. Lichtman has reported one of the largest export businesses in this city. For some months now he seems to have received mail from every part of the globe. Since he received this inquiry from an advertisement in The Billboard almost six months ago he is sending the copy of the letter and its myriad stamped envelopes to the home office for the records of the publication. He explained that when receiving the letter he immediately saw visions of swaying palms, a roaring surf and dancing dark-skinned damsels. And being in Harlem, he stated, this was very easy for him to visualize. He even thinks that perhaps one of his old Harlem friends may have gone back home and decided to bring a pin game to Tahiti for the amusement of the natives below the equator.

**New Branch for Pacific**

NASHVILLE, Jan. 19.—L. B. McClellan announced that O. H. Higgins is taking over the management of the Pacific Amusement Distributing Company here for the States of Tennessee, Alabama, Georgia and Florida. McClellan is leaving immediately for St. Louis, where he will open a new branch office for the Pacific Amusement Manufacturing Company to handle the distribution of Pacific machines in the State of Missouri and other distribution points which can be worked from that center.

**London Notes**

The Promoters-Manufacturers and Distributors' Section of the British Automatic Machine Operators' Society feels very optimistic about the forthcoming coin-operated machine trade show. Parties of jobbers and operators from all parts of United Kingdom are being organized. Show will be open from 11 a.m. to 7 p.m. each of the four days. Exhibitors will include Holland's Amusement Machine Supply Company, specialist in conversions and arcade and pier machines; W. E. Bryan, manufacturer of many successful amusement machines; Munro & Rogers, Ltd., most prominent

**All Eyes on Big Show**

A mass of news and editorial material has accumulated on Silver Sam's desk during the last two weeks. This is evidently the usual avalanche before the annual Coin Machine Exposition and will no doubt continue up until the show. Precedence will naturally be given to material which is a boost directly or indirectly for the exposition. Fully one-fourth of the material now published in the coin-machine news columns refers in some way to the coming convention. The promotion of the entire industry is considered as deserving precedence over the publicity of an individual firm. News favorable to the legality of pinball games will also be given precedence over all other material. All publicity and news matter will be welcomed, with the understanding that it will be given the best consideration possible under the circumstances. For the present the big idea is "see you at the show."

**New Milwaukee Jobber**

MILWAUKEE, Jan. 19.—Latest to leave the ranks of the operator to become a jobber is Sam London, who recently announced the opening of the Milwaukee Coin Machine Company at 2288 North 38th street. Having learned from actual experience the needs of the operator, he proposes to build his business with the operator in mind. "I shall try," he said, "to use my past operating experience in conducting my jobbing business. I feel that after many years of placing machines on location I can judge in advance just which new games should be successful on location as against those which will not." London says he is close to the Chicago center and will make weekly trips to see the manufacturers' offerings. Among the games he now offers he recommends Flying Trapeze and says he is looking forward to new Gottleib games.

**Texas Trade Twinkles**

The year 1934 brought prosperity to the coin-operated machine business of Texas. There were more coin-controlled machines on location than ever before and more equipment was purchased from jobbers by operators than any previous year. Manufacturers shipped more machines into Texas than in any other year. In reality it was a banner year of growth for the industry and every member of the craft realized a nice profit from his business. During the year of 1934 it is estimated an additional 300 new operators entered the field and a number of new jobbing houses opened their doors for business. Distributors kept their business activities at a high pitch and

(See TEXAS TRADE on page 65)

**Put in Your Scrapbook**

Altho the coin-machine industry is not mentioned, Robert B. Vanderpool, financial editor for The Chicago Evening American, contributes the following summary as a new year tonic for 1935. It is something to paste in your notebook and save for blue days:

Business Week presents graphically the record of 1934 as compared with 1933 in this manner:

General business .....	Plus 5%
Steel .....	Plus 11%
Coal, soft .....	Plus 0%
Coal, hard .....	Plus 15%
Electric power .....	Plus 7%
Passenger cars .....	Plus 36%
Trucks .....	Plus 63%
Construction, residential .....	Plus 1%
Construction, industrial .....	Plus 36%
Public works and utilities .....	Plus 22%
Employment .....	Plus 14%
Pay rolls .....	Plus 27%
Carloadings .....	Plus 8%
Farm income .....	Plus 23%
Department store sales .....	Plus 12%
Fricos, wholesale .....	Plus 14%
Fricos, retail .....	Plus 16%
Stocks .....	Plus 14%
Bonds .....	Plus 39%
Checks drawn .....	Plus 8%
Exports .....	Plus 26%
Imports .....	Plus 11%
Life insurance .....	Plus 9%
Dividends .....	Plus 12%
Failures .....	Minus 45%
Failure liabilities .....	Minus 51%

We wish that some of our pessimistic friends on La Salle street would clip out  
(See PUT IN YOUR on page 65)

### HOCHA GIRL



Touch a lever and see her squint and wiggle Her soft, slinky body looks and feels like human flesh. Ketting like hot oak leaf Wonderful high score prize.

Spring Motor Sample, \$1.00, Doz. \$10.20  
Hand Crank Sample, .50c, Doz. \$5.00

**NOW! WITH SALES OR DR!**  
Goes Big In Taverns, Night Clubs, Stores, etc.

Takes in 8 sample \$1.25 with \$3.50 for \$10.00 Girl  
**VALENTINE MAN DANCER**  
Also Plays

Hottest card novelty out! Beautifully printed in flesh color with Feather Fan, Valentine grotesque or plain. Each in envelope.  
\$4 per 100; 3 for 25¢ 25 for \$4.  
1/3 Deposit, F. O. B. Chicago.  
**H. FISHLOVE & CO., Mfrs.**  
1429 Orleans St., Chicago, Ill.

## "The Billboard" --- and You

For 40 years The Billboard has conscientiously rendered a definite service to people affiliated with the amusement industry. This service to our many thousands of readers has been in numerous forms—publishing of authentic news, editorial comment, constructive criticism, suggestions, letter list, routes in advance, lists of various enterprises and events, etc., not to overlook a special service at our various offices to inquirers or callers for information and advice concerning amusement organizations and individuals.

Our aim is to be of even greater service in the future, and your assistance will aid us in accomplishing this. We earnestly solicit your candid opinions and welcome and value criticisms or suggestions.

Furthermore, your friends in the amusement industry are naturally interested in your activities or the activities of the organization with which you are connected. Won't you submit to us any news or other data pertaining to the amusement field which in your judgment will prove interesting or of a definite value to them? Many have been doing this for years and we invite you to join them.

## ROL-A-TOR BELL



The above machine is the first and only Bell type machine on the market with a coin top showing the last 9 coins, the best protection against slugs.

**Built in 3 Models,**  
Bell, Front Vender and Gold Award  
Built for 1c-5c-10c-25c Play

Made Only By  
**WATLING MFG. CO.**  
4640-4660 W. FULTON ST.  
CHICAGO ILL.  
Est. 1889—Tel. COLUMBUS 2770.  
Cable address "WATLINGITE" Chicago

## British Show Details Out

LONDON, Jan. 19.—Complete details of the national coin-operated machine exhibition for the British industry have been sent to members of the trade by Edward Graves, organizing manager for the convention. The exhibition will be held at the First Avenue Restaurant, High Holborn, London, beginning February 26 and closing March 1.

The British Industries Fair will be in session in London at the same time and will bring many visitors from the Colonies and other countries who will want to view the coin-machine exhibit. Admission to the coin-machine show will be by ticket only, but arrangements have been made for accommodations for visitors.

The exhibit will be under the auspices of the British Automatic Machine Operators' Society and assurance has been given that "the machines on exhibit will be the finest and latest that the manufacturers of the world can produce."

Members of the American trade who desire information of the British exhibit may obtain same by addressing Edward Graves, Cromwell House, Fulwood Place, London, W. O. 1.

## Promises New Ideas as Surprise at Convention

CHICAGO, Jan. 19.—In an announcement this week, Dave Gottlieb stated that he will surprise the visitors to the 1935 Coin Machine Exposition with a number of new and unusual games.

"They are absolutely different and original," he said. "These new games do not imitate in any way the action of any machine heretofore offered to the coin-machine trade. They are the pioneers in certain new action developments and design. Leading designers have been working a long time achieving the last word in pin-game amusement and we feel confident we have found it in our new machines. We have made many working models of these games and are finally convinced that visitors at the show will witness a surprise."

Gottlieb also stated that double shifts were being maintained in the production of the Flying Trapeze game.

## Association Label Said To Be Used on "Slots"

INDIANAPOLIS, Jan. 19.—Local newspapers published the report here last week that some slot machines which had been taken in by the police bore a printed statement that the machines were "insured and fully protected" by the Coin Machine Operators' Association of Indiana, with headquarters in Indianapolis.

No such organization is listed in the city directory, the telephone book or in the county clerk's corporate records, the newspaper stated.

## Appoints Missouri Firm

CHICAGO, Jan. 19.—Bally Manufacturing Company announces the appointment of Miller Novelty Company, Kansas City distributing firm, as distributor to cover some 30 counties in Northwestern Missouri territory, a field which includes such important cities as Kansas City and St. Joseph.

Texas operators are still talking about the big 40th Anniversary issue of *The Billboard*. The coin-machine section was a real hit with all the TEXAS ops.

The entire coin-machine industry of this State has started the new year with much vim and a determination to make 1935 a better year even than 1934. This spirit is in evidence among operators, distributors and jobbers alike.

## Robbins To Sell Beacon

BROOKLYN, Jan. 19.—Dave Robbins, of D. Robbins & Company, reports that his firm will handle the distribution on the new game Beacon, made by the Stoner Manufacturing Corporation, of Peoria. He will distribute the game in New York, New Jersey, Connecticut and Philadelphia territory, he said.

Robbins said that the new game was shown at a recent meeting of the Metropolitan Jobbers' Association, at which time orders were placed by New York jobbers for more than 1,000 games. "Jobbers were more than enthusiastic about the game and its beautiful appearance," he said. "The Stoner Manufacturing Company guarantees Beacon to be mechanically perfect. The game possesses many unusual features that make it popular with the players. I claim it is the finest game yet produced by Stoner."

## Mutoscope Gets Major League for New Year

NEW YORK, Jan. 19.—Bill Rabkin, International Mutoscope Reel Company, Inc., announced that his firm had again been appointed as distributor for the Pacific Amusement Manufacturing Company in the States of New York, New Jersey and Connecticut.

In making the appointment Fred C. McClellan, of the Pacific firm, said that "in checking our records of 1934 we find that our business relations have been very satisfactory and that you have done a very good job for us with the Major League distribution."

## New Jobber in Philadelphia

PHILADELPHIA, Jan. 19.—K. C. Novelty Company, Inc., for a number of years in the wholesale premium business at 415 Market street here, has just opened a pin game jobbing department. Firm will deal in both new and used games.

## MAGIC CASE

I TOUCH A MAGIC BUTTON



Delivers LIGHTED Cigarettes

AT THE TOUCH OF A MAGIC BUTTON

I PUFF AND SMOKE!

A New Way To Smoke  
Look! I put in this beautifully emameled case. I touch this magic button! There is a spark, a flame! A lighted cigarette appears. I put it to my lips. I puff. The cigarette slides easily from the case. Comfortably between my lips. I SMOKE!

15-DAY TRIAL OFFER  
Say the word and we'll send you a Magic Case on 15 days' trial at our risk. Men are wild to buy the minute they see the Magic Case. Priced so low anybody can afford it. We'll tell you how you can hand out dozens... Hundreds... and cash in up to \$76 to \$100 week.

THOUSANDS  
MAGIC CASE MFRS.  
4234 Osena Ave., Dept. A-4489B, St. Louis, Mo.

## I-O-U

A REAL MONEY MAKER



1 1/2 Deposit With Order.

ANOTHER GREAT COUNTER GAME.  
Equipped with Gun Vender, I-O-U can be used everywhere. It's a brand-new idea so powerful an reward or instruction card necessary. Plays Pennies, Nickels, Dimes and Quarters thru same slot.

**SICKING MFG. CO.**  
1922 Freeman Ave., CINCINNATI, O.

"SHAKE-THE-SHAKER"—\$1.50  
With Dice in Shell... Fascinating Game... \$35 Profit.

BLU-BLADES (Collie)—\$5.00  
Above 1,000... Plus post. JARDED OODOS, Perfume, Choc. Laxative, Sundries, Sales Boards, Household Needs.  
**CHAMPION SPECIALTY CO.**  
814-D Central Street, Kansas City, Mo.

PITCH-MEN Make Your Own Goods.  
Formulae, 25c. Old Pitchman and 100 other  
Fitchings. **PITTMAN LABORATORIES**, Parkville, Mo.

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

## SELLING BIG

No. 8410—Austrian Wind Lighter. This polished Brass Lighter has outlived hundreds of other gadget lighters because it gives satisfaction. A positive light in the wind. Uses benzine for fuel and has positive wheel action. Streamers, Dealers, Operators, don't pass this up.  
Per Dozen ..... \$3.60  
Sample, Postpaid, 50c.

No. 8411—Japanese Wind Lighter. As above, Nickel Finish.  
Per Dozen ..... \$2.75  
Sample Postpaid, 25c.

25% Deposit on All O. O. D. Orders. Catalog Free on Request. State Your Business.  
**JOSEPH HAGN CO.**  
"The World's Bargain House," Dept. 88.  
223 W. Madison St., Chicago, Illinois

## Selling Out All Used Games

World's Series, \$4.95 | Jig-Saw ..... \$ 4.95  
Blue Ribbon... 9.00 | Mills Jack Pot  
Pennant ..... 5.50 | Slot Machine,  
Baby Contact ..... 9.00 | No Play ..... 10.50

Complete Stock of Old Merchandise at Lowest Prices.  
Every Machine guaranteed to be in good condition and look like new. Deposit with order, bal. O. O. D.  
**THE OHIO SPECIALTY CO.**  
308 Main Street, Cincinnati, O.

## Canadian Operators Attention

TERRITORY CLOSED, SELLING OUT

Mills Mystery Golden Venders, Blue Front, Serials Over 340,000 ..... \$90.00  
Superior Golden Vendors, Escalator, Almost New ..... 50.00  
Mills Q. T. Almost New ..... 40.00  
Jennings Little D. New, Penny Play ..... 25.00  
Mills Payout Tables ..... 45.00  
Mills Bell-Looks, New ..... 7.50  
Prices F. O. B. St. John, N. B., Canada.  
1/3 Deposit With Order.

**MARITIME SALES LIMITED**  
70 Charlotte St. (Rear), St. John, N. B., Canada.

**GUARANTEED**

WALTHAM ELGIN, Ea. \$2.50.  
15 J. - 17 J. Nickel-plated movement.  
Like new. Open face, new engraved chrom-plated or Indian Head Yellow Cases. Minimum quantity 1/2 Dozen. **8 AM IN 15 J. \$3.50; 17 J. \$4.00.**

25% Deposit, Bal. C. O. D. Money refunded in 5 days. Sample, 50c Extra. Send for Special Circular.  
**PALTER & SMITH, INC.**, 110 Thirty Place, New York City.

## Order Live Power TO-DAY FROM YOUR JOBBER!

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

# THE SPORTLANDS

AMUSEMENT CENTER GIFT SHOPS

## Applaud Plans To Promote Popularity of Sportlands

**New York organization gives hearty support to work—co-operation in supplying information is big factor—premium men join to encourage sportlands**

NEW YORK, Jan. 19.—In one of the liveliest meetings of the Amusement Men's Association in this city thanks were given to *The Billboard* for the inception of its new sportland section. L. G. (Andy) Anderson, sales promotion manager of *The Billboard*, spoke at the meeting, detailing the work which *The Billboard* is planning to do. He also told the members that his firm would publish the first book on sportlands in the country, and that the copy was being prepared by the International Mutoscope Reel Company, Inc. It will be ready for the press within a few weeks and, in his opinion, will be of great help to column contemplating entrance into the sportland business.

H. I. Nagin, president of the AMA, thanked Mr. Anderson in behalf of the organization for the marvelous work which had already been done for the men engaged in the sportland business, and also for the new section solely devoted to sportland interests. Mr. Mittel, former president of the group, spoke highly in favor of the new section and praised the publication for its efforts in behalf of the sportland operators. He assured Mr. Anderson that the men in the AMA would help at all costs to make this section one of the most interesting in the coin machine business.

William Rabkin, president of the International Mutoscope Reel Company, Inc., also spoke of the work which *The Billboard* is doing and stated that, in his belief, this is the greatest boon for sportlands which has been attempted. He also promised that the booklet which his firm is preparing at this time would be suitable for general distribution to prospective sportland owners and would also be of great use and interest to present sportland ops. He also explained the value of associate memberships for the organization. Mr. Mittel pointed out that these memberships came within the boundaries of the AMA constitution, since, at the present time, they had members from another State.

Among the premium men present at the meeting were Herbert M. Adler, of Adler's Shoe Stores, whose shoes are used in most of the sportlands here. Also present were representatives of Young's stores, as well as the Ebby products. Archie Strahl, who is the sportland expert for the firm of Morris Strahl, is an associate member and attends every meeting of the AMA. Archie reports that his firm has outfitted more than 100 of the sportlands here and in the resorts.

The AMA also voted at the meeting to expel any member who uses illegal pin games in his place of business. This ruling was especially aimed at the pay-out pin games. It was said. Legal counsel for the organization reported to the members that License Commissioner Paul Moss was thoroughly disgusted when he heard of the situation and that the matter would be referred to Police Commissioner Valentine.

## Sportland Displays

One of the most important features of a modern sportland is the displays of merchandise items used for premiums. In all leading sportlands the windows are as carefully decorated as in the finest department stores. Altho sportland owners have not as yet attempted elaborate details the majority have neat, eye-catching displays which attract attention and create a desire for some item.

The larger Broadway sportlands no doubt are setting the example and are to be congratulated for the fine displays of merchandise seen in them. Many ideas will evidently originate here and spread to other cities. Some of the firms supplying merchandise have given wonderful co-operation in arranging the displays. Adler's Shoe Stores, New York, has sent its professional window trimmers to various sportlands to give the artistic appeal to merchandise displays, and also to display its own products used as prizes. The firm has also installed attractive wall display cases in some sportlands where space permits.

The type of display seen in most sportlands is an arrangement of modern shelves in the rear of the sportland room, with a counter in front of the shelves. The counter provides for further display and also is a convenience for players to turn in coupons and receive prizes won. Merchandise items are attractively displayed on the shelves and concealed reflectors are arranged to give beautiful lighting effects. Thus the premium display presents an attractive appearance and can be seen from any part of the sportland.

In addition to the rear display some sportlands have ample space for shelves along the side walls, probably reaching as high as seven feet from the floor, and display still further premium items. The wide variety of premium items to be seen may be judged from the fact that during the past Christmas season sportlands in New York were displaying toy automobiles, baby carriages, go-carts, fire engines and many other toys. Parents seemed to be especially attracted by such seasonal displays, and even since the holidays toy displays continue to be very popular.

There are many individual methods of display, depending upon the space available and also the ingenuity of the owner. The fact is evident that a sportland should not be undertaken unless careful attention and intelligence is given to the display of appealing premium merchandise. One sportland features a revolving platform on which there is displayed an expensive make of radio, offered as a prize. Sportlands will be able to adapt many of the display devices and methods seen in the most modern stores today.

Many sportlands make a tieup with a local store, such as a haberdashery, and use attractive card signs to tell about premium items offered. This method permits offering lingerie, drugstore sundries, cigars and many other items which could not be conveniently carried in the sportland's premium stock.

The most effective display is naturally the front windows. So effective has window display been for sportlands that even jobbers of coin machines are taking the hint. The window must be decorated with the object in mind of stopping passersby and inducing them to come inside. It has been noticed that crowds will gather about the window with an appropriate display of premium items and that many customers come inside. Some sportlands also use space on luncheon counters for displays.

In effect modern sportlands are using the art of display to bring in players and also to create a desire for some prize once they are in.

### Directory

Due to the widespread interest being shown in sportlands, the board of officers of the Amusement Men's Association, Inc., first organization of sportland owners and operators in the world, is published herewith:

H. I. Nagin is president; I. Glaser, vice-president; W. Schork, treasurer; M. Goldstein, field secretary and business manager. The board of directors consists of L. Fox, M. Schaeffer, N. Faber, M. Weiss, J. Denver, W. Schork, H. Paul and H. I. Nagin.

Communications to the association may be addressed to the organization in care of the Imperial Hotel, New York, or direct to the business manager, Murray Goldstein, 2126 75th street, Brooklyn, N. Y. Telephone, BEachview 2-6244.

## Plane Carries Sportlands' Ad

NEW YORK, Jan. 19.—Adler's shoe stores, headed by the ingenious Herbert M. Adler, in the development of the sportland division of its business, which he claims is unusually fine advertising for the firm, has entered the air with a slogan calling attention of this city's millions to the sportlands.

The Adler shoe stores have their own airplane which flies over the city and which carries a long streamer in tow, stating simply, "Play at Sportlands."

Being one of the new gyro planes, it is attracting the attention of the city's millions, and the word sportland so featured is stated to be of great help to the sportshops here. The sportlands have much to thank the firm for in the advertising displays given them, as well as the many unique ideas advanced to individual sports owners to further their business as well as increase the use of Adler's shoes. This stunt of the firm is gaining the praise of the sportland men and will help to gain greater attention for all the sportlands in the metropolitan area. Mr. Adler was the creator of the idea.

### Seek Sportland Data

To the Editor:

"We have for some time been interested in the sportland idea and since just reading the article on sportlands in the current issue of your paper we are more interested.

However, if possible wish you would give us some information on this subject. We would like to know how these places are run, how scores are computed, especially when so many different types of tables are used.

"If possible wish you would send us some coupons and give us an idea of how about going into this business."—N. W. S. Company, Oklahoma.

**SPORTLANDS**  
COMPLETELY EQUIPPED.  
Write for Details.  
**MIKE MUNYER**  
151 Park Row, NEW YORK.  
1081 Bedford Ave., BROOKLYN, N. Y.

100%  
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SPORTLANDS

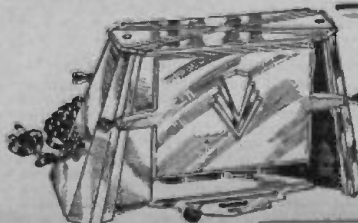
In New York's Metropolitan Area use Adler's Gift Certificates and find these Quality Shoes Tremendous Play Stimulators!

**ADLER**  
SHOES for MEN  
148 E. 14th St. New York City

### WRITE US TODAY

For Complete Information as to how you can use the Adler Plan in your Sportland including FREE 3 Color Washable High Score Cards and other Sales Help!

**NEW YORK SPORTLAND OWNERS SEE ANCHORS • ROUND-UP • SILVER AWEIGH • ROUND-UP • MOON, JR.**  
3 BIG SPORTLAND HITS—NOW ON DISPLAY AT  
**INTERNATIONAL MUTOSCOPE REEL CO., INC.** 516-20 W. 34th St. NEW YORK CITY  
or **GEORGE PONSER CO.,** 11-15 East Runyon Street, NEWARK, N. J.  
EXCLUSIVE METROPOLITAN DISTRIBUTORS.



**NEW** WITH AUTOMATIC TIME CLOCK  
Features Automatic Lever Toast Adjuster With Bell.  
**FLASHY! ATTRACTIVE! GREAT PREMIUM ITEM**  
Made in Modern Streamline Effect in Black and Chrome, or All Chrome. **SPECIAL LOW PRICE \$2.25**  
Each  
25% Deposit, Balance O. G. D. Sample, 25c Extra.  
**FRALEIB NOV. CO.**  
248 Canal Street, NEW YORK CITY.



# Song of Songs On Sportlands

NEW YORK, Jan. 19.—On the theory that nothing popularizes a movement so much as a ringing song, a sonnet for sportlands has been co-authored by Miss Leo Lemont and Charles A. Lomas, both of the New York office of *The Billboard*. "It won't be long until the country will be ringing with songs, sentimental and comic, about sportlands and pinball—if the trade likes the idea," they say.

"SPORTLAND"  
Every night, tho' it's dark or bright,  
To Sportland we wend our way,  
Where games are square and sport is rare  
And we always like to play.  
Each moment spent is a moment lent  
To improve your aim if you're wise;  
Try your skill and get your thrill  
Winning a useful, precious prize.  
So to Sportland we'll go  
With Jack, George and Flo,  
It's the newest craze in town.

## Premium Man Takes Trip

NEW YORK, Jan. 19.—Ben Finklestein, of the Pilgrim Watch Company, specialist in watches of all kinds for sportland and digger machine operators, is making a trip thru the South to be gone four to six weeks. It will be a combined business and vacation trip, he stated. Finklestein said he would call on coin-machine people on his way to Miami, where he will spend about one week at the beach. Sam Finklestein remains in New York to take care of the business.

## PUT IN YOUR

(Continued from page 62)  
this list, compiled not by us, but by *Business Week*, and paste it in their hats. Frequently men who are rational in most respects attempt to tell us that business is worse now than it has been at any time, or some other equally silly statement.

It is well to recall in connection with the above comparisons that 1933 was a better year than 1932 and that 1935 is starting off at a very substantially better level than did 1934.

And talking about good news, we trust the great quantity of good news that appeared on the financial pages recently did not escape readers. Summarizing the news of one day, we find:

1. Montgomery Ward December sales the greatest in the history of the company.
2. Walgreen sales for December at a new high record for all time.
3. Spiegel May Stern December sales at a new peak level.
4. Steel operations up 10.7 per cent for the week and about 41 per cent ahead of a year ago.
5. Schedule of automobile car and truck production for January exceeded for the month by only two years, 1926 and 1929.
6. Hogs and cattle prices at highest levels since 1931.
7. Gold production of the United States for 1934 sets new high value record.
8. Federal power commission sees the possibility of a "critical shortage in electric power" in certain districts with a general revival in business.
9. Earnings of Cherry-Burrell in 1934 equal to \$2.16 a share compared with 3 cents a share in 1933.
10. Lone Star Gas and Standard Steel Spring resume dividends on common stocks.
11. Kroeger, Kress and Safeway stores sales in December all well above a year ago.
12. Alaska Juneau and Pioneer, two prominent gold-mining companies, show substantial gains in earnings.
13. Hollinger Consolidated Gold Mines makes an extra dividend.
14. National Cash Register Company reports a 34 per cent gain in orders in 1934 compared with 1933.
15. Employment in Cleveland during December 5.1 per cent above November and 6 per cent ahead of a year ago.
16. Wholesale commodity price index of National Fertilizer Association at best level in four years.
17. New York City Independent subway carried 80,700,000 more passengers in 1934 than in 1933.
18. This was not a month's nor even a week's good news, but the product of

one day. It is hardly surprising that stocks went up despite the singing of the blues by Wall street, La Salle street and a few others.

## LONDON NOTES

(Continued from page 62)  
of all British machine manufacturers; British American Novelty Company; Bamos; S. Capaldi & Company, Bally agent; F. Doubleday, specialist in conversions; Goddard Novelty Company, agent for several American firms; Harding's Automatics, Limited; A. J. McDonald & Sons, manufacturers of amusement machines; Original Machine Manufacturers, Ltd., manufacturers of fortune and similar machines; Scott, Adickes & Company, pioneers of pin-tables in Britain; Samson Novelty Company, agent for Jennings and Rock-Ola, and B. Firman & Company. List of exhibitors will be added to before date of opening. Organizing Manager Edward Graves has arrangements well in hand and reports that no other event in British coin-machine circles has aroused so much interest. Shefras Automatics, Ltd., is assisting publicity with a daily draw for prizes on its stand.

British Automatic Machine Operators' Society annual Ladies' Festival looks like it will be a "buster." Date fixed is February 27—Wednesday of trade show week. Selected venue, Hotel Russell. Banquet will be followed by dancing and all-star cabaret.

Another festive occasion in which coinmen are interested is annual dinner of Amusement Caterers' Association at Cafe Royal, London, January 20.

Coinmen giving cigars as awards have been hit by decision of Tobacco Trades Association to stop supplying them at wholesale rates. Association, which controls best-known brands, alleges that supplies have been obtained for "cut-price" traders, hence the ban.

Samson Novelty Company celebrated return of John Holloway from annual visit to America two days later.

Pat Buckley of digger fame, has returned to London from Belgium in time to eat Christmas turkey with Burrows family.

Police have been taking active steps to check epidemic of slot-machine thieving which broke out in London toward end of 1934. As result of their efforts many stolen machines have been restored to rightful owners.

Machines of all kinds are featured in Bertram Miller's funfair at Olympia, London. Most popular with vast crowds which throng building is Novelty Merchantman.

Ahrens, Limited, manufacturer of machines for piers and arcades, has gone into liquidation. Reason given for failure is preference of public for pin tables and inability to compete with American manufacturers in that direction on selling price. London works of this firm were visited in 1933 by Duke of Kent (then Prince George).

J. G. Brenner, chairman of Bamos Manufacturers and Distributors Section has invented a new ride seen in public for first time at Olympia, London. Is continuing his interest in machine manufacturers.

For the first time prominent British newspaper gives favorable reference to pin tables. Representative of *Lord Beaverbrook's Daily Express* interviewed Richard Scott of Scott, Adickes, and feature article was result.

Individuals are not buying pin tables of any one particular make in anything like the quantities they were. With so many different kinds on the market they are now buying a few of each.

One of the most successful money-making machines in Britain just now is Seeburg's Ice Hockey. It is proving particularly popular in licensed saloons. Weston Novelty Company has celebrated arrival of 1935 by opening new showroom and offices in Gray's Inn Road, London, near to Kings Cross Station.

British Automatic Machine Company with exclusive operating rights on all British railways reports better results for 1934. This firm suffered thru Hstry financial troubles a few years back, but future now looks brighter.

## TEXAS TRADE

(Continued from page 62)  
rendered good service during the entire year. It is also evident that the industry in Texas placed itself on a sounder footing with both the public and State authorities. Some noticeable advances toward better operating conditions were also created during the past year, and the tax situation is expected to soon clear itself. Many favorable decisions were rendered during the year, which are

## "Sportland Equipment Headquarters"

We have outfitted the largest Sportlands in the country. Tell us how much space you have—and we'll tell you the rest! Write for New Valuable Booklet giving you Actual Facts and Figures about how to Equip and Operate a Sportland successfully.



INTERNATIONAL MUTOSCOPE REEL CO. 516 20 W. 34<sup>th</sup> ST. INC. NEW YORK CITY

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

going a long way toward helping the operating business. Naturally, with so much success in evidence during 1934, the entire industry has launched out to make 1935 even a better year for the coin-machine business in this State.

We wish to mention the fact again that operators are turning more and more to the digger and crane type of equipment. They are beginning to realize that this type of equipment is a steady money producer and that locations for such machines have gone unattended for all these years. Before 1935 is past Texas no doubt will have more of these machines on location than ever before.

Sam Heard Jr., of the Lone Star Coin-Machine Company Wichita Falls, started the new year off with a bang! Sam was married January 1 to Gertrude Taylor, of Amarillo. Of course, we all wish Mr. and Mrs. Heard a long and happy life.

N. L. and Velma Ligon manage the Ligon Sales Company, of Longview, and more wide-awake hustlers are hard to find. The Ligon firm does a nice business every month.

M. E. Kennedy is another live-wire operator of Texas. Kennedy covers a large territory and keeps operating up to a high standard. His home town is Batson, Tex.

T. H. Brown, manager of the Northwest Novelty Company, Wichita Falls, is one Texas coin-machine man who has made some noticeable forward advances since he entered the business only a few years ago. Brown conducts one of the best managed operating businesses to be found anywhere in the State and he also carries on a jobbing business as well. He always co-operates with his operator customers and gives them the best of the deal.

Premiums are becoming more in demand all the time in Texas. A number of operators are again using premiums with their marble games and other equipment requiring premiums is becoming more evident every day.

Gulf Coast towns of the Lone Star State are all doing a nice coin-operated machine business. Port Arthur, located in the extreme eastern section, is a little coin-machine metropolis within itself, while Galveston, resort center, comes in for much coin-machine distinction. Corpus Christi can boast of as many operators, or even more, than any town its size along the gulf border, and Brownsville, the extreme southern city, is rated high in coin-machine circles.

The R & R Sales Company, Houston, has announced its new one-shot insert boards for Rocket machines. The R & R Sales Company is doing an extensive business on the new insert.

Van Meter Brothers, El Paso and Dallas, report a big business on their jackpot front attachments. This firm has two of the most modern repair shops in the State, which are kept busy overhauling and remodeling equipment.

Both the Brunswick and Decca firms report a big record sale to Texas phonograph operators. These record manufacturers keep alert to the operators' wants and make every effort to supply them. No better numbers can be found than the Decca and Brunswick offerings for increasing the coins in the cash box of automatic phonographs.

The Senate Crime Committee, which has been in session at Austin, reported

**CLAW, PIN GAME and Sportland Operators**  
WE LEAD IN CATCHY PREMIUM MERCHANDISE

Special Introductory Claw Assortment  
**\$5.00** Sold on a Money-Back Guarantee.  
Pin Game Assortment  
Priced in Order to Get Acquainted.  
**\$15.00** Retail Value, \$35.00.

Send for these Assortments. They are made up in values to win your confidence. Here's a Price List of the Articles accompanies each Assortment. Request 25¢ deposit with Order, Balance C. O. D.  
**LEONARDO NOVELTY CO., Inc.**  
39 UNION SQUARE, NEW YORK CITY

January 7 that the slot-machine business in Texas was a multi-million-dollar affair and that an estimate of the annual toll from the business was \$3,650,000 and that this was a conservative estimate. The committee claimed to have the addresses of about 5,000 slot-machine operators in 160 counties and that the list was incomplete. This correspondent believes that the report is in error. Texas has approximately 3,000 operators of coin machines. Of this number not half are slot operators. Just where the crime committee could secure such a list of Texas operators is a deep mystery. The committee also entered to some length upon the discussion of machines being placed near school buildings.

A. H. Shannon, manager of the Coin-Machine Sales Company, Houston, reports a big sale on his coin-operated pool tables. The firm is offering one of the most up-to-date coin-controlled pool tables now on the market.

Texas expects to have something on the tax question before long that will really be interesting to the entire industry. Things are humming at Austin while the Legislature is in session and the coin-machine tax is one of the outstanding questions.

Texas operators are getting wise to the fact that it is bad business to place machines too near public school buildings. This kind of operating never brings any profits to the industry. It only helps to create more discord and extensive war against the business.

Marble-game operators of Ft. Worth have joined with the Parent-Teacher Association to bar minors from playing marble games and to prevent placing the machines too near school buildings. One operator expressed the view that the arrangement pleased him, as most school children try to beat the machines and in so doing damage them. City Attorney Rouer has submitted to the city council an ordinance regarding the operation of marble games. The ordinance will make it a misdemeanor for operators to permit persons under 21 to play the marble games. Rouer opposes any taxation, while City Manager Fairtrace is in favor of a tax. Recently the marble-game operators of Ft. Worth donated \$125 to a charity fund. They have always shown a willingness to co-operate with the public and authorities at all times.

# It's the New ALL-SKILL Mighty Money-Making LITE-A-LINE

that Operators Are Buying—that Players Demand . . . .

A world of action takes place as the balls sweep clear around the board—only to travel back up the center, past a series of gates directing them into desired scoring areas. The SKILLFUL Player controls each ball with deadly accuracy—sending it toward the coveted pocket. He builds up his score PROGRESSIVELY—SURE of himself right up to the LAST moment of play!



With numbers lining up in direct proportion to Skill Success, all players are prompted by LITE-A-LINE'S impelling pressure to STAY with it hour after hour—Incessantly!

Take Big Rich Profits

Start With LITE-A-LINE NOW!

Write-Wire-See Your Distributor or Jobber Today!!!

**PACIFIC AMUSEMENT MFG. CO.**  
4223 W. Lake St., Chicago, Ill. 1320 S. Hope St., Los Angeles, Calif.

## Telling World Of Employees

CHICAGO, Jan. 19.—The Exhibit Supply Company recently assembled the entire working force of the day shift in front of the plant at 4222 West Lake street to have a photograph taken. Officials of the firm explained that this photograph would be used to indicate the volume of employment being provided in the manufacture of modern amusement games.

The number of men at work in the Exhibit plant can be verified any day, it was said, by a visit to the factory. "Many of these men would today be on the relief rolls if we had not given them employment," it was stated.

The Exhibit firm also operates another plant at 1134 North Kilbourne avenue. For the last seven months the big group of men has been busy at the main Exhibit plant in turning out table games such as Lightning, Electro, Golden Gate, Drop Kick and Rebound. Diggers and small counter games are also made.

## Carload of Phonographs For Texas Music Field

CHICAGO, Jan. 19.—The J. P. Seeburg Corporation reports shipping a full carload of the new 1935 model of the Selectophone automatic phonographs to the Electro Ball Company, Dallas. The firm states that this is an indication of how the operation of music machines in Texas is making rapid strides.

Pioneering for many years in the manufacture of automatic musical machines, E. Johnson, sales manager, says that "our new 1935 models of the Selectophone and the Symphonola are absolutely the finest instruments of this type we have produced in our long experience. Both of these models took over one year to design and produce. The results of expert craftsmanship are seen in the quality and tone of the instruments. Our organization is making a new departure by offering the Selectophone in six new color combinations. The striking beauty of the cabinets is something to appeal to the locations. We expect to set a new record with these instruments in 1935."

## Supreme Court Upholds Power To Tax Unequally

WASHINGTON, Jan. 19.—The Supreme Court of the United States handed down a 5-to-4 decision this week that involves many powers of legislatures to tax.

The case was brought by Standard Oil Company against the West Virginia State tax on chain gasoline stations. Standard Oil Company argued that the tax was discriminatory. The court pronounced the tax legal and constitutional.

In part, the opinion said: "When the power to tax exists the extent of the burden is a matter for the discretion of the lawmakers. Even if the tax should destroy a business it would not be invalid or require compensation upon that ground alone. Those who enter upon a business take that risk."

Chain-store taxes have in a few cases been applied to coin-operated devices.

## First Call

Each year The Billboard publishes an Annual Directory of Associations in the coin machine industry. This usually appears in the Coin Machine Convention Number and has proved to be a very valuable information service to the trade.

First call is made to all associations to send us list of officers, name and address of headquarters of association and meeting dates of organization. Send information to Silver Sam, The Billboard, 54 West Randolph street, Chicago.

Last year a number of the associations sent an annual report on work done by the association, which proved to be interesting and helpful reading to other organizations over the country. We will be glad to have a report from every organization in the country this year. Let the rest of the trade know what your association is doing.

All organizations are invited to use the fast weekly news service of The Billboard for making announcements or passing along other information to their own members and to the trade.

## Cigaret Sales Go Up in 1934

NEW YORK, Jan. 19. — Operators of cigaret vending machines were interested in the statistics on sales of cigarets in 1934 recently released by the Standard Statistics organization. Cigaret consumption in 1934 set an all-time high with sales of about 125,000,000,000 cigarets, according to the report. Only slight variations were noted in the sales of the three leading popular brands.

Sales of the Liggett & Myers product totaled about 34,500,000,000; Reynolds Tobacco, 33,600,000,000, and American Tobacco Company, 33,000,000,000.

The trend of cigaret sales as a whole from 1929 is shown in the review as follows (in billions of cigarets): 1929, 119; 1930, 119.6; 1931, 113.5; 1932, 103.5; 1933, 111.8, and 1934, 125.

"Apparently a certain rough law of compensation is at work in the cigaret trade," the survey observes. "Whenever a single brand advances far ahead of the others it becomes the victim of a competitor's advertising attack. Aside from this generalization it is futile to attempt to forecast sales of leading brands for any distance ahead. Particularly is it impossible to foresee the response of the millions of cigaret consumers to whatever new advertising appeals may be devised."

## Wyoming May Decide To License Gaming Devices

CHEYENNE, Wyo., Jan. 19.—State Representative John A. Barker, of Cheyenne, will introduce to the Wyoming Legislature a bill to legalize gaming devices of every variety. This will include slot machines and other gaming devices and will also legalize lotteries.

His plan, it is reported, will call for a 10 per cent minimum fee of gross receipts on gaming coin-operated machines. This will be for annual fee only. There will be a fee of \$400 annually of houses that are used for gaming purposes only. Mr. Barker, it is said, pointed out that he desired to see gambling of all types become legal in the State of Wyoming.

Opinion of many is to the effect that the Legislature will act favorably on this bill.

## SLOTS -- SLOTS -- SLOTS

- MILLS—5c, 10c, 25c Silent Escalator Double Jackpot Front Vendor or Bell..... \$33.50
- MILLS—Silent, 5c, 10c, 25c Mystery Gold Award Front Vendor or Bell..... 52.50
- MILLS—5c, 10c, 25c Single Jackpot Front Vendor or Bell..... 48.50
- MILLS—5c, 10c, 25c Silent Gold Award Double Jackpot Side Vendor or Bell..... 22.50
- JENNINGS—Victoria, 5c, 10c, 25c Double Jackpot Front Vendor or Bell..... 22.50

### USED PIN GAMES AT BARGAIN PRICES

Electro, \$17.50; Golden Gate, \$15.00; Drop Kick, \$25.00; Autobank, \$47.50; Champion, \$50.00; Blue Break, \$42.50; Lightning, \$18.50.

TERMS: 1/3 Cash With Order, Balance C. O. D.

RUSH YOUR ORDERS—FIRST COME, FIRST SERVED.

## PHOENIX VENDING MACHINE CO.

923-925 BROADWAY - NEW YORK CITY

## New LITE-A-LINE

With SKILL GAME BOARD  
Now Ready for Delivery

Also CHIEFTAIN and NEW GALLOPING GHOST  
Coming Soon

METROPOLITAN HEADQUARTERS FOR ALL PIN  
TABLE GAMES



INTERNATIONAL MUTOSCOPE REEL CO. INC. 516-20 W. 34th St. NEW YORK CITY

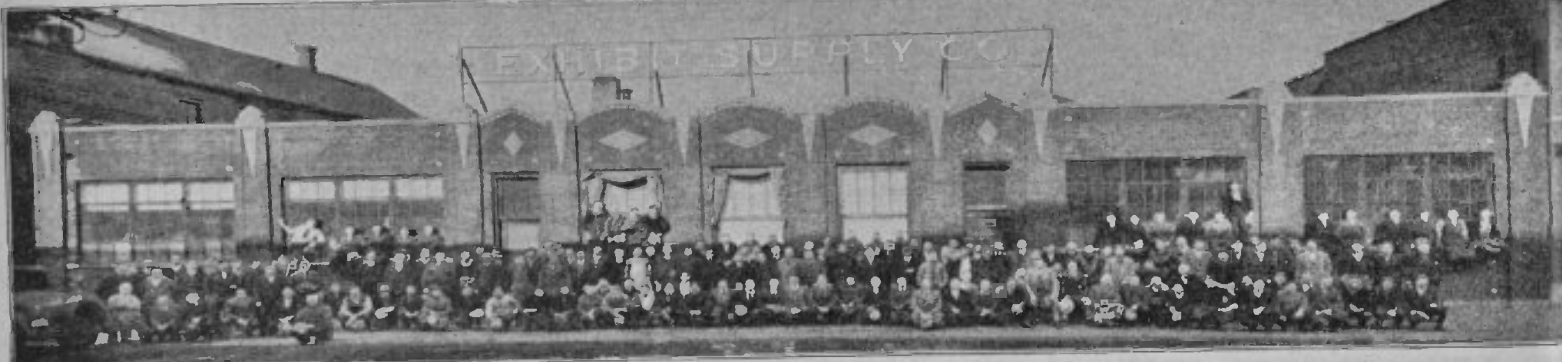


EXHIBIT SUPPLY COMPANY TELLS WORLD about giving employment to men in the manufacture of pinball games and amusement devices.

## La Guardia Gets Zero on Tester

NEW YORK, Jan. 19.—The New York Evening Journal reports that Mayor La Guardia, who called at the offices of the Municipal Civil Service Commission to see the manner in which applicants were being put thru trials with the new strength-testing machines built for the city by the International Mutoscope Reel Company, Inc., learned that, tho he is mayor of the city, he couldn't be a fireman on his own force.

The Evening Journal reports, in part: "Mr. La Guardia expressed interest in a grip-testing machine. He essayed a trial of his own grip, but failed to budge the dial.

"A husky potential member of the fire department registered a snappy 85 on the machine.

"Gosh," ejaculated the mayor. "You may be the mayor of New York, but you can't be a member of the fire department," smilingly remarked Commissioner James E. Finegan."

Six different types of strength-testing machines were built by International Mutoscope Reel Company, Inc., for the city, as reported some time ago in The Billboard. The city and the mayor have expressed themselves as very well satisfied with the machines. Athletes of the New York Athletic Club were used to set a standard on the machines for the benefit of applicants and the machines have more than quadrupled the rate of applicants who can be tested during the course of a day.

To columnists who have seen the former common arcade equipment, the machines are approximately six feet tall and also have a huge dial in front which instantly indicates the strength of the tester. The machines are tested daily for accuracy. They are proving not only accurate, but the most efficient method the fire and police departments have ever used.

## New Mexico Nuggets

Melvin Klopanda is the wide-awake cop of Roswell. He has a good string of equipment working and is always on the alert to give the public something for its money.

A. J. Hudson keeps the dust out of the coin-machine cash boxes up around Toas. Says business is pretty good, but expects it to be better.

Musio operating in New Mexico is not as much in evidence as it might be. There are many spots waiting for phonographs—spots that will pay.

M. J. Hannan, of Santa Fe, is always on the go and keeps his route in tip-top condition at all times. M. J. says that there has been a lot of selling to the locations in his territory and that he has been looking into it.

Since moving its quarters from Texas to Eaton the Southwest Vending Company reports good business. All spots in its territory are well taken care of and the public is receiving some real coin-machine service from the firm.

H. W. Lucy is still clicking over in Silver City and keeps his machines going nicely.

## Op Draws Kewpie Laugh

DETROIT, Jan. 19.—Detroit operators are having a good laugh on Morris Smith, former president of the Skill Game Operators' Association, who paid \$15 for a Kewpie doll at Marshall-Lemke, Inc., wholesale store, last week. The occasion was the store's "open house" to all operators, with the highlight the auctioning off of a mystery package, which Smith bought for \$15. Wrapped to resemble a coin machine bidders raised the price this high. When Smith unwrapped it he found a doll inside. After other operators enjoyed Smith's discomfiture Henry L. Lemke refunded the bid to him.

## New Philadelphia Jobber

PHILADELPHIA, Jan. 10.—On or about February 1 Atlas Coin Machine Company will open a jobbing office at 19 South 20th street, this city. The concern will carry a complete line of all the new amusement machines and also a large stock of used machines.

## Used Games

Roy Bazelon, of the Monarch Coin Machine Company, Chicago distributing firm, reports a new wrinkle in getting used games off the market which he says has been in use for several months in Chicago, and which has proved to be of real merit in removing used machines from the channels of trade.

Capitalizing on the widespread popular interest in pinball games for home use, operators have offered games that have outlived their day as a high score prize for a certain period. The used games are retouched and delivered to the person winning the prize. Bazelon claims for this practice that the games make a price that is unusual and player interest in winning them is great. These games in the homes will serve to create new pinball fans as the winner invites his neighbors in to play pinball.

## Skill Board To Meet More Often

NEW YORK, Jan. 19.—At a recent meeting of the Metropolitan Skill Games Board of Trade, Inc., Chairman Lee Rubinow, with the approval of the members present, announced that more frequent meetings would be held to keep in close touch with the progress of the appeal case now being carried thru the courts on pinball games. Meetings are planned every week until the case is heard.

A general call was also sent out for players who could qualify as experts on modern types of pinball games. This is considered an important essential in the case that will be heard in the Court of Special Sessions, on which a conviction will be asked so that complete records can be carried to the higher courts. Players who feel they can qualify, or operators who know of expert players, are asked to communicate with legal counsel for the association, Benjamin H. Haskell, 305 Broadway. Players will be paid for their time devoted to the case.

Marvin Liebowitz was also chosen secretary for the Skill Games Board following the resignation of the former secretary. Liebowitz is also president of the Amalgamated Vending Machine Operators' Association here. Plans for financing the test case were considered. Also the board voted payment for the services of an attorney employed to represent operators in the Bronx.

## Police and Ops Agree On Digger Test Case

DETROIT, Jan. 19.—A test case on the digger type machines was set in motion here this week when Judge Thomas J. Cotter, in the Recorder's Court, pronounced suspended sentence on the proprietor of a confectionery store for having a digger type of machine in his place of business. The case was understood as a test by both the police department and operators, it was said.

Sidney Alexander, attorney for the defense, said that an appeal would be taken to the higher courts. John Brennan, of Chicago, was brought to the trial to qualify as an expert player in demonstrating the digger before the court.

## Locations Get Warning

DETROIT, Jan. 19.—Location owners were warned this week by operators of what appears to be a "racket" collection business. A gang of men have been appearing in stores and posing as the owners or operators of coin machines in the location, in an attempt to collect the money from them. Police said they had no definite report, except from one location where the proprietor challenged the supposed collector. Merchandising machines seemed to be especially selected for victimization.

## Token Plan Considered

CHICAGO, Jan. 19.—State officials of Illinois are said to be devising a plan for issuing tokens for the payment of the State sales tax. Plan as being discussed would call for metal tokens probably of five mills in value. Use of "token" money in some States for payment of sales tax has meant trouble for coin-operated devices due to the slugs finding their way into machines.

# SPECIAL OFFER TO OPERATORS!

If you're in the market for truly hot items that will ASSURE you ACTION and SWIFT PROFITS, you need look no further—THEY'RE HERE! Made of genuine imported fur, these artistically created Scottie Dogs and Easter Rabbits are proving themselves to be the hottest numbers that salesboards have had in years.



## A PROVEN SUCCESS

There's a fortune to be made by live operators in merchandising one of these items on a 600-hole open number board. Actual reports show that men are placing from 5 to 10 deals a day and realize an average NET PROFIT of \$3.00 on every deal placed. A sure-fire setup for swift and BIG PROFITS!

Not a toy but a novelty of outstanding value. A big flash that catches the heart of every man, woman and child who sees it. Size of Scottie is 16 inches tall, 22 inches long, Rabbit stands 25 inches high, 12 inches wide—life-like appearance. Cost of each \$2.75, one or a hundred. 600 salesboard sells for 50c One-third deposit with order. Balance upon receipt of merchandise.

NATIONAL MANUFACTURERS DISTRIBUTING CO.,  
1420 S. HALSTED ST., CHICAGO, ILL.  
Phone Canal 4833.

S L O T S	MILLS ESCALATOR, 5c, 25c Double Jackpot Silent Vender.....	\$36.50
	MILLS Single Jackpot Bell, 5c, 10c, 25c.....	14.50
	MILLS Single Jackpot Front Vender.....	16.50
	MILLS Extraordinary C. A. Double Jackpot and Bell.....	67.50
	MILLS 10c Goose-neck Lion Head Single Jackpot.....	23.50
	MILLS Double Jackpot (Silent) Bell.....	36.50
JENNINGS 5c-25c Double Jack (Victoria Bell) or Front Vender.....		25.00

**PIN GAMES - NEW - USED**  
Electro, \$18.50; Lightning, \$16.50; Major League, \$25.00; Super "8", \$18.50; World Series, \$5.00; Fleet, \$14.50; Golden Gate, \$16.50; Jig Saw, \$4.00; Contact, Master, \$10.00; Relay, \$10.00; Pennant, \$5.00; Merry-Go-Round, \$15.00; Blue Streak, \$11.50; Push Over, \$11.50; Torpedo, \$13.50; Bally Spark Plug, \$19.50.  
TERMS—1/3 Cash—Balance C. O. D. Write for Free Price List and Catalog.

**NEW YORK VENDING MACH. CO., Inc.**  
32 LA SALLE STREET, NEW YORK CITY.  
(Near Amsterdam Ave., at 125th Street). Tel. Mo. 2-5625.

## JUNIOR ACTION \$39.50

"AMERICA'S MOST BEAUTIFUL GAME"  
So much confidence have we in JUNIOR ACTION that on your Sample Order for One Machine we agree to allow full Cash Refund within Ten Days if you are not entirely satisfied. No questions asked. One-third Deposit, Balance C. O. D. Immediate Shipment to All Points in the U. S.

**THE KANSAS NOVELTY COMPANY**  
"Serving Best the Central West."  
555 WEST DOUGLAS AVENUE, WICHITA, KAN.  
WE SOLICIT ONLY PROFESSIONAL OPERATORS.  
Write for Weekly List. All Late Style Tables in Stock.

THE HOUSE THAT CONFIDENCE BUILT  
Est. 1923 **SOUTHERN AUTOMATIC SALES CO.** Phone Wabash 5464  
540-542 So. 2nd Street, LOUISVILLE, KY.  
SPECIALS THIS WEEK—SUPPLY IS LIMITED: LIGHTNINGB, \$17.00; SUPER 8, \$18.00; SUBWAYS, \$18.00; JIGSAWS, \$9.00; BLUE RIBBONS, \$12.00.  
SHYVER'S JR. CANYON FIRE, \$30.00. Overall Dimensions, 48 inches.  
Closing Out Stock of Brand-New MERRY-GO-ROUNDS, in Original Cartons, \$19.50 Each.

## AMERICA'S GREATEST MONEY MAKER SAFETY ZONE \$32.50

Jobbers and Operators Write, Wire or Phone Your Orders.  
**AMERICAN COIN MACHINE COMPANY,**  
114 LOWELL STREET, ROCHESTER, N. Y.  
BUFFALO OFFICE: 179 Northamden Street. Phone: Lincoln 0882.

# THE NORRIS

## BILL BEASLEY....

RECOGNIZED AS CANADA'S GREATEST COIN

MACHINE AUTHORITY MADE THIS STATEMENT

ABOUT MUTOSCOPE'S NEW PIN GAME

CHECKERS AT ITS INITIAL SECRET SHOWING

**3**  
INTECHANGEABLE  
PIN GAMES  
IN ONE

**CHECKERS**

**CROSS WORD**

**CARDS**

"I DON'T BLAME MUTOSCOPE FOR KEEPING THEIR NEW CHECKERS PIN GAME UNDER COVER. IT HAS PLAY FEATURES THAT WILL START A NEW ERA IN PIN GAME MANUFACTURE"

*Bill Beasley*



516-20 W. 34<sup>th</sup> ST. N.Y.C.

INTERNATIONAL MUTOSCOPE REEL CO. INC. MANUFACTURERS

### CLAW and DIGGER OPERATORS

DRESS YOUR MACHINES WITH THESE TWO COIN COAKERS.

**COMBINATION CIGARETTE CASE**  
Table & Pocket Lighter. Beautifully Enamelled. Exact Duplicate of High Priced Article. Model of the same item. Height 4 1/2".  
**\$4.50**

**BUDDHA TABLE LIGHTER**  
Finely Enamelled and they come in Assorted Colors. A Wonderful Claw Number. Inexpensive and has a Plain Height 3".  
**\$1.50**

25% Deposit With Orders. Balance C. O. D.  
**LEONARDO NOVELTY CO.**  
30 Union Square, New York City.



**SPECIAL CLOSE-OUT**

BRAND NEW **SIGNAL** Mfg. By GALLY. **\$27.50** EA.

BRAND NEW **JIM DANDY** Mfg. By PEO. **\$6.50** EA.

CASH WITH ORDER.

**EASTERN** 350 MULBERRY STREET NEWARK, N. J.

**NEW AND USED MACHINE BARGAINS**

NEW PENNY DRAWS (In Original Cartons), 1 or 300. \$4.50 Each  
USED PENNY DRAWS (A-1 Condition), 1 or 300. 3.00 Each

**GUARANTEED USED MACHINES:**

Select 'Em	0.00	Pontiacs	5.00
Big Berthas	15.00	Lightnings	10.00
Rockets	25.00	Golden Gates	10.00
Relays	10.00	Subways	18.00
Centacs	\$12.50		
Blue Ribbons	10.00		
American Beauties	9.00		
(Latest Models)	0.00		

Immediate Delivery. 1/3 Deposit on Orders Over \$10.00. All Cash on Orders Less than \$10.00. Supply Limited. Rush Your Order Now.

**SUPERIOR NOVELTY CO., 27th and Agnes Streets, Kansas City, Mo.**

**WANTED** CRANE OPERATORS; Live, Aggressive, Intelligent and Experienced. Exceptional opportunity with responsible progressive organization. Box 554, The Billboard, 1564 Broadway, New York, N. Y.

**ARMY and NAVY Immediate Delivery. ACTION \$39.50**

**RECONDITIONED MACHINE BARGAINS**

GUARANTEED PERFECT CONDITION. (Only a Few of Each.) (Subject to Prior Sale.)

Contact, Jr.	\$25.00	Big Bertha	\$19.50	Fleet	\$10.50
Pushover	15.00	Golden Gate	19.50	Pennant	6.50
Electro	19.50	Jigsaw	7.50	Lightning	18.50
World Series	7.50	Merry-Go-Round	12.50	Pontiac	8.50
American Beauty	15.50	Mills Official	5.50	Streamline	12.50

Also All Latest Machines of Leading Manufacturers.

**SLOT MACHINES IN 1c, 5c AND 25c PLAY. NEW AND USED.**

America's Oldest Distributors. Est. 1895. 39 Years of Service.

**SICKING MFG. CO., Inc.** 1922 Freeman Ave., Cincinnati, Ohio

### Letters to the Editor

To the Editor:  
"We appreciate very much the information you have sent to us concerning pin-game decisions. Your co-operation will go a long way in helping us win the fight which we have on our hands. We will keep you posted as to developments."—L. M. B. Louisiana.

To the Editor:  
"Inclosed please find a clipping which I think should help the situation in Indiana if published in an issue of *The Billboard* soon. Glad to be of any service to you and will co-operate by sending anything of importance in the future."—O. H. Indiana.

Sincere appreciation must go to our Indiana reader, who was the first to respond to our broadcast call for clippings from local newspapers in any way relating to coin machines. He sent the entire sheet on which the news item appeared, which, by the way, is just what we want.

To the Editor:  
"Congratulations on your editorial on co-operation. If you recall, approximately a year ago I wrote a number of articles stressing this very point and outlining the definite necessity of co-operation. As a matter of fact, I expect to contribute shortly another short article in reference to this matter and hope you can use it in the Convention Number of *The Billboard*.

"It goes without saying that I agree with you and am looking forward to the possibility of working a much more cohesive and same-track thinking in the industry on the matter of co-operation for this coming year."—E. V. R. Maryland.

To the Editor:  
"Thanks for your helpful reply of January 7 and for the list of manufacturers of candy-bar venders. I am today writing to three of the Chicago sources and have mentioned that you kindly referred me to them for prices and information. This will let them know that *The Billboard* is on the job in co-operating with its advertisers 100 per cent by referring prospects to them.  
"May I also take this opportunity to congratulate you on your fine publication, which I read regularly, and to wish you many more years of success."—E. F. S. Illinois.

To the Editor:  
"Your editorial in your issue dated January 6 is something that the entire industry should be proud of. It is a boost for the pin games that should give encouragement for the entire year and improve the business for all firms making such games and also for the operators who use them. 'Let's Play Pinball' is a real idea for the improvement of the industry. It is such co-operation as this by *The Billboard* that will win the continued support of your publication."—A Chicago Manufacturer.

### 1935 License Delay in Vancouver Is a Problem

VANCOUVER, B. C., Jan. 19.—License Inspector H. A. Urquhart is withholding licenses on the pinball games for 1935. This move came as a result of the election of a new mayor, who announced his intention of "outlawing" the pinball games as seen in most of Vancouver's retail confectioneries, cigar stores and restaurants. More than 700 games are said to be in operation in the city, most of them operated by a nickel and all bearing a city license during 1934.

The mayor stated that he is now investigating the city's legal rights of banning the games and that "it will be done if we can do it." Licenses were granted under a city by-law passed by the city council May 15, 1933. The ordi-

**THE GREATEST**

Money-Maker of Them All  
**No. 77 PENNY-NICKEL**

Get a few and make some BIG money.

**FREE**

To legitimate operators only — 15 days free trial offer — write for full details.

**The NORRIS MFG. CO.**  
COLUMBUS, OHIO

**HEY LOOK — USED GAMES**

42d Street	3.95	Scoreboard	4.95
Jig Saw		Silver Cup	
Wings		Alleyway	
Brokers' Tip		Waldorf	
Big Broadcast		World Series	
Electro		Show Boat	
Golden Gate		Fleet	
Super Eight	22.50	Pleasure Island	12.50
Jack Rabbit		Push Over	
Merry-Go-Round		Contact Master	Each
		Streamline	

ALL NEW GAMES IN STOCK.  
1/3 Deposit. Balance C. O. D.

**W. J. C. VENDING CO., Inc.**  
239 CANAL ST., New York City

**LATEST HIT**

WEST SQUIRE Works Like September Moon. Is It Hot? Easy Fast Seller. Dozen. \$16.50

\$1.45; Gross

**SPARKING BOOK MATCHES, Doz. \$4.00**

35c; Gross

**COMIC VALENTINES—444 Kinds, Gro. 75c**

50c; Gross

**SNAP RADIOS, Doz. \$1.00**

67c; Gross

**470 WHIZ HANOS—Red, White and Blue, Doz. \$1.00**

75c; Gross

**SHOOTING BOOK MATCHES—Japan, 3.25**

2.50; Gross

Get on Our Mailing List. Send \$1.00 for above samples and 10c.

**A. H. THEUER CO., NEW YORK CITY.**  
909 Broadway.

nance banned all types of machines which issued coins, slugs, discs or tokens, but it sanctioned "devices operated for recreation or amusement. The annual fee was set at \$25 for the first game owned by an individual and \$2 for each additional game. A special section inserted in the Act in 1933 by the Legislature gave the council the right to differentiate and discriminate between various classifications of machines.

City Solicitor J. B. Williams said it would be a simple matter to prohibit the games. The city council, he told a representative of *The Billboard*, has power under the Vancouver Incorporation Act to "prohibit, license and regulate slot machines operated by slugs or coins and machines and devices operated mechanically for the purpose of selling or disposing of any goods." An amendment may be made to the by-law to include pinball games.

Operators are said to be planning for defense and it is not known at this time what attitude the local newspapers will take.

### Gerbers Will Join Cubs For Catalina Island

CHICAGO, Jan. 19.—Mrs. Paul L. Gerber and son Sherwood will leave for Catalina Island with the advance Chicago Cubs' squad on February 14. Paul Gerber, the "Potash" in the "Potash & Perlmutter" of the coin machine industry, will depart also when the entire Cubs' squad leaves for Catalina on February 25. He will remain in Chicago for the 1935 Coin Machine Exposition.

It is well known that the Gerber family are among the staunchest boosters of the Chicago Cubs in the country. Paul has gone with the Cubs for many years.

## New Ticket Unit For Pin Games

CHICAGO, Jan. 19.—A new firm known as the Game Printing Units Company will announce a ticket mechanism for pinball games at an early date, according to information received this week. One of the personages known to be back of the development of the new mechanism is H. F. Burt, who is said to have developed one of the first ticket printing mechanisms used in ticket scales. He has had years of experience with ticket printing mechanisms of all kinds.

The ticket mechanism for pinball games is said to be very simple and practical for use in the table games. The units will be made by the firm and offered to manufacturers of pinball table games who wish to install them in their cabinets.

The firm expects to be in full production by February 15. A non-jamming device has been developed for this unit. It is claimed, which will permit rolling tickets up into a ball even and then the unit will feed them without jamming. Makers claim that jamming is the bugbear of all ticket mechanisms and that a jam-proof mechanism must be had to succeed with ticket pinball games. The ticket unit is automatic and electrical, operating on three dry cells.

The trade is promised a ticket mechanism "that is new and different," with the assurance that modern pinball games will all be using ticket mechanisms at an early date. The mechanism permits any system of marking the holes and will register up to as many as 40 holes.

## Code Authority Election Coming

CHICAGO, Jan. 19.—Full details for the conduct of the Code Authority of the coin-machine manufacturing industry, as approved by the NRA, were released by C. B. Darling, secretary, January 16. "A meeting for the purpose of electing a Code Authority to succeed the present committee," the announcement said, "will be held at the Hotel Sherman, Chicago, February 18, 1935, at 10 a. m. Such other matters concerning the code as may be proper may be brought up for discussion and action at this meeting.

"A nominating committee to be appointed by the chairman of the Code Authority shall propose the names of not less than five nor more than seven persons to serve on the Code Authority, as following the report of the nominating committee at the meeting additional nominations may be made from the floor.

"As provided in Article IV, Section 8 of the code (see amendment No. 1, approved July 17, 1934): 'Only members of the industry complying with the code and contributing to the expenses of its administration as provided above shall be entitled to participate in the selection of members of the Code Authority to receive the benefits of its voluntary activities or to make use of any emblem or insignia of the National Recovery Administration.' Each member of the industry entitled to vote at this meeting, or any adjourned meeting thereof, shall have one vote for each full \$50 assessed against and paid by that member during the 12 calendar months immediately preceding the

month in which the meeting is held, providing that every member in good standing shall have one vote. All questions as to the number of votes which each member of the industry shall be entitled to cast at any meeting of the members shall be determined by the secretary of the Code Authority.

"All members of the industry whose code assessments for the months of February to December, 1934, inclusive, are paid in full by February 15, 1935, shall be entitled to vote at this meeting.

"Any member of the industry entitled to vote at this meeting may vote by proxy in writing duly executed by such member and filed with the secretary of the Code Authority.

"Members of the industry representing the majority of the total votes of those eligible to vote at this meeting shall constitute a quorum for the consideration and transaction of any business proper by notices or otherwise to come before such meeting."

## Show Must Go On!

Be a good trouper. Join the merry throngs who yearly pack their suit cases and start for the coin-machine convention at the Sherman Hotel, Chicago. Paste these dates in your hat—February 18, 19, 20 and 21. Four big convention days. Keep them on tap all the time and start early for the show.

Don't miss one single day of the convention. This isn't one of those ordinary conventions you hear about. My, no! This one is really extraordinary. Those who have never attended a coin-machine convention can't in any way realize the splendor, the magnificence, the fun that goes on. The Sherman Hotel employees themselves look forward to this great gathering. Good fellows flocking in from every State in the Union. Fellows who have made coin-machine operating one of the nation's leading industries. You've probably heard of Operator Joe Below and his brother, Way Below, but you've never met them. Or probably you've heard of Jim Whosis or Mike Whatsis, but here is your opportunity to shake hands, bend the elbow with them in person.

Come on in, boy, the water's fine. Don't forget the most spectacular displays of coin machines in the history of the trade. We'll be seeing you! (From Mills Spinning Reels.)

## Single Shot Table Game Is Said To Be Popular

CHICAGO, Jan. 19.—Two shifts of men are reported to be at work now in the plant of the Western Equipment and Supply Company in the production of 'Put 'n' Take, pay-out game table. The firm specializes in pay-out devices and recently sold a big order of the pay-out mechanisms to a Chicago manufacturer of table games.

"Western" Jimmy Johnson, head of the firm, says that "the game appeals to the player as a very easy one to beat, and it is this apparent ease that makes the game a fast one. There are 11 'take' holes and three 'put' holes. The layout is such that the player is completely gripped with the idea of the game. It is one of the new single-shot games that give speed and fascination. The pay-out mechanism is our own special development, which has already proved its mechanical perfection."

HERE'S A  
*Thrilling*  
AUTOMATIC PAY-OUT  
HORSE RACE GAME  
*that's*  
MECHANICALLY PERFECT!

Evan's DARBY

EARNING BIG PROFITS  
WHEREVER PLACED!

The greatest horse race money maker EVER produced! The DARBY gets the biggest play because it's more exciting, more interesting! Here's the game that's piling up big money for live operators. Compare DARBY and you'll buy it!

CASH IN! ORDER NOW!



\$35.00

SEND FOR YOUR  
DESCRIPTIVE!  
CIRCULAR!

H-C-EVANS & CO. 1522-28 W. ADAMS ST. CHICAGO

SPECIAL SALE—ALL LIKE NEW

	<p><b>MILLS EQUALATOR SILENT DOUBLE J. P. FRONT VENDOR, 5c, 10c and 25c Play, Serial Nos. 285,000 to 312,000</b> <span style="float: right; font-weight: bold;">\$39.50</span></p> <p><b>WATLING TWIN JACK POT FRONT VENDOR, 5c Play, Serial Nos. 48,000 to 50,000</b> <span style="float: right; font-weight: bold;">\$34.00</span></p> <p><b>WATLING SINGLE JACK POT BELL, 25c Play, Serial Nos. Over 34,000</b> <span style="float: right; font-weight: bold;">\$20.00</span></p>
<p>GUARANTEED Original Factory Built Machines. All Equipped With Registers, Furnished With New Reward and Fault Cards, New Frames and Handles. Must Be Seen To Be Appreciated.</p> <p><b>MILLS ADJUSTABLE &amp; COLLAPSIBLE STANDS (Like New)</b> <span style="float: right; font-weight: bold;">\$1.00</span></p> <p style="text-align: center; font-size: 0.7em;">1/3 Deposit With Orders, Balance C. O. D. NOT FOR SALE IN STATE OF NEW YORK. Write for Particulars on All Other Slots and Pin Tables.</p>	
<p>RELIABLE AMUSEMENT MACHINE CO. 927 Broadway, New York City</p>	

ROCK-OLA'S  
ARMY AND NAVY GAME

READY FOR DELIVERY

AT FACTORY PRICES!

ORDERS FILLED IN ROTATION! WIRE  
YOUR ORDER WITH \$10.00 DEPOSIT—BALANCE C. O. D.

B. D. LAZAR COMPANY

1340-44 FORBES ST. PITTSBURGH, PA. 136 FRANKLIN AVE. SCRANTON, PA.

OPERATORS — LOOK!

For the Newest and Best in  
Salesboard Assortments  
buy LINCOLN DEALS

<p>Buy This Bargain, No. 2529, Only <b>\$5.75</b> Dealer's Price, \$9.95.</p>	<p>It's a brand-new 2,500 Ic Sales Assortment—only one of scores of other 1935 numbers. Send for Our Latest Catalog.</p>	<p>Net's \$20.50 After Awards, \$10.25 Your Share, on 50/50 Basis.</p>
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LINCOLN NOVELTY CO. 4325 E. RAVENSWOOD AVE. CHICAGO



THE UNITED AMUSEMENT COMPANY, Kansas City, Mo., owned and operated by Carl Hoelzel, recently enlarged its display rooms by leasing an adjoining storeroom. The addition doubles the firm's space.

**"The Game Without a BUG"**  
**THAT'S WHAT OPERATORS CALL**  
**CRISS CROSS**  
**A Powerful MONEY-MAKER**



Built Right . . . Priced Right!  
 But that's only half the story!  
 Operators report that **CRISS CROSS** is earning truly SENSATIONAL profits for them—  
**AND CRISS CROSS** will make big money for YOU too! Order **CRISS CROSS** at once and watch your income G-R-O-W!  
**GET CRISS CROSS FROM YOUR JOBBER OR ORDER DIRECT—DON'T DELAY!**

AND IT IS Only **\$39.50**

F. O. B. CHICAGO

**GENCO, Inc.** 2625 N. ASHLAND AVE. CHICAGO

**Camco Plan for Reorganization**

NEW YORK, Jan. 19.—The glamorous days of 1928 and 1929 were recalled when the announcement was made in financial circles that Consolidated Automatic Merchandising Corporation (Camco) and the General Vending Corporation had submitted a plan for reorganization to bondholders. The reorganization under the new federal bankruptcy law was made some time ago. Camco and one other firm were said to be the only coin-machine firms to have stock entered on the New York market. The magnitude of the Camco program served to give wide publicity to merchandising machines and the prospects for these machines in modern merchandising. A reaction to this program was seen in the Presidential campaign of 1932 when opponents of Franklin D. Roosevelt charged that he had at one time been a director on the Camco board.

The plan for reorganization is submitted thru a corporation to be known as the Peerless Weighing and Vending Machine Corporation. The plan calls for the new company to issue \$200,000 of notes, with a bonus of two and one-half shares of no-par common stock with subscription to \$1,000 of notes. Holders of the \$3,355,000 principal amount of General Vending Corporation bonds are offered 10 shares of common stock of the new corporation for each \$1,000 face amount of their bonds.

The plan also gives permission to settle claims with common stock if desirable. Of the bonds outstanding, 61 per cent have been deposited with the two joint committees. For the 12 months ending June 30, 1934, Camco and subsidiaries had a net loss of \$691,098 as compared with \$856,479 in the preceding 12 months.

**Photomatic Machine May Be Shown at Convention**

CLEVELAND, Jan. 19.—A new coin-operated device that attracted attention at the Cleveland industrial exposition and also at the automobile show in Cleveland is an automatic photograph machine made by the Photomatic Corporation of America. Officials of the firm announce that production of 100 machines per week can be attained in a short while. The device is described as a quick-photo machine that is self-posing and self-taking. The cabinet is 60x32x34 inches and is of modern design.

The machine operates with the insertion of a coin and by the turning of a lever by the person being photographed. The completely developed and framed photo rolls out automatically into a retainer in less than 25 seconds, according to description.

Joseph E. Klein is said to be the inventor of the machine and is also an officer in the company. The machines will be recommended for placing in department stores, chain stores, amusement parks and summer resorts. The firm contemplates showing the machine at the 1935 Coin Machine Exposition in Chicago.

**Modern Will Entertain**

NEW YORK, Jan. 19.—That the "grand rush" in preparation for the 1935 Coin Machine Exposition is already in progress was indicated this week when Nat Cohn and Irving Sommer announced they had reserved Suite No. 1,000 at the Sherman Hotel for the convention period. Those who attended the 1934 show will remember the ability of Sommer and Cohn to serve the best in entertainment and food.

The gentlemen say they have just made their plans for 1935 and wish to state that those who visit Suite 1,000 during the 1935 show will acknowledge "the best time they ever had."

**Ide Visits in New York**

NEW YORK, Jan. 19.—S. G. Ide, proprietor of Automatic Industries, Inc., Buffalo, made a combined business and pleasure trip to New York City last week. Mr. Ide visited his many friends in the jobbing business and also in the premium line. One of Mr. Ide's most pleasant evenings was spent in the company of Ben Haskell, of Haskell & Goldberg, attorneys, who ran Mr. Ide "ragged" at night spots.

**when it's coin operated AMUSEMENT MACHINES**



—write to the MANUFACTURER of the most popular proven PROFIT MAKERS in the Coin Machine Industry —whether it's PIN GAMES, COUNTER GAMES or DICGER Machines.

**EXHIBIT SUPPLY CO.**  
 4222 W. LAKE ST. CHICAGO, U.S.A.

**CANDIES**

made especially for Coin Machines. Hard Shell Candies in a variety of bright colors and highly flavored.

Chocolate-Coated Raisins, Chocolate-Coated Peanuts, also a Mixture of Chocolate-Coated Candies for Vending.

Hard Shell IMPERIALS in Red, Green or Violet Color—for DICGERS.

**BREATH PELLETS** for carding. Highly flavored—Five different flavors, including Clove Pellets, in demand wherever liquor is served.

Write for Our Price List  
**PAN CONFECTION FACTORY**  
 (National Candy Co., Inc.)  
 345 W. Erie St., Chicago

**We Offer Subject to Prior Sale the Following Slightly Used (Like New) Machines at Greatly Reduced Prices:**

- |  |  |
|--|--|
| Jig Saws . . . . . \$ 5.00                     | World Series . . . . . \$ 7.50           |
| Small Pontiac . . . . . 10.00                  | 48" Marble Parade . . . . . 20.00        |
| Large Pontiac . . . . . 17.50                  | 44" Contact . . . . . 20.00              |
| 44" Major League . . . . . 35.00               | 60" Contact . . . . . 20.00              |
| Small Major League (Baiter Up) . . . . . 27.50 | 6-Star Final, Senior Size . . . . . 2.50 |
| Baloot-Em (New Cabinet) . . . . . 8.00         | Hockey Games . . . . . 27.50             |
| Autobanks . . . . . 45.00                      | Official Sweepstakes . . . . . 6.00      |
| Golden Gate . . . . . 16.00                    | Floors . . . . . 12.50                   |
| Forward Pass . . . . . 17.50                   | Furitan Vender . . . . . 5.00            |
| Lightning . . . . . 18.00                      | Mills Omelal . . . . . 5.00              |
|  | Pennant . . . . . 8.00                   |
|  | 21-Vender . . . . . 6.00                 |
| Large Signal . . . . . \$38.00                 |  |
| Small Signals . . . . . 25.00                  |  |
| Small Relay . . . . . 10.00                    |  |
| Groetchen Dandy Venders . . . . . 6.00         |  |
| Subway in New Light Cabinets . . . . . 22.50   |  |
| Drop Wicks . . . . . 30.00                     |  |
| Large Majik Keys . . . . . 30.00               |  |
| Small Majik Keys . . . . . 25.00               |  |
| Blue Ribbon . . . . . 10.00                    |  |

**WE CARRY IN STOCK AT ALL TIMES THE LATEST IN NEW MACHINES SUCH AS:**

- |                                   |  |   |
|-----------------------------------|--|---|
| Exhibit Rebound . . . . . \$39.50 | Select-Em . . . . . \$12.50                      | Mills Cannon Fire 48" . . . . . \$60.50       |
| Equipe . . . . . 39.50            | 44" Action . . . . . \$8.50                      | Gandy Venders . . . . . 10.00                 |
| Drop Kick . . . . . 30.50         | Lite-A-Line Triple Box . . . . . 98.00           | Red Arrow (Automatic Payout) . . . . . \$4.50 |
| 44" Majik Keys . . . . . 45.00    | Lite-A-Line Single Box . . . . . 69.00           | 44" Signal . . . . . 18.50                    |
| Small Majik Keys . . . . . 38.00  | Official Sweepstakes (Gum Vender) . . . . . 7.50 | Small Signal . . . . . 38.50                  |
| Criss-Cross . . . . . 38.50       | Mills Q. T. Slots . . . . . 67.50                | Spark Plug . . . . . 29.50                    |
| Shooting Star . . . . . 34.50     |  | Rock-Ola Army & Navy Wets                     |

KINDLY WRITE FOR ANY OTHER MACHINES NOT LISTED.  
 One-Third Deposit in Cashier's Check or Money Order Must Accompany Orders, Balance O. D. State Method of Shipment Preferred and Whether 10 or 50 Slot Is Desired.  
**MORRIS NOVELTY COMPANY** ST. LOUIS, MO.  
 4506 MANCHESTER AVE.,



**SPARK PLUG**  
 New Improved, with Closed Cash Box, and Now Guaranteed by MARKEPP.  
**SENSATIONAL \$29.50 LOW PRICE**  
 CLOSE-OUTS—New, in Original Cartons: Electra, \$25.00; Signal, Jr., \$30.00; Blue Streets, \$18.50; Lightning, \$18.50.  
 GUARANTEED USED.  
 Rockets, \$37.50; World's Series, \$7.50; Always, \$6.00; Jigsaws, \$8.00.  
**3902-4-6-8 CARNEGIE AVE., CLEVELAND, OHIO**  
 1410-12 Central Parkway, Cincinnati, O.

**MARKEPP**

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

**Two Games For the Price Of One!**



NEW! Salesboard Number One! Scraps, also a lot of the well-known Fruit Reel Strips, with each machine. Easy Penny, Nickel, Dime or Quarter. Shows last coin played. Viable Ball Gum. Simple Trouble-free Front Mechanism. Satisfaction guaranteed or money back.

**\$12.50**  
 Jackpot Attachment, \$1.00 extra.  
 Greatest Value for the Least Cost.  
 1/3 Deposit with Order, Balance O. D.  
**W. B. COMPANY** 2507 Marcus Ave. St. Louis, Mo.

REVISED AND UP-TO-DATE MACHINE List mailed you each Wednesday, showing Lowest Prices on Used Machines. Drop us a card and receive this list weekly.

**KANSAS NOVELTY COMPANY**  
 655 W. Douglas Ave., Wichita, Kan.  
 "Largest Stock of New and Used Machines in the Middle West."

**CHAMPIONS**

\$30 Allowed on Trade-Ins for REG ARROWS. Send in your old machines for deposit, ship C. O. O. G. MOORE, Bedford, Va.

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

**DAVAL**  
Will Present  
The Royal Flush of the Show

10 TRUE DICE  
K Chicago EXPRESS  
J MATCH-A-BALL  
Q SEVEN Come ELEVEN  
A REX  
Will Only Be Seen At the Show

**DAVAL MANUFACTURING CO.**  
200 So. State St., CHICAGO, ILL.  
Booth Nos. 5015-52.

**GREATER DEMAND THAN EVER**  
DOUBLE BOOK BLUE STEEL RAZOR BLADES, 5 to Package. Cellophane Wrapped. From 1.00 to 1,000,000. Per 100.....

**40c**

**GOLF BLADES NOW CARDED**

20 pkgs. of 5's to display card. 5 for 10c or 10 for 15c. Per Card.....

**60c**

**TOOTH PASTE—5c Size Asst. Well-Known Brands. Each.....**

**4c**

**SEND FOR CATALOG.**

**BENGO PRODUCTS CO.**  
10 E. 17th St., Dept. K, New York City

**AMERICAN POCKET WATCH**  
WHILE STOCK LASTS  
Mirror Polished Case.

**QUANTITY PRICE EACH**

**65c**

Sample, Post-paid, E a b. \$60.

Send for New Catalog

**AMERICAN MADE WEST WATCH**  
With Link Band. Each in 1.65

**RHODE-SPENCER COMPANY**  
Wholesale House,  
223-25 W. Madison St., Chicago.

**HARLICH** *Newest*  
**SALESBOARD CATALOG**

*Advance Issue*

Just out! Contains all the newest and hottest numbers! If you operate salesboards—or sell them—you simply can't get along without this big new catalog. Advance copies now ready.

Send for your copy NOW and begin to share in the tremendous profits that are being made everywhere with Harlich sales boards.

**SEND FOR IT NOW**  
**HARLICH MFG. CO.**  
1401-1417 W. Jackson Blvd., Chicago, Illinois

**IOWA OPERATORS**

REBOUND, \$39.50; GRIDIRON, \$13.50;  
CRIB CROSS, \$38.50; ACTION, JR., \$39.50;  
MAJOR LEAGUE, 40", \$42.50.  
GUARANTEED USED MACHINES.

GOLDEN GATE, \$18.50; LIGHTNING, \$18.50;  
FLEET, \$19.00; WORLD SERIES, \$7.00; JIG-SAW or PENNANT, \$5.00.

**AMERICAN SALES CO.**  
107 Old Colony Bldg., Des Moines, Ia.  
Phone, 3-7005.

## Detroit Ops Plan a Train

Invite Canadian and all Michigan ops to enjoy pleasant trip

DETROIT, Jan. 19.—Detroit operators plan to travel to the Chicago convention in style. A special observation car and a de luxe coach for operators and their guests have been chartered, leaving over the Michigan Central at 12:40 p.m. February 18. Return tickets will be good on any of several trains.

The invitation is being extended to all Michigan and Canadian operators to join the Detroit crowd at the depot. All out-of-town operators in this territory, particularly those in Canada, who are not in touch with the organizations, are invited to correspond at once with Warren N. Zerby, 6329 Diversey avenue, Detroit, who is handling arrangements.

The official arrangements have been made by the Automatic Merchandisers' Association of Michigan, Arthur P. Sauve, of the A. P. Sauve Company, Detroit jobbers, is head of the committee on entertainment. With four other Detroit jobbers he is assuming the task of rounding up the large number of Detroit operators who will travel Chicago-ward.

Marshall-Lemke Company is offering a special inducement of a free round-trip ticket by rail to every operator who buys three machines. The orders may be taken for delivery any time within 60 days, allowing the operator to select his new machines at the Chicago show. In several cases, Henry C. Lemke reported, operators are buying enough machines to take their families along as well.

## New Firm Promises Pin Game for Convention

CHICAGO, Jan. 19.—A new pinball game that will not be divulged to the public until the 1935 Coin Machine Exposition has been developed by the G-M Laboratories, Inc., Chicago. The firm is a new entry in coin-machine manufacturing circles and has spent considerable time in developing a game with which to make its debut in the industry.

Also new to the coin-machine industry, the firm has been in the business of manufacturing electrical and mechanical specialties for more than nine years and has a well-equipped factory for the production of specialties and machines. The company is thus well equipped to make the electrical parts used in its pinball games and promises the trade some quality developments in this field.

Among the products made by the firm are photo-electric cells and photo-electric equipment commonly referred to as the electric eye. The United States Lighthouse Service is said to use a unit made by this firm for turning the beacon lights on and off as it gets dark or light. The firm really pioneered in photo-electric cells and since has branched out into other lines. Three separate laboratories are maintained for developmental and experimental work. An expert staff of engineers is maintained under the direction of a man who was formerly chief engineer for Stewart-Warner Corporation.

# Sensational! FLYING TRAPEZE JUNIOR

The most mechanically perfect game!

Snappy action!  
Bigger play!

See it! You'll want it!

**D. GOTTLIEB & CO.**  
2736-42 N. Paulina St., Chicago, Illinois  
London: Burrows Automatic Supply Co., 78-81 Fetter Lane

FLYING TRAPEZE SENIOR  
Balls actually FLY over the two Trapezes into High Score Pockets. New 8-m-o-e-l-h action! Size 41"x24". \$52.50

SIZE 40 X 21  
EXACTLY SAME AS SENIOR EXCEPT SIZE

**\$39.50**

## Exhibit Modernization Program Is Completed

CHICAGO, Jan. 19.—Installation of new machinery valued at \$40,000 has recently been completed, according to report by the Exhibit Supply Company. These include new lathes, punch presses, grinders and other machinery for the production plant. Modernizing the plant has been in progress over the course of several months, with the object of being able to produce every important part of amusement machines in its own plant.

"Being able to make our own vital parts," says Bruno Radtke, chief engineer, "makes it possible to give our customers games that are made right. It also enables us to supervise the assembly of these parts with considerable saving of time and also helps to speed delivery. We are all set now to provide operators with plenty of games. Last year many of our customers could not get their games quickly enough. Every operator wants winning games immediately. We are spending a lot of money to give the operators fast service."

In addition to its modernized production plant, the Exhibit firm also has a well-organized art department, complete photographic studio and also its own printing plant.

## Official Studies Cases

BALTIMORE, Jan. 19.—Following the jury acquittal of a merchant tried for having a digger in his store, as reported in the December 8 issue of *The Billboard*, State's Attorney J. Bernard Wells announced recently that he would undertake a study of court decisions in other large cities before prosecuting such other cases now pending.

He said his studies would include decisions in Philadelphia, New York and Washington.

## CLAW MACHINE MERCHANDISE

THAT WILL DRAW BIG PLAY

VANITY MODEL MATCH KING LIGHTERS. Chromium Finish. 808J37. Per Gross.....	33.00
CAMERA MODEL MATCH KING LIGHTERS. 808J724. Per Dozen.....	3.00
OOO SHAPE TABLE LIGHTERS OF ANTIMONY. 808J807. Per Gross.....	18.00
Opera Glasses. Pocket Size. Imitation Leather Covered. Each in Plush Bag. 8200J800. Per Dozen.....	7.20
GOODWIN, JR., FOLDING CAMERA. 808J333. Each.....	1.75
JINGLE DICE. 1 Inch Size. 8318509. Per Gross.....	1.50
MECHANICAL PENCILS, in Assorted Colors. 841844. Per Dozen, 50c.....	9.00
BAKELITE PIPES. 8785. Per Gross.....	10.50
OLDFE PENCIL SHARPENERS. 86289. Per Gross.....	4.00

**N. SHURE CO.**  
ADAMS & WELLS ST., CHICAGO

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

# ACTION



From coast to coast this great thriller is smashing records for earning power! Thousands are already on location—and thousands more are following as fast as 2 BIG FACTORIES can turn them out! Get started in your territory now—for bigger, steadier profits! Order ACTION today!

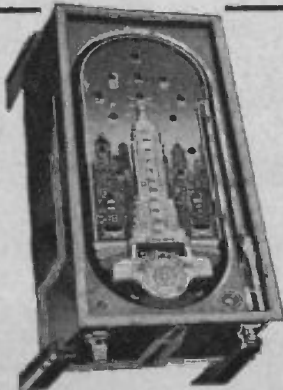
**JUNIOR** 20 in. by 40 in. **\$39.50**  
F. O. B. CHICAGO  
**SENIOR** 22 in. by 48 in. **\$58.50**  
F. O. B. CHICAGO OR LOS ANGELES  
1/3 With Order, Balance C. O. D.

## SKYSCRAPER

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

Write for Details!

- RED ARROW 1-Shot Pin Game \*
- CHAMPION \* ● ROCKET \*
- SPARKPLUG Horse Race Game \*
- \* HAVE AUTOMATIC PAYOUT
- NATURAL Counter Dice Game



Order from your Jobber today!

# BALLY MFG. CO.

4619 RAVENSWOOD AVE. CHICAGO, ILL.

## Nickel Ante

A REAL MONEY MAKER

1,000-Coins. Form 3197.  
Times in \$50.00. Pays out average \$23.37.  
Size 10 1/2 x 10 1/2 inches. 25 to 8 square inch.  
PRICE COMPLETE WITH LABEL AND COUNTERFEIT PROOF NUMBERS.

**\$3.45**

Plus 10% Federal Tax.  
**Chas. A. Brewer & Sons**  
Largest Board & Card House in the World,  
8320-32 Harvard Avenue, Chicago, U. S. A.



## JUMPING FUR DOC! THE BIGGEST-SELLING ITEM EVER OFFERED. IMMEDIATE DELIVERY.

\$8.00 per Gross



- 3-Blade Tooth Pick Knives, Per Gro. **\$1.65**
- 5-Blade Tooth Pick Knives, Per Gro. **\$1.90**
- Black Running Nibs, with Red Glass Eyes, Gross **\$3.75**
- Large Size Pon Pan Boats, Gross **\$8.00**
- Genuine Must Gyoscopes Tops, Gross **\$15.00**
- Imported Japanese Large Size Gyoscopes Tops, Gross **\$6.75**
- Tricky Mouse Toss-Ups, in Envelopes, Per Gross **\$4.50**

25% Deposit Required With All Orders.  
SEND FOR A FREE COPY OF OUR LATEST GENERAL CATALOG.

**GELLMAN BROS.** 119 North Fourth St. MINNEAPOLIS, MINN.

When Writing to Advertisers Mention The Billboard.

# QUICK SILVER

The Revelation Pin Game of 1935  
A PERMANENT INVESTMENT Yielding  
SLOT MACHINE PROFITS

PROVED BY COMPLETE TESTS  
STUDY THESE BRAND NEW OPERATING FEATURES!

- 1. QUICK SILVER**  
Automatically Records All FREE-GAME Awards Due Players—Speeds up play. No tedious adding of scores. Requires no attention by merchant.
- 2. QUICK SILVER**  
Lets Players Play Awards Back Into the Game—80% of skill awards (free games) won by players are replayed and lost. Operator's net profit tremendously increased. Example: If player has won six free games, he can operate coin slot six times free—without inserting coin.
- 3. QUICK SILVER**  
Gives Operator Accurate Record of All Awards Paid by Merchants—All record-keeping eliminated by the automatic recorder inside machine. No more "padding" of award payments by merchant.
- 4. QUICK SILVER**  
Completely Solves Slug Problem—Illustrated circular fully explains this remarkable and ingenious feature.
- 5. QUICK SILVER**  
Lasts Indefinitely on Location. Earning Power Does NOT Die in 60 Days, as is Case With Novelty Pin Games.
- 6. QUICK SILVER**  
Produces Profits for Operators Comparing With Slot-Machine Earnings, and Does It Legally. Like Slot Machines, It Automatically Handles Players' Awards and Allows Replay of Awards When Desired. QUICK SILVER'S Liberality Is Made Possible by This Great Feature.

A BATTERY OF QUICK SILVERS HAS BEEN ON THE TOUGHEST TEST LOCATIONS FOR A LONG TIME. EARNINGS HAVE ACTUALLY INCREASED EACH WEEK!

QUICK SILVER Is Fully Protected by U. S. Patent No. 1985736. Size 20"x40"

WRITE OR WIRE FOR ILLUSTRATED CIRCULAR EXPLAINING QUICK SILVER'S ADVANTAGES **\$67.50**

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

## Berger Heads Export Dept.

BROOKLYN, Jan. 19.—With an early start to build up export trade during 1935, the Supreme Vending Company has formed a special and separate export department to be managed by A. A. Berger. Mr. Berger has been well known for years in Chicago and New York coin machine circles. He has been given complete control of the export trade of the Supreme firm, it is stated. During the past week he has opened a private office on the second floor of the Supreme building and is already at work in making contacts with the foreign trade.

Mr. Berger reports that he has outlined a real campaign to capture the attention of the South American trade which he believes will be one of the biggest markets for export of coin machines during the coming year. He has also made arrangements with British and French distributors to supply them with rebuilt games. One large order was shipped to Spain recently. The firm will issue a catalog prepared especially for foreign buyers and an information service for foreign firms will also be conducted. Every machine shipped to a foreign buyer will be subjected to tests and must comply to definite standards, Berger stated. A survey of foreign markets is being made in connection with leading export firms in New York and tremendous interest is being aroused, it is said.

## Sees Counter Games Up

CHICAGO, Jan. 19.—A distinct trend toward the operation of more counter games is seen by Ray Moloney, president of the Bally Manufacturing Company. "For some time past," he stated, "operators have been slighting this lucrative field, but they seem to be returning to it with enthusiasm. Our Spark-Plug machine with automatic payout, and also the Natural dice game, have shown an increasing demand. These games have the advantage of extremely fast play with small space requirements."

## \$3.85 Starts You

In the much-talked-of Series Board business. This is the total cost of SLIM JIM, a beautiful little series of five boards. Divide this series among three average locations and earn over TEN DOLLARS the first week. Locate an additional series each week and watch your profits grow. You can operate twenty sets of Slim Jim each week and still have time to spare. Lay the cornerstone of your business today! Send one dollar deposit and the complete set of five boards will be rushed to you C. O. D. GET STARTED NOW! Ask about LITTLE BANKER.

**SUPERIOR** 113 MAIN ST. PEORIA, ILL.  
PAPEL PRODUCTS CO.  
WORLD'S FASTEST-GROWING SALES BOARD FACTORY

## PUSH Articles Requiring Less! SALES PRESSURE!

Pitchmen, Demonstrators, Window Workers and Canvasers make big money easily selling Levin's Specials at Bargain Prices.

Get the "DOUGH" Quickly With These Splendid Items.

- No. B1—Games Straight Razors **\$45.00**  
Dosen, \$3.85! Gross.
- No. B2—Gold Plated Pocket Watches, Each **98c**
- No. B3—Engraved Band Rings **65c**  
Gross
- No. B4—Waldemar Shirts, Doz. **80c**
- No. B5—White Stone Bear Plugs (on Tissue Pad), Doz. **\$3.25**
- No. B6—Parachute Shell Water Flowers, Gross **\$1.00**
- No. B7—"A. A. N." Needle Books, Gross **\$1.75**

Don't Wait. Rush Your Order Today

**LEVIN BROTHERS**  
Terre Haute, » » Indiana

MUST SELL AT ONCE MY STOCK MACHINES. AS FOLLOWS: 75 Walling and Fellers' Weighted Scales, 8 Name-Plate Machines, 6 Pistol Machines, Weight Lifting Machine, Electric Shoe Machine, Kettle Lot at \$600.00. All working order. Write or wire GEO. KERESTES, 61 E. Main Street, Lansdale, Pa.

WAITING IS AC TWIN JACKPOT BELLS and VENDERS, \$35.00; 1c Jennings Little Duke Jackpot Belts or Venders, Latest Coin Chute, \$27.50; Mills & Double Winner Extra Hand Jackpot Belts, \$27.50. 1/3 Deposit. Get our prices on New and Used Latest Model Machines. KINZER NOVELTY CO., 119 E. 4th St., Chicago.



"It's New! Different! Exciting!"

# BEACON

STONER'S NEWEST THRILLER  
WILL LIGHT THE WAY TO  
BIG PROFITS!



De Luxe Size:  
41"x21"

- WITH ITS DYNAMIC SPEED,
- THRILLING ACTION!
- INCOMPARABLE BEAUTY!

We like the operator who says: "You've got to show me." He's the fellow that will really appreciate this fine STONER creation. BEACON WILL SHOW YOU BIG PROFITS OVER A LONG PERIOD OF TIME. What higher recommendation can be given any game?



CUSTOM BUILT  
"The Aristocrat Line"

## SEE BEACON

AT YOUR LOCAL DEALER  
HE HAS IT READY FOR  
IMMEDIATE DELIVERY!

\$39.<sup>50</sup>

W.B. AURORA,  
ILL.

# STONER MFG. CORP.

328 GALE STREET  
AURORA, ILL.

## THE GREATEST SUCCESS

BE 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.

THE GREATEST USED MACHINE SALE IN HISTORY  
GOLDEN GATES —> only \$12.50  
LIGHTNINGS and SUPER "8" EA.

RUSH 1/3 DEPOSIT, BALANCE C. O. D.  
BRONX BRANCH:  
1414 Webster Ave.,  
Bronx, N. Y. C.  
Marty Rosen, Mgr.

**SUPREME VENDING CO.**  
557 ROGERS AVE. •• BROOKLYN, N.Y.

## SPECIAL CLOSE OUTS OF

100 USED GAMER; 50 POOL TABLES, worn \$44.50, new \$100.00 Each; 50 MY-SCORE POOL TABLES, worn \$74.50, new \$225.50; BASKET BALL MACHINES, worn \$49.50, new \$17.50; AD-ROE CIGARETTE MACHINES, New \$32.50; Used, \$19.50. COLUMBUS NUT VENDERS, \$4.00 Each. SLOT MACHINES, \$10.00 Each; FACE DOUBLE JACK FRONTS, \$35.00; BERBURG'S AND WESTERN SWEEPSTAKES, \$39.50 Each; IRON CLAWS, \$48.00 Each and JACKS, \$15.00 Each; 4 JACKS, \$10.00 Each. Latest New and Used Pin Games Always Available. A. H. T. GAME HUNTERS, \$7.50 Each.

HIGH SPECIALTY CO., 155 GREEN ST., PHILADELPHIA, PA.

## EASTERN DISTRIBUTORS

MILLS GRID IRON, CRISS CROSS.  
JACK POT BELLS, SPARK PLUG, SAFETY ZONE,  
JACK POT VENDERS, HOLD AND DRAW, REBOUND,  
Q. T. BELLS, DROP KICK, ARMY AND NAVY,  
CHAMPION, CANNON FIRE, FOOTBALL.  
KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts.,  
PHILADELPHIA, PA.

HERB BESSER RECOMMENDS THIS WEEK FOR IMMEDIATE DELIVERY  
ARMY & NAVY, Write or Wire for Operator's Price; SHOOTING STAR, \$34.50.  
REBOUND, \$39.50; ACTION, \$30.50.

We will accept Trading on the above numbers.  
Flea, \$15.00; World Series, \$7.50; Puritan Vender, \$7.00;  
Official Swicelator (Gum), \$6.50; Gub, \$4.00; Gypsy,  
Pak-O-Real \$6.50; Majik Keys, \$30.00; Contact, Jr., \$25.00; Forward Pass, \$17.50;  
Puan-Over, \$15.00; Sweet Sally, \$6.00; Wings, \$6.00; Mills Official, \$4.00;  
Kick, \$27.50; Major League Sr., \$35.00; Major League, Jr., \$27.00; 25 Vender, \$9.00;  
Lightning, \$18.00; Jack Rabbit, \$17.50. 1/3 Deposit, Balance C. O. D.  
3977 DELMAR BLVD., MO.  
Besser Novelty Co., ST. LOUIS.

## SALESBOARD OPERATOR

Here's a Gold Mine—Brand New and Red Hot!  
Our 2000 TICKER penny assortment, 40 package payout, over-ago location will sell one a day. Sells to retailer at \$6.00 each.

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

H. G. PAYNE COMPANY  
203 Church Street NASHVILLE, TENN.

## A Brand New Business Stimulator

Here's one of the "hottest" and fastest selling plans that's ever hit the market. It makes for "Big Cash Commissions" every day. Your outlets cover a big field, such as Taverns, Drug Stores, Restaurants, Cigar Stores, Billiard Halls, Barbecue Stands, and plenty of other Merchants.

## OPERATORS AND SALESBOARD SALESMEN



The SPEED-O-BYKE looks like a motorcycle—made like a bicycle—safe as a tricycle, and it plays an important part in this fast-selling business and profit stimulator. If you are interested in QUICK CASH COMMISSIONS DAILY, write or wire for complete details and selling plans.

METAL SPECIALTIES MANUFACTURING CO.  
3206 CARROLL AVENUE CHICAGO, ILL.

# The NEW CHIEFTAIN



More Ball Animation and Scoring Maneuvers for Players—  
BIGGER EARNINGS Than Ever Before for Operators . . .

Read Every Word of This Important Message!

If you want a game that will earn hundreds of dollars—Yes, even thousands over a period of months—Here it is—the New CHIEFTAIN! Proven by Actual Tests in many locations—Proven beyond all doubt a Rich Money Maker—it's the game you NEED in this Profitable Operating Season. The CHIEFTAIN is full of Amazing Ball Maneuvers—Rolling on Lower Runways—Riding over Rotating Reels to Higher Scores. Colored Lights match up on the reels for MORE AWARDS—But LOOK! The Chief Skill Hole out in front keeps the reels turning—Lights Flashing—Then a ball over the Contact Spring raises other balls to Upper Tracks and they roll to the 1,500 Notes. It's the Most Enchanting machine ever produced—and will GET any location you're after—and HOLD it indefinitely!



Designed and Originated by PACIFIC. Patents Pending!

**With MARBLO for the Counter...**

**4 Plays Per Minute Easy!**

Nothing Like It Ever Before!

A POINT SELECTING QUICK BIG MONEY-MAKING GAME!

PAYS ITS WAY IN NO TIME AT ALL!

Start MARBLO Your Way Without Delay!

No Useless Levers—Marvel Coin Chute Does All Work—Players Stay With It Constantly.

Write, Wire, See Your Distributor or Jobber NOW!

## PACIFIC AMUSEMENT MANUFACTURING CO.

4223 W. Lake Street, Chicago, Illinois      1320 S. Hope Street, Los Angeles, California

PROVEN NEW WINNERS		Closing Out Used Machines	
ACTION	\$39.50	REBOUND	\$39.50
RED ARROW	04.50	GRIBS CROSS	39.50
ARMY & NAVY (Write or Wire for Operator's Price.)		SPARK PLUG	29.50
I. O. U.	12.50	WAHOO	75.00
ZOWIE!! Go All Prices On		JIG-SAW	\$ 5.00
MAJIK KEYS (Standard)	\$17.50	CHAMPION	55.00
MAJIK KEYS (Senior)	25.00	GOLDEN GATE	17.50
MAJOR LEAGUE (Battle Up)	30.00	FORWARD PASS	17.50
MAJOR LEAGUE (Senior)	17.50	AUTO BANK	42.50
LIGHTNING	11.00	DROP KICK	23.00
AMERICAN BEAUTY	25.00	BLUE STREAK	15.00
SIGNAL	13.50	CONTACT (44")	22.50
FLEET, JR.	25.00	RELAY	8.50
FLEET, SR.			
USED COUNTER GAMES		SLOT MACHINES	
GRAND NATIONAL	\$29.50	PURITAN VENDOR	\$6.00
SPARK PLUG	20.00	OFFICIAL SWEEPSTAKES (Dum)	7.50
GOLD RUSH	5.00	SWEET SALLY	5.00
PENNY ANTE	5.00	BALL GUM. Per 1/2 Case.	6.00
BELMONT, JR. (Race Horse)	5.00		
WATLING GOLD AWARDS	\$60.00	MILLS Q. T.	\$57.50
WATLING TWIN JACKPOTS	45.00	MILLS DOUBLE JACKPOT (Comet)	32.50
MILLS SILENT ESCALATOR	50.00	MILLS DOUBLE JACKPOT	25.00
SLOT SAFE (Steel)	14.00		

WE ACCEPT TRADE-INS ON ALL YOUR PURCHASES. FOREIGN DISTRIBUTORS GET IN TOUCH WITH US FOR A REBUILT MACHINES. TERMS: 1/3 Deposit, Balance O. O. D.

IDEAL NOVELTY CO., 3003 Lemp Ave., St. Louis, Mo.

"MISSOURI AND SOUTHERN ILLINOIS DISTRIBUTORS FOR DALLY PRODUCTS."

**LOW PRICE LEADERS!**

USED PIN BUYS	All New Games
Subway (Grey Cab) \$14.90	ARMY & NAVY
Subway (White Cab) 10.00	BEACON
Drop Kick 24.90	CRACK SHOT
Signal Jr. 24.90	REBOUND, JR.
Super "6" 17.90	REBOUND, SR.
Golden Gate 18.90	ACTION
Fleet 14.90	SKYSCRAPER
American Beauty, Relay, Torpedo, Push 8.90	
World Series, Gitter Cup, Airways, Pennants, Pontiacs, Waldorf, Leland, Ambassador and 42d 5.00	

1/3 Deposit, Balance O. O. D. WRITE FOR GABE'S BARGAIN LIST.

**GABE KAUFMAN INC.** 455 West 42nd St. New York City Tel. Me-dalton 3-0468

**3 BIGGEST MONEY MAKERS**

Stoner's New Game <b>BEACON</b> Operators' Price, \$39.50.	Senior Model <b>REBOUND</b> Operators' Price, \$55.00. Size: 22"x45".	Dudley-Clark Co. <b>LIVE POWER</b> Operators' Price, \$30.50.
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**D. ROBBINS & COMPANY - 1141 DeKalb Ave., Brooklyn, N.Y. METROPOLITAN N. Y. DISTRIBUTORS**

Large Variety of Dealers      Beautifully Colored

**PILLOWS**

On High Luster Satin—Dozen... \$6.00      On Quail... \$3.75 (Size 20x20, Including FRINGE.)

With Kapok Filling, \$3.00 Dozen Additional. FREE CATALOG—LARGE VARIETY DESIGNS—"MOTTOES—COMICS—PATRIOTICS—"ROOSEVELT" \$10.25 Money Order Deposit Required, Balance C. O. D. For Quick Action, Wire Money With Order.

**WESTERN ART LEATHER CO.**  
1814 Arapahoe St. (Manufacturers), DENVER, COL. P. O. Box 184.

**GOLD NEST**

WIN THE \$5 DOLLARS

488 N. WELLS STREET, CHICAGO, ILL. 427

**AGOLD NEST!**

GOLD NEST PAYS UP TO \$15.00 AT LEAST ONE TIME IN EVERY \$1.00 GUARANTEED ON THIS BRAND

**JANUARY SPECIAL**

NEW—DOUBLE FEATURE—NEW

1 \$15.00 and 15 \$1.00 Prizes on a 1,000-Hole Board, called

**GOLD NEST**

Takes in \$50.00—Av. Payout \$21.00. \$30.00 Profit on an Investment of

**\$1.53 Plus 10% Tax**

**GLOBE PRINTING CO.**  
MAIN OFFICE AND FACTORY: 1023-25-27 RACE ST. PHILA., PENN.  
15-18 WEST 22ND STREET, NEW YORK, N.Y.

418 N. WELLS STREET, CHICAGO, ILL. 427      441 THIRD STREET, SAN FRANCISCO, CALIF.  
920 EAST 34TH STREET, TACOMA, WASH.      123 HILIN STREET, SAN ANTONIO, TEXAS  
156 N. E. 1ST AVE., MIAMI, FLORIDA      272-274 MARIETTA STREET, ATLANTA, GEORGIA

**OPERATORS! OPERATORS!**

LOOK THESE BARGAINS OVER!

DROP KICK	\$27.50	RELAY	\$12.50
ELECTRO	22.50	SIGNAL, JR.	25.00
FLEET	15.00	SNOWBOAT (60 Play)	13.50
GOLDEN GATE	17.00	SUBWAY SPEED	22.50
LIGHTNING	17.50	SREAMLINE	12.50
MAJ. LEAGUE, SR.	37.50	SUPER "6"	22.50
MAJIK KEYS	19.50	TORPEDO	14.50
MILLS OFFICIAL	5.00	WORLD SERIES	6.50
PLEASURE ISLAND	12.50	1/3 Deposit, Balance O. O. D.	

ORDER NOW!

KING'S HORSES (New) VENDOR \$15.00  
DANDY VENDOR (New) 6.50  
CIGARETTE MOHS (Rebuilt) 17.50  
ALL NEW GAMER: Shooting Star, \$24.50; Rebound, Jr., \$39.50; Action, Jr., \$39.50.

**IRVING MFG. & VENDING CO., Inc.**  
922 Eighth Ave., (Bet. 54th & 55th Sts.) Phone: Columbus 5-4959, NEW YORK CITY

**3 BIG HITS**

- 91 PENNY CIGARETTE MACHINES. All in Perfect Condition. \$5.50 Each.
- 11 ADVANCE CIGARETTE VENDERS. In Original Condition. \$15.50.
- RED CROSS VENDERS. Newest Sensation in the Vending Machine Field. Tremendous daily profits. WRITE FOR COMPLETE DETAILS!

**HERCULES SALES ORG.** 1175 BROAD ST. NEWARK N.J.

# PROFITS FOR OPERATORS

## BARGAINS IN SLOT MACHINES

Order by Lot Number

### MILLS MACHINES

Lot No.	Description	Each
1-57	Mills 5c Blue Front Mystery Golden Vendors	\$74.50
2-62	Mills 1c Blue Front Mystery Golden Vendors	69.50
3-23	Mills 5c Yellow Front Golden Vendors	65.00
4-21	Mills 1c Yellow Front Golden Vendors	57.50
5-27	Mills 1c Goose-neck Silent Jackpot Side Vendors	42.50
6-18	Mills 5c Goose-neck Silent Jackpot Side Vendors	55.00
7-12	Mills 2-for-5c Goose-neck Silent Jackpot Side Vendors	59.50
8-21	Mills 5c Silent Escalator Jackpot Front Vendors	49.50
9-3	Mills 10c Silent Escalator Jackpot Front Vendors	52.50
10-4	Mills 25c Silent Escalator Jackpot Front Vendors	63.25
11-1	Mills 5c Extraordinary Vendors	69.50
12-15	Mills 5c Mystery Extraordinary Vendors	77.50
13-17	Mills Mystery Silent Jackpot Front Vendors (Cross Diamond Design)	77.50
14-5	Mills 5c Regular Silent Jackpot Bells	49.50
15-1	Mills 1c Golden Bells	61.75
16-17	Mills 5c Golden Bells	63.75
17-7	Mills 2-for-5c Goose-neck Silent Jackpot Bells	58.50
18-12	Mills 1c QT Vendors	49.50
19-17	Mills 5c "QT" Vendors	57.50
20-15	Mills 1c Convert Jackpot Side Vendors	25.00
21-22	Mills 5c Jackpot Side Vendors	27.50
22-13	Mills 1c Convert Jackpot Front Vendors	29.50
23-25	Mills 5c Jackpot Front Vendors	34.50
24-10	Mills 5c Front Vendors (no Jackpot)	26.50
25-12	Mills 5c Baseball Front Vendors	28.75
26-22	Mills 5c Front Vendors With Pace Twin Jackpot Front	40.00

### PACE MACHINES

27-36	Pace 1c Jackpot Ball Gum Vendors with slot which throws out bent and mutilated coins	\$39.50
28-5	Pace 5c Jackpot Front Vendors	62.25
29-21	Pace 1c Person Weighing Scales	24.50
30-12	Pace 4-coin Play Cardinals (Card Machine)	15.00
31-7	Pace 4-Coin Gandy Ball Gum Vendors	10.00

### WATLING MACHINES

32-8	Watling 5c Twin Jackpot Front Vendors	\$49.50
33-7	Watling 1c Twin Jackpot Ball Gum Vendors	46.50
34-11	Watling 5c Golden Vendors	50.00
35-8	Watling 1c Golden Vendors	47.50
36-5	Watling 1c Tom Thumb Scales	38.50

### JENNINGS MACHINES

37-14	Jennings 1c Triple Little Oukes	\$34.50
38-21	Jennings 1c Single Jackpot Little Oukes	29.50
39-10	Jennings 1c Little Oughters	30.00
40-4	Jennings 5c Century Vendors	64.50
41-42	Jennings 1c Vender Scales (vends gum and gives weight)	33.50
42-4	Jennings 1c Today Scales	32.50



ONE FREE WITH 5

### VENCO SPECIAL

Complete with Reward Card. Slightly used but good condition and appearance.  
1c or 5c Play .....\$8.50

## BARGAINS IN PIN GAMES

### AND COUNTER AMUSEMENT MACHINES

43-12	World's Series, 1c or 5c	\$13.50
44-15	World's Fair Jigsaws, 1c or 5c	10.50
45-25	A. B. T. Special Marble Games, 1c or 5c	6.00
46-26	Vemco Special Marble Games with Reward Card, 1c or 5c	8.50
47-3	Keen Balls, 5c	12.50
48-10	A. B. T. Marble Jax, 5c	21.00
49-12	A. B. T. Autocounts, 5c	40.00
50-7	A. B. T. Autobanks, 5c	61.50
51-13	Mills Official Pin Games, 1c, 5c, 2-for-5c	9.00
52-2	Junior Contacts, 5c	20.00
53-3	Waldors, 5c	14.00
54-8	A. B. T. Dutch Pools, 5c	4.00
55-10	American Beauty Machines, 1c or 5c	17.50
56-6	Three Point Pin Games, 5c	9.00
57-32	Rockets, 5c, Automatic Payout and Latest Tilt Device	38.50
58-5	Streamlines, 5c	19.50
59-6	Pontiacs, 1c or 5c	14.00
60-2	Gottlieb's Score Boards, 5c	8.00
61-3	Knickerbockers, 5c	18.00
62-10	Blue Ribbon Pin Games, 5c	19.50
63-18	Wild Cargos, 5c	14.00
64-5	Wahoo Automatic Payoff Pin Games, 5c	65.00
65-10	Super "B" Pin Games, 5c	29.50
66-3	Show Boats, 5c	28.00
67-5	Big Broadcasts, 1c	9.50

68-3	Airways, 1c or 5c	\$10.00
69-10	Electros, 5c	31.00
70-14	Flects, 1c or 5c	17.50
71-5	Gottlieb's Push Overs, 5c	17.50
72-12	Freshman Forward Passes, 5c	17.50
73-25	Golden Gates, 5c	22.50
74-22	Merry-Go-Rounds, 5c	19.50
75-12	Subways, 5c	19.50
76-18	Jack Rabbits	23.00
77-9	Majik Keys, 5c	28.50
78-7	Juggle Balls, 1c	9.00
79-21	Wings, 1c	7.50
80-5	Leland Pin Games, 5c	12.00
81-2	Ambassador Pin Games, 5c	12.00
82-5	Bic Bertha Juniors, 5c	17.50
83-10	Major Leagues Senior, 5c	32.50
84-5	Cenco Official Baseball, 1c or 5c	9.00
85-6	A. B. T. Autowheels, 5c	70.50
86-5	Cenco Step-Ups, 5c	19.50
87-2	Jennings Jay Balls, 5c	5.00
88-2	Goats, 1c	4.00
89-2	Rainbow, 1c	4.50
90-3	Skidoos, 1c	3.00
91-2	Baffle Balls, 1c	2.00
92-6	Jennings 5c Little Merchants	23.00
93-4	Baby Grands, 5c Automatic Payoff Slot Machines	39.50
94-3	Burtmier 2-Reel Pony Jackpot Vendors, 1c or 5c	32.50
95-6	Pok-O-Mats, 5c Play, Mechanical Poker Games	8.00
96-5	Kings Horses, 1c Race Horse Game	14.00
97-2	Baby Shoes, 5c Olce Game	10.50
98-1	Gold Rush Fruit Real Pay-out	11.00
99-10	"21" Vendors, Black Jack Card Game	12.50
100-6	Chicago Club House, Divider Type	13.50
101-2	Chicago Club House, not Divider Type	11.50
102-1	Daval 4-Coin Ball Gum Vendors	9.50
103-2	A. B. T. Hearts, 1c Flip	3.00
104-5	Rock-Ola's Radio Wizard Card Games	10.50
105-2	A. B. T. Royal Reels	12.50
106-2	Gypsy Machines, 4-Coin	9.00
107-2	Advance Picture Machines, 5c, Complete with 5 sets Girl Pictures, Like New	14.00
108-13	A. B. T. Roll-lets, 1c or 5c	4.50
109-5	Atlas Baseball Machines, 1c	1.25
110-27	Miniature Pool Tables, 27 x 47	5.00
111-95	A. B. T. Churchill Pool Tables, 27 x 47	13.50
112-7	Model 33 Pool Tables, 32x57	15.00
113-1	Arboret Pool Table, 30x60	49.50
114-7	Mills 5c non-selector Phonographs (electric)	90.00
115-13	Mills 5c Model 801 Selector Phonographs	137.50
116-18	Mills Troubadour Phonographs	220.00
117-2	Nelson & Wiggins 5c Pianos	75.00
118-3	5c Pianos with Slot Machine Inside	45.00
119-5	Western Electric Horse Race Pianos	45.00
120-2	Mills Owl Lifters, 1c or 5c	37.50
121-1	Hershey Chocolate Bar Vender, vends 1 bar for 5c	14.50
122-7	Ponny Ante Machines	6.95
123-3	Little Joe Olce Games	5.85
124-2	Stationery Vendors, vends two sheets stationery and stamped envelope 5c	6.00
125-3	Jennings Favorite Ball Gum Vendors	7.50
126-1	Baby Ball Gum Vender	7.50
127-2	Baby Puritan Bells	5.00
128-1	Cub Counter Game	7.50
129-5	Select-Em Dice Games	9.00
130-1	Big Six Dice Game	19.00
131-25	Carlina Scales, 1c	22.50

ATTENTION OPERATORS!

WRITE for CALCUTT'S 1935 CATALOG Don't Overlook Lot Nos. 114-115-116-117

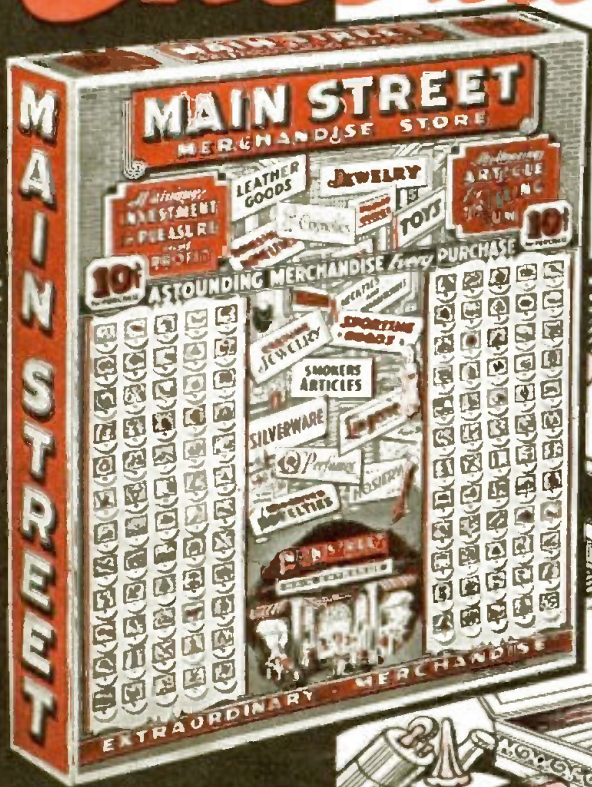
THE VENDING MACHINE CO. 205-15 FRANKLIN ST. FAYETTEVILLE N.CAR.



WRITE—WIRE OR PHONE YOUR ORDER IMMEDIATELY  
ALL MACHINES IN STOCK—READY FOR INSTANT SHIPMENT  
Terms: One-Third Deposit with Order—We Ship C. O. D. for Balance Due  
Reference: Dun & Bradstreet, or wire any bank in Fayetteville our expense

Joe Calcutt  
President and Founder

# Once in a Lifetime a REAL ONE!



**A FEW OF  
the 120  
ARTICLES**

**\$7.00 PER CASE**  
Delivered - Prepaid  
25% Deposit Required

WE POSITIVELY  
and unequivocally  
**GUARANTEE**  
the sale of  
**MAIN STREET**

# MAIN STREET

**TREMENDOUS  
VALUE**  
EACH AND EVERY  
PURCHASE  
Articles Changed  
**CONSTANTLY**

Each case brings \$12.00 to the retailer. Your price to retailer \$9.00 per case. Your cost \$7.00 per case, delivery prepaid. Your profit \$2.00 per case. Average number of new accounts per operator daily — twenty. Your profit each day \$40.00 - PLUS REPEATS.

**GENERAL CONCESSION CORPORATION**  
6545 CARNEGIE AVENUE CLEVELAND, OHIO