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The Billboard

The World's Foremost Amusement Weekly



INA RAY HUTTON

The Blonde Bombshell of Rhythm

IRVING MILLS, Personal Representative, Management; MILLS ARTISTS, INC.

XMAS GREETINGS
 MAY THIS XMAS BE YOUR HAPPIEST---AND THIS
 COMING YEAR YOUR BEST IN HEALTH AND WEALTH

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McCOLLISTER
 "THE PAGANINI of the SAXOPHONE"

PROFESSIONAL AT 12 YEARS OF AGE

Raymond McCollister began the study of the Clarinet at 10 years of age; professional at 12. The smallest and youngest member of the Shrine and Municipal Bands of the Southwest.

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Chicago's leading Saxophone Artist, says: "McCollister was with me for a year, and I will say he is a finished artist."

**Charles Dornberger
 Says:**

"McCollister played with my M.C.A. Band and I can truly say he is a very fast Saxophonist."



RKO ARTIST
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OUTSTANDING ENGAGEMENTS

Two seasons first Clarinetist and Saxophonist with Erdell Mutchler's Orchestral Band at Royal Palm Park of Miami, Fla. Toured the U. S. with Prof. Baggio PERI'S BALLET Company of Milan, Italy, and Saxophone Soloist for RKO for years.

"RUDY" WIEDOEFT, Saxophone Wizard, Says:

"Raymond McCollister was under my tutelage in N. Y. C., and will say he has a world of technique, and a style all of his own. A good Saxophone Soloist."

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 DALLAS, TEXAS**

The Billboard

Vol. XLVII
No. 51

The World's Foremost Amusement Weekly

December 21,
1935

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UNIONS COMBINE ON WPA

New Unions On Broadway

Film exchange workers in
AFL union—*theater, costume workers unite*

NEW YORK, Dec. 14.—Several new unions are making their debut here, including organizations of local film exchange employees, technical and costume theater workers and theatrical office workers.

The Film Exchange Examiners and Shippers' Union, Federal Local 29,543, affiliated with the American Federation of Labor, has started a drive to close up the field, now that it has won its AFL charter. Bob Murray, of RECO, is president. First mass meeting will be held at the Times Square Hotel Tuesday night.

An Alliance of Theater and Costume Technicians has been formed and is

(See **NEW UNIONS** on page 6)

Baker Contempt Case Before Supreme Court

MUSCATINE, Ia., Dec. 14.—The Baker contempt case, in which the amusement world is quite interested, was finished at Muscatine last week and a decision is expected within 30 or 60 days, as soon as the transcript of the hearing is completed and presented to the Supreme Court. The case was heard here before Judge Furell, who was appointed by the Supreme Court as an examiner in the case to hear the evidence and present same to the Supreme Court for decision.

Norman Baker, the principal in the case, is president of the Tanglely Company, manufacturer of the Tanglely calliophones and air calliopes, and is also the perfecter of the Baker treatments and founder of the International chain of Baker hospitals at Muscatine, San Luis, Potomac, Mex., and Brisbane, Australia, where the Baker treatments are given for cancer and tumor. Since perfecting the treatments and founding the hospitals in 1929 Mr. Baker has experienced many legal battles with medical societies, the contempt case being the latest.

(See **BAKER CONTEMPT** on page 65)

Yankee Acts In Budapest

Many other foreign turns,
too—cabarets are first-line
spots—*ace shows offered*

BUDAPEST, Hungary, Dec. 7.—Quite a few American and foreign acts have been playing this city, both at the Favorool Orfeum variety theater and in cabarets. The theater switched from operetta to variety three months ago, the first bill including two American turns, King Kong and Bernice Stone. The bill was tagged *Broadway Follies of 1935*.

Second bill, opening November 1, headlined the Rimacs, the show including a line of 12 girls and seven acts and

(See **YANKEE ACTS** on page 6)

Invaluable
Statistical Data
—
Reviews of the
Year
—
And Other Special
Features
In the Next Issue of
Billboard
DON'T MISS IT!

Ft. Worth, Tex., May Lose Big Lot on W. Seventh St.

FT. WORTH, TEX., Dec. 14.—If the present city council's plans mature Ft. Worth will lose its splendid circus lot located on West Seventh street. This spot, which has long been known as the Van Zandt section, has been used by the Ringling Circus for the last several years. With this lot gone away with the Ringling show will be confronted with something of a problem regarding a good lot that will take all its tops. The spot used by Hagenbeck-Wallace, the La Grave baseball parking lot, this year is not large enough for the "Big One."

Several members of the Ft. Worth city council are urging the buying of the Van

(See **FT. WORTH, TEX.** on page 62)

Warn Against Trick Contracts In Accepting Hungarian Dates

NEW YORK, Dec. 14.—Information received here from a prominent American act now touring Europe indicates that the money exchange, tax and contract problems are still big headaches for acts playing European variety theaters or cafes. The latest squawk concerns Hungary, whose capital, Budapest, has one large variety theater, the Favorool Orfeum, and several cabarets, including the Parisian Grill, Moulin Rouge and the Arizona Club. All use American talent.

Foreign acts booked into the Favorool get contracts made out in other but Hungarian money (pengos). It is claimed that when the acts are paid off in Budapest, they usually lose from 45 to 50 per cent of their contract salary because of the money exchange rate, the

Theatrical Organizations Will Meet To Discuss Plans, Policies

Elmer Rice himself joins chorus assailing red tape—
claims "lots of shows could be running"—*Equity asks aid of Roosevelt, LaGuardia—Chicago plans progress*

NEW YORK, Dec. 14.—Unable to gain certain liberalization of rules and stumped in their effort to put thru their own reforms, the theatrical unions are getting together Wednesday night in the offices of the Scenic Artists' Union to discuss WPA policies and formulate plans for joint action. Equity, Local 802 of the musician, American Federation of Actors and the Scenic Artists have already checked the joint action idea, while the other unions are being approached now. In addition, the Equity membership will discuss the WPA situation at the combination quarterly meeting and first informal forum Friday 2 p.m. at the Hotel Astor. The Equity council has made the WPA discussion the first order of business as per a petition signed by over 100 members recently.

With almost everybody under the sun rapping the red tape as responsible for the delay in starting the WPA theatrical projects, Elmer Rice himself joined the chorus by stating that without the red tape he could have "lots of shows running by now." It now takes three weeks and more to get an actor on a theater project. The procedure compels the actor to get the check of the project supervisor, then to go to the WPA, then to the ARB placement bureau, then to the Home Relief Precinct, then back to the placement bureau and back to the theater project office.

Rice said Thursday he had 2,387 on the pay roll, as against his quota of 6,000. Of the former figure, 1,500 were

(See **UNIONS COMBINE** on page 17)

Browne Leaves For Hollywood

IA head entrains to see
that peace terms are carried out—*terms listed*

NEW YORK, Dec. 14.—With the threatened strike of International Alliance of Theatrical Stage Employees members in theaters now a thing of the past, the IA's president, George Browne, has gone to Hollywood to make sure his victory terms are carried out. He is being accompanied by Harland Holmden, John P. Nick and Steve Newman, all IA officials.

Under the terms agreed to by heads of the circuits the IA has closed shop jurisdiction for five years over cameramen, property men, laboratory workers, assistant cameramen and loaders and those setting, striking or operating lamps, switchboards, effects and special effects, whether in the studio or on location. The IBEW's nine-year contract over these workers expires next March, at which time new wage and hour schedules for studio labor will be subjected to negotiation. The IA is demanding that

(See **BROWNE LEAVES** on page 6)

Basson Gives Report to 306

Reviews his administration,
listing 7 important gains
—*election due Wednesday*

NEW YORK, Dec. 14.—President Joseph D. Basson of Local 306 of the picture operators' union issued a report of his administration Tuesday to the membership in view of the elections slated for next Wednesday. Pointing to the chaotic condition of the union when he became president July 25, he lists seven important gains: Contracts with the major circuits, general rehabilitation of the union, regaining of local autonomy, democracy in the administration, opening of a militant organization campaign, enforcement of wage scales and economy. Basson is being opposed by only one candidate, Alex Polin, for president.

(See **BASSON GIVES** on page 6)

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DANCING IS POP FAVORITE

Hoofers Maintain Lead in Final Tabulation of National Vaude Poll

Only 3 per cent of those answering favor straight film policy—quality of shows insisted on by supporters—comedy acts second in popular favor

NEW YORK, Dec. 14.—In the final ballots received on *The Billboard's* survey of public interest in vaudeville, dancing maintained its lead as the most popular form of vaude entertainment. A recapitulation of the voting of readers of newspapers participating in the poll reveals that 89 per cent favor dancing, with comedy second with 87 per cent and singing third with 82 per cent. Trailing were acrobatic or novelty, 53 per cent; magic and ventriloquy, 45 per cent; animal acts, 44 per cent; miniature revues, 41 per cent, and playlets, 29 per cent. *The Fort Worth (Tex.) Star-Telegram* was the last newspaper to turn in ballots, with its readers showing practically the same preferences as the readers of *The Evening Star* (Ind.) *Courier and Journal* and *The Lexington (Ky.) Leader*, which had also participated in the poll.

Fort Worth, however, showed the greatest number of readers (eight) preferring straight pictures to vaudeville. The combined figures on straight films versus vaudeville shows that only 3 per cent of those voting favored straight picture policies.

The ballots caused quite a few newspaper readers to sit down and write long letters telling the editors what was wrong with vaudeville, pictures and show business. Everett E. Stone, of Paris, Ky., wrote, "Vaudeville had begun to lose its power to entertain. It was variety no more, but sameness. Vaudeville was stamped in the public mind like Western pictures are today—they're all alike." The people might want vaude, he adds, but powerful forces such as "national publicity, press agency, a powerful centralized booking organization under competent management, recruiting of talent" are needed to bring the people back to vaude theaters.

Carroll D. Russell, of Evansville, raps the picture monopoly. "One cannot expect anything but the cheapest form of entertainment at the highest prices," he says, "when all the best theaters are owned and managed by one company here in Evansville, Loew's, Inc." He adds, "I would be willing to join some organized boycott and even contribute to its support in order to effect a change in this theater octopus policy."

Ralph R. Dearing, of Huntington, Ind., wishes his city could see more vaudeville. "There is something a little different, even if you can't express it, in seeing performers in the flesh and having the opportunity of applauding their efforts."

Generally speaking, the newspaper readers who took the trouble to write on vaude expressed a strong desire for more and good vaude. Many cautioned against repetitious and amateurish shows, but on the whole the sentiment was so overwhelmingly in favor of vaudeville policies that either the straight-picture protagonists did not bother to vote or the picture theaters are sadly underestimating the extent of vaudeville's appeal.

MING-TOI

(This a regrettable error the thumbnail sketch appearing below was omitted from last week's issue of *The Billboard*, which had Miss Ming-Toi as the cover subject.)

BEFORE she started her career and all during her appearances in America and on the Continent, Ming-Toi studied dancing constantly. She was born in Vienna, and, after her European debut, came to the United States and went into vaudeville. From vaudeville she stepped into burlesque as a featured dancer and then returned to Europe, where she appeared in clubs in the leading cities. While in Germany she took advantage of the opportunity to study at a colony specializing in modernistic work.

Ming-Toi again returned to the United States, first touring very successfully in Canada. She went into burlesque again for the Missys and is now working in night clubs. Her latest dance, "Siva, the Goddess of Passion," was staged by Miss. NaBena, noted European danseuse.

Feagin School Students Present "Post Road"

NEW YORK, Dec. 14.—The Feagin School of Dramatic Art last night presented members of its senior class in *Post Road*, the Wilbur Daniel Steele-Norma Mitchell comedy. Well directed by Hubert Osborne, this vehicle of tense and humorous situations proved the best of the school's series of distinguished offerings to date. The action of the play, which quickly gets into movement when a kidnaping gang takes lodging in a run-down, seedy Connecticut home on the Boston Post Road, arrested the whole-hearted attention of an enthusiastic audience.

Howard Kuecher, who appeared in minor parts in previous productions of this group, did uncommonly well in the clergyman-gangster role of Wesley Cartwright; Russell Alford was well cast as the furtive George Preble, and Jean McCoy, as the gossip Mrs. Canby, nearly stole the show. Brammer Binder, Barbara Terrell, Alexander Nicoll and Gladys Kistinger have appeared to good advantage in all three presentations of the school.

Others in the cast were Loretta Bannon, Ben Edwards, Dolores Warners, Louise Feagin and Madotyn Huckabee.

P. A.

Equity's Influence Abroad

NEW YORK, Dec. 14.—Frank Gillmore, president of Equity, has received a letter from the old Actors' Association of Australia notifying him that it had changed its name to Actors' Equity Association out of admiration for Equity in this country. The Australian union is more than 20 years old.

Des Moines Bookings

DES MOINES, Ia., Dec. 14.—Tobacco Road comes into the Shrine Auditorium for the night of December 20 and a matinee on December 21. On December 20 the Orpheum here brings in Major Bowes' Unit No. 5, which played at the Auditorium at \$2.85 top a short time ago, and also has booked Cocktails of 1935, featuring Ada Leonard, to run January 6 to 9 inclusive.

Pre-Christmas Slump Socks Stem as Stores Do Turnaways

NEW YORK, Dec. 14.—The Christmas rush is making its painful inroads on the Broadway amusement emporiums already, the box-office sag being noticeable this week. But next week, the last before the Noel, brings out the real buzz saw. Meanwhile the merchandise emporiums are singing a happy song for what looks like the best season in years. The showmen will have to wait until New Year's week for that.

The legit week was sorry, save for Nazimova's most worthy appearance in *Ibsen's Ghosts*. It looks like an unquestioned hit for the class trade. Clifford Odets' latest work produced by the Group Theater will have to draw admission from the Group members, in-

Good Will

Under the direction of Monty MacLevy, director of publicity for the Rand-Rose Amusement Corporation, the circuit will again hold its annual kiddie free food matinee during the week of December 22. Samuel Rinsler and Louis Frisch, operators of the circuit, which comprises 44 houses in Brooklyn and Queens, N. Y., have sponsored the matinees for the past few years, with plenty of good will for the circuit resulting. All children are admitted free if they bring some form of unperishable foodstuff, which is later turned over to local charitable organizations. Last year the proceeds exceeded 100,000 items of canned foods, and this year is expected to top even that record.

Second N. O. Week Weak

NEW ORLEANS, Dec. 14.—Jamming capacity crowds in during most of its initial week's run to set a several-year high attendance mark, the Southern company of *Three Men on a Horse* appears to have erred in trying something very seldom ever accomplished in recent years in the deep South by going into its second week's stand at the Tulane here. House has thinned.

Show was wonderfully received in first week by a large following from the local race track, which started on Turkey Day, with gags of the play frequently repeated at the track. *Blossoms Time* moves in next at the Tulane.

Pitt Musicians Elect

PITTSBURGH, Dec. 14.—In a fairly peaceful election held by the local Musicians' Union No. 60 last week, Claire Meeder, of Mt. Washington, was re-elected president, piling up almost twice as many votes as his opponent, M. E. Johnston. Edward O. Ebbert and Charles A. Graffelder, facing no opposition, were re-elected respectively as vice-president and secretary. Gene Urban was elected delegate of the group to meetings of the Pittsburgh Trades Council and Bill O'Shea named to represent the union at the McKeesport Trades Council.

The twelve members who were elected to the board of directors are Emil Bielo, Mike Hicky, Ira Wilson, Ben L. Brennan, Gene Urban, Frank Panella, Hook Osborn, George Curry, Byron Galbraith, Joe Tyler, Danny Nirella and George H. Wilkins. Six hundred and thirty-five members voted.

No Plans for McVicker's, Chi

CHICAGO, Dec. 14.—There are no immediate plans for the reopening of Jones, Linick & Schaefer's McVicker's Theater, which closed two weeks ago due to a scarcity of suitable pictures. Rumors that the house would go into a stage policy were denied by Johnny Jones, who intimated that it might be opened on short notice with pictures if any turned up or would be kept closed indefinitely. It was reopened three months ago after having been dark for some time.

Vallee—"Scandals" Off Again, On Again

NEW YORK, Dec. 14.—A minor theatrical tempest failed to come off this week when Rudy Vallee, after conferences with George White's lawyer, A. L. Berman, decided that he'd stay in White's *Scandals* after all. He didn't start with the show when it began its tryout, White adding him later, with the crooner entering the revue the last night of its Pittsburgh stay last week. This week it moved to Washington, and the trouble began Monday when Vallee refused to show up for bows at the final curtain. According to Washington reports, he left the theater as soon as his last number was over, and went out dancing with Aljoe Faye.

Next day White said that the singer was out of the show; it was possible that he might drop in during the week, but would certainly not appear next week in Brooklyn. Vallee also said he was due to leave and his attorney, Hyman Bushel, consulted Equity on the legal angles.

With Vallee in New York for his regular weekly broadcast, a conference took place with Berman, and the result was that he'll stay after all. Berman called the affair "a little misunderstanding." "No hard feelings," said Vallee.

Dispute, according to report, originally rose out of Vallee's insistence on doing parts of his vaude act in the show, particularly the Fred Allen imitation. White claimed that he had been trying to eliminate that type of material ever since the tryout began. Nobody's yet announced whether or not the Allen imitation is in.

Local 802-Theater Guild Fight on "Porgy" Scale

NEW YORK, Dec. 14.—Local 802, American Federation of Musicians, is taking a look at legit. Latest to get the o. o. are the Theater Guild and Billy Rose's *Jumbo*. The latter is still in the negotiation stage.

In the case of the Guild, the local ruled that *Porgy and Bess* is Class B opera and the men must get \$95 weekly. As a dramatic show the scale would be \$56 or for a musical \$83. The Guild appealed the decision twice, both times being turned down. Last season the Guild also ran afoul of the musicians, when, because of failing to have an orchestra one season, they were penalized the next.

The *Jumbo* question is whether the musicians should each get \$80 weekly, classifying the production as musical extravaganza. The local's theatrical committee is handling the affair.

MGM-Saenger Settlement

NEW ORLEANS, Dec. 14.—Following over three months' delay, differences between Metro-Goldwyn-Mayer and the Saenger circuit, which operates over 125 theaters in the South, were ironed out this week, according to local officials of the Saenger company. The delay this year is somewhat longer than that encountered in almost 10 years and now opens the way for the showing of MGM for subsequent-run houses of this area.

INA RAY HUTTON (This Week's Cover Subject)

INA RAY HUTTON, the attractive platinum blond orchestra leader, will be 20 years old March 19, 1936. Her first professional appearance, as has been the case with many other performers, was with Gus Edwards, four years ago. Since then she has sung and danced in Lew Leslie's "Clowns in Clover," one of George White's "Scandals" and in the last Elfeldt "Follies." Her mother was Marvel Ray, a professional pianist.

Other appearances she has made, exclusive of vaudeville, were in "The Big Broadcast" for Paramount; the interstate circuit in Texas; *Ches Poree* in Chicago; *Palau Royale* in New York and a short with the Yacht Club Boys for Paramount.

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SAY "I SAW IT IN THE BILLBOARD."

**Paris Show Sheet Declares
War on Theater Director**

PARIS, Dec. 9.—Comœdia, Paris daily
theatrical and art sheet, is up in arms
against Leon Volterra, operator of the
Theater de Paris and the Marigny, be-
cause Volterra neglected to send copies to
the Comœdia critic for the opening
of *Margot* at the Marigny. Claim that
Volterra is peeved because of harsh
criticisms in Comœdia concerning two
recent Volterra productions which
turned out to be flops. Long article in
Comœdia, signed by critic in question,
gives Volterra a severe roasting in which
words are not minced. Comœdia de-
mands a strenuous cleanup in Paris
theatrical circles, claiming there are too
many incapable directors in charge of
Paris theaters.

Paramount Merger in France

PARIS, Dec. 9.—The three Paramount
companies in France have been merged
into a single firm, the Films Paramount,
capitalized at 29,950,000 francs (\$1,995,-
695). Fred W. Lange is manager of the
new firm. Companies involved in the
merger are the Societe Francaise des
Films Paramount, distribution and produc-
tion; the Societe Immobiliere du
Vaudeville, operator of the Paramount
Theater Building in Paris, and the So-
ciete des Grands Cinemas Francais, op-
erating picture houses in Lille, Toulouse,
Nancy and other cities in France.

Bank Night About-Face

SAN DIEGO, Dec. 14.—Despite threats
made recently that unless Fox-West
Coast Theaters discontinued bank nights
in this vicinity their theater licenses
would be revoked, District Attorney
Thomas Whalen has made a right-about-
face and announced that theaters set-
ting up registration books outside the
theater would be permitted to use the
give-away feature.

Under the above setup anyone, regard-
less of whether he buys a ticket or not,
is entitled to compete. Such a procedure
takes the bank night feature out of the
lottery class, the d. a. contends.

Bank nights are now being used by
three ace houses in San Diego.

Pitt Anti-Trust Case

PITTSBURGH, Dec. 14.—Sam Fried-
man, former exhibitor in Sharon and
Farrell, Pa., is the plaintiff in the case
charging violation of the Sherman Anti-
Trust Act now being heard in the U. S.
District Court here, with Judge Nelson
McVicar presiding. Friedman charges
conspiracy and suspension of service
involving all major distributors
here excepting Paramount, and asks
for \$100,000 with triple costs and dam-
ages. The plaintiff is represented by
Aaron M. Jaffee, former impartial mem-
ber of the Pittsburgh grievance board
during the NRA period, and Leonard
H. Krieger, Ed Rafferty, United Artists'
attorney in New York, and James H.
Deale Jr., of Reed, Smith, Shaw & Mc-
Clay, local legal firm, are the attorneys
for the defense.

The plaintiff is attempting to prove
that he was forced out of business in
1928 because of a "boycott" of product
on the part of the distributors, a
move which caused him great financial
losses in Sharon and Farrell. The de-
fendants claim that the plaintiff failed
to fulfill the terms of his exhibition
contracts. The trial opened on Monday
and is expected to last two weeks.

Record Cornell Audience

DES MOINES, Ia., Dec. 14.—More than
4,000 Iowans saw Katharine Cornell in
Romeo and Juliet at the Shrine Audi-
torium the night of December 9, said to
be the largest audience for the Shake-
spearean drama Cornell has had. The
receipts exceeded \$8,000, according to
Mrs. George Clark, Auditorium manager.

NEW UNION

(Continued from page 3)
seeking to set a minimum wage for
technicians and costumers on Broadway
and to improve summer theater condi-
tions. The union may run into the
jurisdiction of the International Alliance
of Theatrical Stage Employees or the
Theatrical Wardrobe Attendants' Union.
However, and is seeking to clear its
jurisdictional status before applying for
an A.F.T. charter.

The Independent Office Workers' Union
has established a Theater Trades Section
for the organization of office workers in
theaters, film companies, radio studios
and theatrical agencies. Bea Sherman is
doing the organizing.

**Fawks Building Graford
House**

CRAFORD, Tex., Dec. 14.—E. L. Fawks,
who for the past 10 years has been with
the OK Theater Circuit as manager of
various of its Texas houses, including
those at McComaey and Plainview, is build-
ing his own modern brick theater here,
and expects to open it on or about Jan-
uary 10.

BASSON GIVES

(Continued from page 3)
Polin was a business agent in 1926, but
the membership recalled him by peti-
tion, making him ineligible for office for
10 years. Altho his 10-year ineligibility
term is not up yet, his candidacy is not
being challenged. There are 73 other
candidates for the 10 elective offices, the
administration pointing this out as in-
dicating a genuine democracy.

Basson's report recalls the circuit's
order for a 41 per cent wage cut, which
Basson claims was really a 65 per cent
cut as it included the disallowance of
overtime. It declares the union's sign-
ing at \$1.28 an hour plus other conces-
sions and the mandatory raise at the
end of two years as being a genuine vic-
tory for the union.

The report points to the scores of
suits filed against the union by members
and amounting to "many hundreds of
thousands of dollars" and states "these
claims arose out of certain policies
adopted by former administrations." The
Basson administration says it has
examined all claims, paid those that
were meritorious and contested the
others in court.

Basson says special privileges have
been cut out, public and newspaper
support has been regained, the princi-
ple of democracy has been regained by
the membership, stricter requirements
for motion picture operators' licenses
have been demanded, non-union houses
are the target for an organization cam-
paign, many threatened wage cuts were
stopped and officers' salaries were cut. Un-
necessary employees have been elimi-
nated and overhead cut in an endeavor
to rebuild the union's treasury and
eventually eliminate the assessments.

BROWNIE LEAVES

(Continued from page 3)
workers coming under its jurisdiction
have membership cards by January 1.
Jurisdiction over studio sound men is
to be settled by arbitration within the
next 60 days.

Pat Casey, studio representative on
labor matters, arrived in Hollywood yester-
day to order the studios to put the new
labor contract into effect.

The contract provides that IBEW men
who were ousted from theaters thru
pressure by the IA a couple of weeks
ago be put back to work. About 200
men are affected.

The IA's semi-annual executive board
meeting will be held in Miami January
15. Will run five days and concurrently
with the meeting of the American
Federation of Labor's executive council.

YANKEE ACTS

(Continued from page 3)
two playlets. Acts were *Oily* Sankolay,
Laulio Dolfi, Elmar, Nati Morales,
Austie and Caech, *Oily* and Laxio, Frank
and Eugen, *Two Romanos*. Show clicked
from the start and business was heavy.
Third and current bill includes the Hol-
lywood Trio, American comedy turn;
Karmarow Dogs, featuring a dog who
speaks in German, and Chong Joe Wah
Chinese Troupe, which recently toured
the United States. Other acts are *Three
Raspinis*, German athletes, and *The Kid*,
a German boy dancer, billed here as an
American.

The Parisian Grill is doing the heav-
iest business among the night spots. It
is a fashionable spot, now featuring
Bradley and Karina, American dancers;
Bernice Stone; Duo Serge, Hungarian
dancers, and a jazz band featuring Lulu,
Hungarian pianist.

The Moulin Rouge is another first-
class cabaret and offers a big show, fea-

turing Charlotte and Mirez, Spanish
dancers; Irma Eckert, Viennese dancer;
Otto and Ilugo, comedy dancers; a line
of 12 girls and a troupe of actors doing
comedy scenes.

The Arizona Club, featuring Miss Ari-
zona, the owner, is another swank spot.
It has a revolving floor for dancing and
for the floor show.

Minimum charge in these spots is
three penguos 50, or about \$1.

MICKEY KING

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

SHOE SALE!

WHITE SATIN THEO TIES, Cuban \$2.45
Wash (Tan Attached) \$1.50
SAME IN SILVER \$1.50, \$2.95.
Patent Leather TIE TAP SHOES . . . 1.85

EXTRA SPECIAL

SIX Prince, Paisley Effect, Knitted
Top (Reg. 50c) 29c
Fancy Satin, Very Lustrous, All Colors, Yd 40c
RHINESTONES, No. 20, 1st Quality, \$2.95
Frocks Included, 10 Sizes 1.45
Same in 2nd Quality Satins, 10 Sizes . . . 1.45

SILK MOHAIR WIGS All Styles, Any Color, .95c

SEND POSTAGE—For 1 Article, 5c
Each Additional Article,
WAAS & SON CO., Philadelphia, Pa.
123 S. 11th Street, Philadelphia, Pa.
Get Our Prices

CHORUS GIRLS

Good looking, useful. Two shows a day.
Salary, \$20. Jobs at once. Transportation
furnished to St. Louis.

Write—Wire—Phone

M. W. PICKENS, Mgr.
Garrick Theatre, St. Louis, Mo.

ACTS WANTED

Acts going East or West in California, pick up three
slightly used Spring Lines, Indiana Circuit, De-
cember 20-31, January 1, Denville, N. M. Make it
low. Tell all work. ALSO WANT Miss John
Cady, owner of Great Comedians, Adams
ROBERT AYTON, Dan. Del., Denville, N. M.

WANTED

Rep. People in all lines, Comedians, Leading Man,
Dancing, Squatters and Orchestra. Give refer-
ences. State everything you do and lowest salary.
House calls welcome. (Quoting Third Season Jan. 2,
JUDY & MAC GREEN PLAYERS, Joe Greenfield,
Manager, Wynna, Ariz.)

AT LIBERTY TEAM
Women—General Business, Characters, Comedy,
Singles, Men—Plan, Road, Fats, Trampcom,
Molton. BROOKS-JENKINS, Mayville, Ga.

WANTED QUICK

For Work, People all lines. Those desiring Under-
writing, Speculations, from professional. Don't misrep-
resent. Pay your own. Wm J. F. PALMER, Madco
Hotel, 1312 Main, Ft. Worth, Tex.

WANTED FOR CIRCLE STOCK— Useful
People with Specialties, Singing
and Dancing, Musical, Painted, Building stunts.
CHICAGO STOCK CO., Chicago, Ill.

WANTED

People for week-end Vaudeville show. State lowest
salary in first letter. Show opens Dec. 26 to
Western Oklahoma. WM. AUTON, Goodman, Mo.

PHOTOS REPRODUCED
6 8x10, \$1.00; 12 for \$1.75; 25 for \$2.50.
8 11x14, \$2.00; 50 Photos, \$1.25. Many more.
Send size photo. VOGUE STUDIO, 512 Har-
pers, Minneapolis, Minn.

BUY DOROTHEA ANTEL,

Invalid Actress,
FAMOUS CHRISTMAS CARDS
21 Original and Exclusive Designs,
ONE DOLLAR.
Stage fall has confined her to bed for
over ten years. Agents wanted to sell
cards. Liberal commissions. Call or write
DOROTHEA ANTEL
124 West 72d Street, New York, N. Y.

**THE FILM WEEKLY
AUSTRALIA**

Covering the Motion Picture and Entertainment
Field Generally.
Conducted by MARTIN C. BRENNAN,
128 City Telephone Building, First Street, Sydney.
Australian Office of THE BILLBOARD.

KANE BROS. WANT CHORUS GIRLS

Must have nice appearance, figures and be thoroughly experi-
enced. Salary \$20. Write or wire

JACK KANE, Colonial Theatre, Indianapolis, Ind.

KNX Makes Headway in Suit For \$500,000 Against Paper

Libel action testimony results in partial victory for station—Herb Moore on stand—Hearst paper accuses KFI of pilfering news and station reverses accusations

LOS ANGELES, Dec. 14.—The \$500,000 libel suit brought by Station KNX against The Los Angeles Times for publication of an editorial allegedly attacking the station's reputation for honesty is approaching its second week of the trial. Case is being tried before Judge J. T. B. Warne. KNX scored a partial victory over The Times Thursday when claim that the radio station had broadcast erroneous information concerning a tidal wave following the California earthquake of March, 1933. Beilenson, counsel for KNX, introduced a copy of The Los Angeles Record showing headlines which were responsible for the spread of the tidal wave information. Balance of day was given over, despite protests of defendant, to a review of the news-gathering activities of the station.

Herbert Moore, head of Transradio, in a brief appearance on the stand, explained how news was gathered for radio broadcasts. Les Mawhinney, news editor for KNX, followed and explained the station's setup for news gathering and broadcasting of spot news.

Jose Rodriguez, news editor of KFI and KECA, was next called and explained that at a meeting of publishers of Los Angeles dailies with radio station heads KFI had objected to the idea of 30-word press-radio reports, maintaining that such scant dispatches would be entirely too sketchy and make radio news stale. Rodriguez stated that George Young, publisher of The Los Angeles Examiner, Hearst sheet, had stated that Coast Bureau of Pressradio was located here because Los Angeles was the hot bed of rebels against Pressradio.

Furthermore, Young accused Rodriguez of stealing news from his paper for use over the *Richfield Reporter* news period nightly over the Coast stations of NBC. Rodriguez replied that the only news thieves he knew were a. m. and p. dailies. At the same meeting Rodriguez told Norman Chandler, of The Times, that newspapers were ignorant of the editing requirements for radio broadcasts. Most of the day was spent in reading into the record news releases of Pressradio and examining character witnesses who attested to the veracity of KNX news broadcasts. Moore is expected to be recalled Monday when the trial resumes.

Earlier Testimony

Following opening arguments made by Laurence Beilenson, attorney for KNX, Hollywood, attorneys for the newspaper moved to have the case dismissed. Station, thru its attorney, claims that the editorial denounced KNX for refusing to fall in line with the Pressradio setup and that the newspaper set forth certain implications to the effect that news read over KNX and gathered by the station's own news bureau was not altogether authentic.

Judge J. T. B. Warne overruled The Times' application for dismissal or judgment on pleadings and Guy Earle, owner and manager of KNX, was the first witness called to the chair on Monday morning. Earle told the court that at a meeting of local publishers shortly after KNX refused to join in with Pressradio that no references were made to the station's stand on news, but shortly thereafter each paper refused to print the station's program schedules. Earle pointed out that his station supplied news matter to more than four and a half million listeners in the 11 Western States and that his news bureau would put a lot of newspaper bureaus to shame. His claims were substantiated by former Federal Radio Commissioner Harold La Foul, who took the stand and asserted that KNX was rendering a good news service to its listeners.

Earle, recalled to the stand, testified that his station was giving news to countless hundreds of Western communities where daily newspapers are not delivered until the day following publication.

On cross-examination, T. B. Cosgrove, attorney for Times, sought to draw from Earle testimony to show that he was not qualified to comment on the publishing business or manner in which newspapers are delivered to subscribers. Earle held his ground even under Cosgrove's reading of a broadcast script from one of the KNX news broadcasts which asked listeners to write letters of protest concerning attitude taken by daily news-

papers in endeavoring to suppress the broadcast of hot spot news.

Continuing his cross-examination Cosgrove devoted most of Tuesday to reading and commenting on several news broadcasts made by KNX, endeavoring to show that Earle had sought the aid of his listeners to break down Pressradio. Cosgrove revealed, when interrogated by the court as to his reasons for the Tuesday procedure, that he would show that broadcasts over the station prior to the appearance of the claimed libelous editorial were such that it was the duty of the newspaper to set the public right on the true status of the case. Cosgrove claimed that the broadcasts were filled with so much misinformation that The Times did a public service in revealing the true facts in the editorial.

When court opened on Wednesday Herbert Moore, head of Transradio, took the stand and, as mentioned above, continues on Monday.

WARING-WDAS

(Continued from page 7)

Waring wanted \$250,000 for 10 weeks' work. . . . John O'Connor explains the \$13,500 per Ford broadcast. . . . while Ronnie Ames fishes about for camera shots. . . . Ben Gimbel, WIP proxy, sitting it all out with a worried look. . . . a sponsor is dicker with his station to put on a milkman's matinee. . . . filling up four hours in the a. m. with phonograph records. . . .

B. A. Rolfe has his inning with the judge winning the point. . . . the trumpeting maestro reads into the records: "An orchestra is like a politician. It must be unique or the king's dead—long live the king!" the snappy comeback from the bench being: "Do you mean a Tammany politician?" It got to the point where even Sam Taback was permitted to deliver a communique oration on the exploitation of the musicians' labor. . . .

Harry Warren was good for a chuckle when he had to make a very low courtesy bow in the three-inch passageway for Al Dubin to pass him in getting to the witness box. . . . thru it all, Judge McDerritt seemed to have the most fun. . . . Al Dubin clearly related the process by which he gets two cents royalty per record. . . . Maurice Spitzer is amazed, saying to Al: "You can figure that and you're not even a lawyer?" to which His Honor adds: "If he was a lawyer, he'd be mixed up."

All in all, considering the fact that there was no rehearsal, it was a swell show. . . . the bench commented on how wonderful it was for a village like New York to come to such a great metropolitan city like Philadelphia. . . . but

Blow to Spot Broadcasting Is Seen In Passage of Duffy Copyright Bill

NEW YORK, Dec. 14.—The Music Publishers' Protective Association, which is planning to carry the banner in the music men's fight against passage of the Duffy copyright measure, definitely sees the termination of electrical transcription licenses should the bill become a law at the forthcoming session of Congress.

According to John O. Paine, chairman of the board of the MPPA, no further licenses will be issued when current understanding with the ET manufacturers runs out, should the bill pass. It has about six months to go in 1936. Paine states that the passage of the Duffy bill

Saturday Eve. Post Finally on Ether

PHILADELPHIA, Dec. 14.—Saturday Evening Post finally bodes to radio, with WFL grabbing off its initial radio spot campaign. Since 1929 A. W. Neall, of The Post, has axed radio. However, the past year found the magazine running a number of radio stories, which undoubtedly warmed Neall up for the test.

Deal handled by the Simpkins Agency and calls for two spot announcements weekly for an indefinite period.

Music Men Sue For \$142,000

NEW YORK, Dec. 14.—John O. Paine, an agent and trustee of a group of music publishers, has filed suit against the Electrical Research Products Corporation for \$142,000.

Complaint, filed in the Supreme Court of this State thru attorneys Gilbert & Gilbert, alleges money still due under terms of the 1929 agreement on foreign film music. Payments have been made or offered in accordance with the copyright status of the music in the foreign countries instead of use of product in each country.

"House of Glass" To Resume Later

NEW YORK, Dec. 14.—The *House of Glass*, script show by Gertrude Berg, author of *The Goldbergs*, which leaves the NBC network at the end of this month, will return as soon as the sponsor, Colgate-Palmolive-Peet Company, can find time to spot it on NBC Eve nights a week. Account is Super-Ruda, with Benton & Bowles the agency.

Glass will be on three nights a week, Monday, Wednesday and Friday, with another show, also by Mrs. Berg, called *Mother's Mess*, filling in on Tuesday and Thursday.

WCAU Artists' Bureau Completing WIP Deal

PHILADELPHIA, Dec. 14.—While local tongues along radio row and among the ad agencies are still wagging the tale that Dr. Leon Levy, WCAU and KYW pres, is also the powers that be at WIP, negotiations are being effected for a deal between Levy's Universal Artists Bureau and WIP. Original proposal calls for WCAU and KYW talent to do sustainers on WIP, with a spot tagged that they are for hire thru WCAU's Artists Bureau.

Ben Gimbel, WIP proxy, nixed the idea of a direct plug, but is agreeable to air the free live talent with the note that listeners phone in his own station for the contact. Final arrangements are held up, due to the fact that Dr. Levy was rushed to the hospital for an emergency operation. Deal is in line with the promotion plans for the Artists Bureau, handled by Mannie Sachs. Starting next month, Sachs will issue a full-page sheet monthly, containing feature stories about the artists under his wing for distribution among the ad agencies, club bookers, newspapers and prospective clients.

after it was over, Abe Lyman was still clicking his heels. . . . Abe is sore aplenty because nobody ever called him a "unique."

"Multiple" Tube For Television

PHILADELPHIA, Dec. 14.—Philo T. Farnsworth, television inventor of international repute, demonstrated his latest developments before the Institute of Radio Engineers at the Engineers' Club last week. The feature of the demonstration was the "multipactor," a radically new kind of tube Farnsworth has been active in developing. He hails the tube as one of the important steps toward practical television broadcasting, pointing out that it does for television many things that other tubes seem unable to do.

As part of his demonstration, Farnsworth displayed a miniature broadcast station using his multipactor tubes. The equipment transmitted music across the room to a regular radio set which made it audible to the audience. It is claimed the multipactor tube introduces much less noise. This he pointed out as important to television, where "noises" become spots and streaks of either light or shading that tends to spoil the appearance of the picture.

The inventor and research expert, Dr. V. K. Zworykin, of Radio Corporation of America, recently demonstrated before a group of engineers in New York City a somewhat similar tube which he called an "electron multiplier" that had ten stages of amplification in the one bulb. Many experts claim television transmitters will require much more power than it now seems possible to generate at the frequencies from 60 to 300 megacycles; the wavelengths between five and one meter. If Farnsworth's findings are an indication, that problem is near solution, for he hopes to generate from 10 to 20 kilowatts at these frequencies with the aid of the multipactor tubes, and he hopes to do it with the same ease that similar powers are now produced at broadcast frequencies. That should be a big assist to the radiopicture art.

WASHINGTON, Dec. 14.—Information obtained here indicates that television may be broadcast on a real basis next spring. Hotels, restaurants and other spots may get the broadcasts on an experimental basis, altho the reception will be still limited to a few miles. Approval of the American Telephone and Telegraph petition to install a coaxial cable between New York and Philadelphia has an important bearing, since it is expected to improve reception considerably. Most of the television headaches have been overcome, but so far, only in laboratories.

NEW YORK, Dec. 14.—National Broadcasting Company, according to report, is building a television broadcast studio on the third floor of its studio building in New York. Work has been going on on reconstruction of what was formerly a small broadcast studio for about three weeks, but no confirmation has been forthcoming from the network. NBC is also supposed to have television studios on two other floors of its main building here.

WGH Busting Out

NEWPORT NEWS, Va., Dec. 14.—Another step in the expansion program of WGH, local indie station, is near realization. Remodeling and outfitting of a suite comprising offices and studio on the seventh floor of the Bank of Commerce Building in Norfolk is almost finished. The new studios will take the place of present quarters occupied by the Norfolk branch of the station in the Selden Arcade.

Louis Fight Broadcast Woes

NEW YORK, Dec. 14.—Last-minute delays nearly threw a crimp into the WMCA broadcast of the Louis-Uerudun fight Friday (13) night. Account was to be sponsored by Adam Hats, but when the station couldn't show a written check this firm withdrew. The station had a headache since newspapers had been apprised of the broadcast. At the last minute, around noon on the day of the fight, the station sold the broadcast to Blackstone cigars. WOR was also after the fight.

Madison Square Garden originally asked \$15,000, but lowered it to \$2,000 a day before the fight. Blackstone paid \$2,500 for time and fight privilege, including intercity hookup.

On the Air, as on the
Printed Page—it takes

Showmanship

in Salesmanship!

Today's advertising that sells—like today's newspaper—demands Drama, News, Conviction. In a word, *Showmanship!* It must arrest the *Self-Interest* of the passing reader. It must be, as never before, Sales-Showmanship. And this goes for radio. Today's program must do more than entertain . . . it must *sell*.

NBC Showmanship continues to attract and hold the largest radio audience in the world. Over NBC Networks go the nation's most popular programs—notable examples of king-pin radio showmanship. Both sponsored and sustaining programs hold their vast daily audience by keying their appeal to the tremendous mail response of listeners. These programs represent the talent of expert showmen, employed by NBC, by progressive advertisers and advertising agencies. NBC's technical facilities provide a background for high showmanship on which advertisers have counted from the start—and still do. This background is written into so many successful radio programs that it continues to attract the best. It is a guarantee in itself which gives new advertisers a great head start!



Tune in the RCA Magic Key Program every Sunday 2 to 3 P. M., E. S. T., on WJZ and associated NBC stations.

NATIONAL BROADCASTING CO., INC.

A Radio Corporation of America Subsidiary

NEW YORK • CHICAGO • WASHINGTON • SAN FRANCISCO



Clara, Lu 'n' Em To Leave the Air

CHICAGO, Dec. 14.—Clara, Lu 'n' Em, who, with the exception of Amos 'n' Andy, have had the longest continuous run among radio's dramatic programs,

are leaving the air January 15 when their contract with their sponsor expires. Ill health and stock complications were two of the main factors in the decision not to go on with the program. Current broadcasts are emanating from the bedroom of Louise Starkey (Clara), who is Mrs. Paul Mead, of

Evanston, Ill.

Last summer the girls were off the air for several months longer, it is said, than the sponsor wished because of a baby born to Helen King (Em), who is Mrs. John Mitchell. According to reports, Mrs. Mitchell has not yet entirely regained her health and has found the

daily broadcasts arduous. NBC is said to have some plans to bring them back next year.

WDAS, Philadelphia, is spotting every program with an appeal for toys on behalf of the Playground Association of Philadelphia.

ERNIE AND HIS ORCHESTRA
 AND HIS ORCHESTRA
 NOW ON TOUR.
 Div. CONSOLIDATED RADIO ARTISTS.
 1610 Broadway, New York, N. Y.

FLETCHER HENDERSON
 AND HIS FAMOUS ORCHESTRA.
 Now Playing 8th Season
 ROSELAND BALLROOM, New York, N. Y.
 Management MOE GALE.
 RKO Building, Radio City, N. Y.

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

FRANK MORGAN
 AND HIS 25th CENTURY ORCHESTRA

DAVE HERMAN
 AND HIS MUSIC.
 Now Appearing at
 JACK DEMPSEY'S CORNER,
 New York, N. Y.

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

DON RICHARDS AND HIS MUSIC
 Smart Rhythms For the Smart Set
 Exclusive Management
 EDW. J. FISHERMAN,
 Orchestra Rep. of America,
 1610 Broadway,
 New York, N. Y.

"MIKE" DURSO
 The Voice of the Golden Trombone
 NOW ON TOUR.

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

FRED YANKEE
 AND HIS SOCIETY SWING ORCHESTRA
 NOW ON TOUR.
 Permanent Address—550 West End Ave.,
 New York, N. Y.

Now Playing at the FAMOUS DOOR, New York
WINGY MANNONE
 (The New Orleans Swing King and His Jam Band)
 Exclusive Mgt. MILLS ARTISTS, INC.,
 730 7th Avenue, New York City.

STATION NOTES
 Address All Communications to the New York Office

WATL, Atlanta, is now conducting three types of amateur contests weekly. Amateur announcers' contests are given three spots, Monday, Wednesday and Friday nights. White amateur contests are given Friday night and colored contestants have their hearing Saturday night. The station has adopted the slogan "The Friendly Station."

PROGRAM DEDICATED entirely to the merits of the Boy Scout movement made its debut over KWKK, Shreveport, La., this week in a new series entitled *Boy Scouts of the Air*. These dramas enacted by members of Shreveport troops of Scouts are divided into six playlets that were originally prepared in connection with the canceled Washington Jamboree. The first play, *Where Heroes Meet*, tells of the problem faced by a Boy Scout when his loyalty is tested by the Indian's traditional fear of the spirits of the dead. The plays will be aired each Friday at 6:15 p.m.

ROY GEORGE, formerly with KNOW, Austin, and KTRH, Houston, became publicity director for the Southwest Broadcasting System December 16. His predecessor, David Clark, joined the Texas Centennial press staff.

THE TOBACCO market in Reidsville, N. C., is sponsoring Transradio news on WBIG, Greensboro, N. C. The market is getting to be radio-minded more and more.

H. B. LEQUATTE, president of the Advertising Club of New York, spoke on WIP, Philadelphia, December 13. Spoke on merchandising.

VIRGINIA DAVIS is now in the program department of WBIG, Greensboro.

CONSTRUCTION of WKY's (Cincinnati) new transmitter tower is expected to be finished by Christmas.

KADA, Ada, Okla., recently polled its city, finding that 82.9 per cent owned sets, 9.7 per cent listened 12 hours daily, 13.7 per cent six hours, 24.2 per cent voted popular music as their choice, 63 per cent said they bought radio-advertised products and 36.2 per cent listened as early as 6 a.m.

HAROLD GRAY is chief announcer now of WBIG, Greensboro, N. C., after starting his career there three years ago. Meanwhile he was with WJWV, Washington.

KDYL, Salt Lake City, has inaugurated a new weekly news service for the benefit of newspapers, trade papers and advertisers. Contents will include new merchandising ideas and various news stories.

WJAX, Jacksonville, Fla., has completed new equipment, boosting its power from one to five kilowatts, and began operating on that basis recently.

WBOK, Rockford, Ill., of which Lloyd Thomas is general manager, has obtained the approval of Federal Communications Commission Examiner P. W. Seward for unlimited time. Station now shares with WIBL on 1,410 kilocycles. Examiner found the change would benefit the public and cause no interference.

RALSTON LEWIS, formerly on the radio survey staff of N. W. Ayer & Son, Inc., San Francisco, has joined the sales department of KPRC, that city, as account executive.

HILDA S. LEVY has joined KRE, Berkeley, Calif., as account executive. She was formerly on the sales staff of KYA, San Francisco.

DON FITZGERALD, formerly with KSL, Salt Lake City, has joined the announcing and production staff of KOMR, Honolulu.

WCAU, Philadelphia, is going to show what Leon Anapsch and Abraham Cohen, studio engineers, can do on Christmas Day in a program called *The Voices of WCAU*. Anapsch, a pianist, formerly was a member of the Minneapolis Symphony Orchestra, and has appeared as soloist with the Philadelphia Orchestra.

Cohen, a violinist, formerly was with the Boston Symphony Orchestra.

M. LEONARD MATT, news editor at WDAJ, Philadelphia, was appointed by Mayor-elect Wilson to a \$5,000 post in the city solicitor's office.

WAYNE CODY, Jolly Man at WFIL, Philadelphia, has published a book of original poems and jingles.

BEN GIMBEL, WIP prez, Philadelphia, announced his first radio program on the 11th, dedicating it to Dr. Leon Levy, WCAU and KYW prez, who is in a hospital recovering from a recent operation.

JANET LANE, woman stylist at WFIL, Philadelphia, has added another tri-weekly commercial and is now doing nine fashion talks for the smart women shops.

WWVW, Pittsburgh, signed Sid Dickler and his band as a regular sustaining feature.

RAY PERKINS selected Danny Davis, Pittsburgh radio talent scout, to supervise the National Amateur Hour units, which open a vaude tour in the middle of January.

New Biz, Renewals

NEW YORK, Dec. 14.—New accounts and renewals on the National Broadcasting Company:

BENJ. MOORE & CO., direct, starts January 8, 1936, WEAF and 28 stations, Wednesday, 11:30-11:45 a.m. Betty Moore.

QUAKER OATS CO., thru Lord & Thomas, starts January 4, 1936, Saturday, 5:30-6 p.m. WEAF and 20 stations. No program set.

STANDARD BRANDS, INC., thru J. Walter Thompson Co., New York, renews, effective January 5, Sunday, 7:30-8 p.m. on WJZ and 34 stations. Robert L. Ripley.

STANDARD BRANDS, INC., thru J. Walter Thompson Co., New York, renews, effective January 5, Thursday, 8-9 p.m. on WEAF and 35 stations. Rudy Vallee.

REAL SILK HOSIERY MILLS, INC., thru Leo Burnett Co., renews, effective January 5, Sunday, 9-9:30 p.m. on WJZ and 23 stations. Charles Previn Orchestra, Olga Albani.

SHELL EASTERN PETROLEUM PRODUCTS, INC., thru J. Walter Thompson Co., New York, renews, effective January 4, 1936, Saturday, 9:30-10:30 p.m. on WEAF and 35 stations. Variety program.

HAROLD P. RITCHIE & CO. (J. C. ENO, LTD.), thru N. W. Ayer & Son, New York, renews, effective December 21, 8-9:30 p.m. on WJZ and 23 stations. *Two Crime Cases*.

CBS Accounts

GULF REFINING CO., thru Young & Rubicam, renews, effective January 5, Sunday, 7:30-8 p.m. on WABC and 59 stations. Phil Baker and Hal Kemp Orchestra.

WARD BAKING CO., thru Fletcher & Ellis, starts December 17, on WABC and 10 stations, Tuesday, Thursday, Saturday, 6:15-6:30 p.m. Children's program.

New York Area

OLD AGE REVOLVING PENSION PLAN, thru Tom Wallace, started December 7, Saturday, 7:30-7:45 p.m. Townsend Plan. WMCA.

AJAX HOSIERY CO., thru Blaker Advertising Agency, started December 5, five minute spots. WMCA.

SMITH BROS., thru Homann, Tarscher, Sheldon, Inc., announcements. WMCA.

REMINGTON RAND, INC., thru Batten, Barton, Durstine & Osborn, New York, announcements. WMCA.

DIAMOND CRYSTAL SALT, thru Advertisers' Broadcast Co., renewed, 7:30-7:45 p.m. Folk Singer. WMCA.

POSTUM (General Foods), thru Advertisers' Broadcasting Co., renewed, Monday, 7:45-8 p.m. Bible stories.

Chicago

Station WLS reports the following new and renewal business:

ALTOFFER BROS., continuation order for 30 15-minute early-afternoon programs.

JELBERT CO., thru Rogers & Smith. (See NEW BIZ on opposite page)

***** **ERNIE WARREN** AND HIS ORCHESTRA.
 Direction, MILLS ARTISTS, INC.
 730 7th Avenue, New York, N. Y.

★ **HENRY HALSTEAD** AND HIS ORCHESTRA
 COOKSUT GROVE, New York City.
 Hotel Park Central, New York City.
 Exclusive Management
 EDW. J. FISHERMAN,
 O. C. A., New York City.
 1610 Broadway.

J. L. FRANKS
 Presents **FRANKIE MORE'S LOG CABIN BOYS**
 Address
 WNAS, LOUISVILLE, KY.,
 Daily, 7:15 A.M.

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

★ **VICTOR** shall Off Program.
 WITH **WALLACE BEERY YOUNG**
 WEAF, Saturday, 8:30-10:15 P.M. NBC Network.

ED WEEMS
 AMERICA'S MOST VERSATILE ENTERTAINING ORCHESTRA
 Reopening in the
EMPIRE ROOM
 OF THE PALMER HOUSE
 CHICAGO, JAN. 10
 Now on Tour Warner
 Bros. & RKO Theaters.

EDDIE LEONARD, JR.

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

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

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

LEO KAHN AND HIS ORCHESTRA

PHIL HARRIS
 AND HIS ORCHESTRA,
 With LEAH RAY,
 Adolphus Hotel, Dallas, Tex.,
 During December.

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

PROGRAM REVIEWS

(EST Unless Otherwise Indicated.)

Phil Cook-Landt Trio

Reviewed Thursday, 7:45-8 p.m. Style—Comedy and staging. Sponsor—Block Drug Co. Station—WJZ.

Good old Omega oil etherizes in jolly fashion and it's 100 to 1 that the seemingly happy-go-lucky attitude of the copy will do more than many a straight-from-the-shoulder argument. Phil Cook, escorted by the Landt Trio and White, hands out not a little comedy and various kinds of vocal efforts. From the start the material is peppy, the theme being some sort of a march ditty concerning General Ache and General Pain. Like toy soldiers the quintet hop into the routine after a short talk to Christmas shoppers anent their aches from carrying packages, etc. Both harmony and novelty tunes were sung by the trio while Cook joshed in and out, winding up as some sort of an orderly, presumably at the hospital where he is on kitchen police duty. Gags were not too heavy and program moved along lightly but effectively toward the close, when additional credits were heard. Testimonial from Peggy McNamara, bike rider, was read, and the Listener also heard it was well to "rub Omega in and pain out." Non-blistering qualities were also stressed.

Probably seem funny to some dial turners to hear their morning pals, Landt Trio and White, so late in the day, but Phil Cook is surely no newswoman at this hour. Show should be quite entertaining to the kiddies as well as grownups. M. H. S.

Hauptmann Serial

Reviewed Wednesday, 9:15-9:30 p.m. Style—Dramatic sketch. Sustaining on WNEK (Newark).

Station has made a tieup with The New York Daily Mirror, local Hearst tabloid, which is running the life of Bruno Hauptmann in serial form. Since the station is of New Jersey status and covering the metropolitan area at least, the audience within listening distance is well apt to go for this type of show. Good publicity break is assured thru the medium of Mirror and for WNEK it is an excellent move.

Program itself is extremely well produced, with good cast, and it results in a surprisingly interesting one. Opening is dramatic and fast, usually giving a highlight of either the trial or some event in connection with the case. This is done in a sort of March of Time manner as to a sock opening. Subsequently the voice of the actor doing Hauptmann is heard telling his story, which then lapses into the dramatization. The childhood trials and tribulations, his drunken father and loss of his brothers in the war are the events that are gradually being unfolded to date. At the close the tieup with Mirror is mentioned, with the slogan something like "Read it in The Mirror and hear it on WNEK."

Program seems to be a timely proposition, breaking in time with the refusal of the Supreme Court to grant a hearing and the publicity aroused thru Governor Hoffman making significant moves. Show is on several nights weekly. M. H. S.

Manzanares Orchestra

Reviewed Sunday, 2:30-3 p.m. Style—South American band. Sponsor—Ford Motor Company. Station—WABC (CBS network).

Ford further augments his air shows with a Sunday afternoon half hour of music by way of giving impetus to the sale of the new Lincoln Zephyr model of car, the first intermediate one between the regular Perle and the Lincoln. Manzanares outfit played for Ford at the San Diego exposition (CPIE) and made a good enough impression to be considered for the current show. Eight girls and two men comprise the organization, which specializes, of course, in Latin-American tunes and instrumentation. There is plenty of variety in the selections chosen and the quality of the music is pleasing thruout.

As usual the Ford credits are modest, the program caught having but one short announcement at each end of the half-hour period. Some of the shows may include a word from a Ford official on occasion. Looks like a good

move in the way of a program that is colorful and entertaining, yet has no complications to worry about. It is an easy program to handle as to talent and effective considering that it is more or less a supplementary one. M. H. S.

Louis-Uzudun Fight

Reviewed Friday, 9:45-10:20 p.m. Style—Boxing bout. Sponsor—Blackstone Cigars. Station—WJMC, New York, and InterCity hookup.

Another big fight and another big disappointment. The same principal trouble happened in this fight that happened in the Louis-Baer embroglio. That was a failure to describe the true condition of the loser. The knockout of Uzudun was as much of a surprise as was Baer's. Few, if any listeners would gather, in this as the last, that the loser was in poor shape and showing the effects of the Louis attack. Fight descriptions should say more than "Bush hits Doakes. Doakes hits Bush. There's no damage done. Bush is on the floor. He's out."

Sponsors were okeh in their announcements and held them down. J. P.

"Mother Love"

Reviewed Sunday, 4-4:30 p.m. Style—Dramatic sketch and music. Sponsor—Carson Brothers. Station—WFIL (Philadelphia).

Among locally produced shows appealing to a foreign-language element, this one rates as the best. Outstanding features in that all live talent instead of language platters utilized to get dial attention and that the stanza is not shot full of commersh copy—a dramatized plug for electric refrigerators at the midway mark suffices.

While the appeal is primarily aimed at the Jewish element, there is enough there that can't be easily dialed out. Opens with a Hungarian medley played by an ork of nine recruited from the local Jewish theater. Yascha Minshtitsky waving the stick. Overture not overly lively, due to instrumentation limitations, but this crew does turn in a good job in providing excellent accomp for the rest of the stanza.

Remainder of the first 15 minutes given over to vocal calisthenics ably offered by Mischa Rose and Sarah Gordon. Rose contributes an aria from *Martha* sung in Italian. No question about the appealing quality of this boy's tenor, his pipes have an unusually rich volume for a tenor. His range and dramatic power are compelling. Has been around for some time, a Rocky alumnus, and it's a mystery why he doesn't rate a build-up of his own. Miss Gerson, singing Russian Lament in the native tongue, vocalizes clearly in an excellent soprano voice, doing best as a duet partner for Rose in a Jewish operatic tune, *Mazel Tov*. Voices in the duet are rich, both handling their parts in nice style. Rest of the stanza is consumed by the serial script, *Mother Love*, penned by Oscar Ostroff, a New York dramatist. It's a wispy-wispy plot of Jewish customs and morals centered about a girl in love with a married man, with an illegit daughter thrown in for extra tears. Strictly 10-20-30 mellerdramer stuff, but fits in well enough to drag the youngsters as well as the oldsters to this weekly stanza. Spoken in English, cast, which includes Rose Wallerstein, Abe Almar, Herbert Plot, Jerry Jarvis and Max E. Freedman, plays nicely. Action is suspended and carried over to the next broadcast, with Rose Wallerstein as the girl who has been done wrong doing the heavy emoting. ONO.

NEW BIZ

(Continued from opposite page)

13 quarter-hour National Barn Dance programs.

DR. SALESBURY'S LABORATORIES, thru N. A. Winter Adv. Agency, 29 one-minute early-morning transcriptions.

COUNTRY LIFE INS. CO., thru Critchfield & Co., nine 50-word daytime announcements and one 30-minute evening program.

SMITH BROTHERS, thru Hommann, Tarcher & Sheldon, 90 50-word daytime announcements.

BERNARD PERFUMERS, thru Hilmer V. Swenson Co., additional order for two-minute announcement three times weekly 11.

GLOBE AMERICAN CORP., thru Advertising Service, Inc., 48 50-word daytime announcements.

SEARS, ROEBUCK & CO., direct, 22 five-minute early-morning talks.

FATHER FLAHOOGAN'S BOYS' HOME, thru Bosell & Jacobs, continuation order for two 15-minute National Barn Dance programs.

OLSON RUG CO., thru Palmer & Co., continuation order for 132 15-minute morning programs.

LITTLE CROW MILLING CO., thru Rogers & Smith, 78 15-minute early-morning programs.

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

COYNE ELECTRICAL SCHOOL, thru Palmer & Co., 13 quarter-hour evening programs.

JOHN J. LAWLER, direct, one-minute daytime announcement.

Cleveland

JOSEPH KOMINCH CO., direct, announcements. WIK.

CHESTER CLOTHES, direct, announcements. WIO.

WILLARD STORAGE BATTERY CO., thru Meldrum, Fawcett, announcements. WIK.

CLEVELAND PLYMOUTH DEALERS, thru Prentke & Associates, announcements. WIK.

ELIOTT BREWING CO., direct, 13 announcements. WIK.

Newark

S. SMITH COAL CO., started December 9, five minute spots. WNEW.

Denver

DEMOCRATIC SILVER BOXING TOURNAMENT, one five-minute talk and 13 announcements. KPFL-KVOD.

ROCKY MOUNTAIN AMUSEMENT SYNDICATE, Inc. (Mammoth Gardens), 52 announcements. KPFL-KVOD.

MERRITT PRINTING & ENGRAVING CO., thru the Raymond Keane Agency, 90 announcements. KPFL-KVOD.

FATHER CHARLES E. COUGHLIN, thru the E. W. Helwig Agency, 10 announcements and two news announcements. KPFL-KVOD.

UNITED STATES DRUG & SALES CO., three announcements daily for one year. KPFL-KVOD.

HOME PUBLIC MARKET, thru the Raymond Keane Agency, three 15-minute programs weekly for one month. KPFL-KVOD.

THE OVIHAUL CO., thru the Dillon & Kirk Agency, Kansas City, three announcements daily for one month. KPFL-KVOD.

THE CAPITOL CO-OPERATIVE BURIAL ASSN., thru the Broyle Agency, three announcements daily for two weeks. KPFL-KVOD.

MOFFAT COAL CO., thru the Woolley & Hunter Agency, 13 announcements. KPFL-KVOD.

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

RALPH W. SMITH, bonding, sponsorship of the football game between the

New York Giants and the Detroit Lions, December 15. KPFL-KVOD.

DENVER BUICK-PONTIAC, Inc., thru the Ted Levy Agency, sponsorship of the Louis-Paulino fight, December 13. KPFL-KVOD.

COLORADO AUCTION CO., one announcement daily for one year. KPFL-KVOD.

H. S. LAY, THE BLIND MAN (window shades), 13 announcements. KPFL-KVOD.

BERNARD PERFUMES, 13 five-minute talks. KOA.

UNION PACIFIC SYSTEM, three five-minute dramatized announcements. KOA.

WHEATINA CORPORATION, three 15-minute Pop-Eye transcriptions weekly for 13 weeks. KOA.

GENERAL ELECTRIC SUPPLY CO., daily temperature announcement for three weeks. KOA.

DENVER UNION STOCKYARDS, 26 one-minute announcements. KOA.

McMURTRY PAINT & MPO. CO., half-hour program weekly for 26 weeks. KOA.

VICTOR AMERICAN FUEL CO., daily temperature report for one year. KOA.

Philadelphia

A. C. ROBERTS CO. (pork packers), thru Jerome B. Gray Agency, started December 5 for 13 weeks, Thursdays, 10-10:15 a.m. News commentator. KYW.

HOWARD CLOTHES, INC., placed direct, started December 9, ending December 4, 1936, Mondays thru Fridays, 7:15-7:30 p.m. Musical show piped from WJMC. WIP.

MARTIN F. CONNOR COAL CO., placed direct, started December 16 for indefinite period, three spot announcements weekly. WIP.

JOHN B. STETSON CO. (hats), thru N. W. Ayer & Son Agency, started December 9 for two weeks, two spot announcements daily. WIP.

AJAX HOSIERY CO., thru Blaker Agency, started December 9 for indefinite period, 13 spot announcements weekly. WIP.

METRO ART STUDIOS, thru Birmingham, Castleman & Pierce Agency, started December 9 for indefinite period, four spot announcements weekly. WIP.

CARLSBAD (internal calls), thru Kiewit Agency, renews for 13 weeks, beginning December 11, Wednesday, Thursday and Fridays, 9:45-10 a.m. Harold Sherman talk. WFIL.

CURTIS PUBLISHING CO. (Saturday Evening Post), thru Stimpers Agency, started December 19 for indefinite period, two spot announcements weekly. WFIL.

CAPITAL FILM EXCHANGE (toy films), placed direct, started December 11 for two weeks, two spot announcements weekly. WFIL.

FRED FEAR & CO. (Easter-egg dye), thru Menken Agency, started December 11 for two weeks, two spot announcements weekly. WFIL.

OPPENHEIM & COLLINS (women's shop), thru Thomas F. Harkins Agency, started December 9 for 13 weeks, Monday, Wednesday and Fridays, 3:15-3:30 p.m. Janet Lane style talk. WFIL.

READING SHOE MARKET, placed direct, started December 16 for two weeks, 18 spot announcements weekly. WFIL.

SMITH BROS. (cough drops), thru Honnman, Tarcher & Sheldon Agency, started December 16 for 15 weeks, 14 one-minute transcriptions weekly. WFIL.

McALLISTER COAL CO., placed direct, started December 16 for four weeks, 18 spot announcements weekly. WFIL.

West Coast

OCCIDENTAL LIFE INSURANCE CO. OF CALIFORNIA, Los Angeles (insurance), thru Charles B. Stuart, Inc., San Francisco, renews, January 1, for 52 weeks, Thursdays, 9:15-9:45 p.m. (PST). NBC-KPO, KFI, KOW, KOMO, KHQ. Program, *Winning the West*. Talent, Earl Lee as "Sim Wallace," narrator, and members of National Players.

TILLAMOCK COUNTY CREAMERY ASSOCIATION, Tillamook, Ore. (dairy products), thru Botsford, Constantine & Gardner, Portland, Ore., renews, January 2, for 13 weeks, Fridays, 3:15-3:30 p.m. (PST). NBC-KPO, KFI, KOW, KOMO, KHQ. Program, *Women's Magazine of the 48'*. Talent, Bennie Walker, emcee and guest artists.

REID MURDOCH & CO., San Francisco (canned food), thru Roy Alden & Associates, Inc., Los Angeles, started December 5, 27 announcements. NBC-KOO.

SMITH BROS.' CO., Foughkeepsie, N. Y. (cough drops), thru Radio Sales, Inc., New York, started December 15, for 13 weeks, 7 weekly, night Time Signal announcements. KPRC.

Network Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross scores. Period covered is from Friday, December 6, to Thursday, December 12, both dates inclusive.

Little Bit Independent	31	Boots and Saddle	21
Key Meeny Miney Mo	27	I've Got a Feeling' You're Feeling'	16
Red Sails in the Sunset	27	Why Shouldn't I?	15
On Treasure Island	25	You Are My Lucky Star	13
Thanks a Million	24	I Picked a Flower	11
With All My Heart	23	You Let Me Down	10

AIR BRIEFS

By JERRY FRANKEN

RADIO rights of the best seller, *Anthony Adverse*, by Hervey Allen, have been assigned to Vincent McConnell and Paul Starrett. The great length of the book has resulted in a dramatization that will run a year on a once a week schedule. Sale may happen this week. If it hasn't taken place by today.

Spokesmen say that there is no "deal" between Music Corporation of America and Mutual Broadcasting System. The "deal" pending would have put all MCA bands on Mutual. This has already taken place, with Ted Fio-Rino, an MCA leader, moving over from Columbia last week. But still they say there's no deal. In the new booking license of the American Federation of Musicians, an orchestra cannot be offered any inducement, etc.

Contract for Kopper's Coke, sponsoring *Five-Star Final* on WMCA-WIP, expired Sunday (15) and up to Friday there was no renewal. Around noon, Saturday, it came thru for another 13 weeks. Agency is N. W. Ayer. . . . Arthur Kudner agency auditioned a show for MacFadden Publications. They have a show now on Intercity. . . . Henry Burbig and Jack, June and Jimmy auditioned for Asperub. Here's luck. . . . Suck Rogers goes three times a week on CBS soon for Cream of Wheat. Woodlont goes off. . . . Paul Stewart back on Easy Aces.

Reason that Emet and Dumke (Sisters of the Skillet) weren't renewed by Charlie Corporation was because they were to be exclusive with that company, but Kreuger Beer was using a transcription series made before the comics signed with Charlie. Latter wanted them for themselves or not at all. . . . The WOR Christmas Party is next week. Looked forward to annually. . . . Iham Jones has a two-way deal with United Cigars. Booking into the Lincoln Hotel provided that he play all their shows. Cigar firm owns the hotel, that's why. . . . Frank Morgan does the Lux show December 30. . . . Quaker Oats start on NBC January

4. No show yet. . . . O'Neil's renewed. (Ivory Soap). . . . World Peaceways, given up by Squibb, stays on Columbia as a house show.

WOR had Crossley make a survey of the shows on the air Wednesday night at 10 p.m. Results showed the Log Cabin show (Conrad Thibault, Harry Belter) to rate 28.5; a sustainer, on WJZ, 10; Lud Gluskin on WABC, 22.8, and Alie Lowe Miles on WOR rated 23.8. The figures are just for New York—just to make sure.

WARING VS.

(Continued from page 7)

of them came by special train from New York and arrived in court after the proceedings were under way.

Cast of Witnesses

Following Waring's own testimony, the following were called to the stand: Joe Young, songwriter and secretary of the ASCAP; Harry A. Mackay, former mayor of Philadelphia; John B. Kelly, ex-Olympic sculler and unsuccessful Democratic candidate for mayor of Philadelphia; Fritz Reiner, conductor of the Philadelphia Symphony Orchestra; Abe Lyman, band leader; Charles H. Eyles, president of the Richard A. Foley Advertising Agency and president of the Poor Richards Club (advertising); Arthur D. Waters, dramatic critic for *The Philadelphia Inquirer*; Frank Buhler, managing director of the Fox Theater in Philadelphia; Abe Sablosky, local theater operator; Max Gordon, producer; Irving Caesar, songwriter; Louis Bernstein, music publisher; Joe Moss, restaurateur; Walter Douglas, music publisher; Gene Buck, president of ASCAP; Saul H. Bornstein, general manager for Irving Berlin Music Company; Lou Diamond, head of the music division for Paramount studios; Edgar Leslie, songwriter; B. A. Rolfe, band leader; Irving Milla, orchestra booker and music publisher; Harry Grandall, Washington theater operator; William Murray, theatrical agent; Albert Delacorte, radio editor; Fred E. Albert, songwriter; Sam Taback, Local 602, AFM; John O. Paine, president of the Music Publishers' Protective

Association; Ralph Plantadosi, general manager for Harma; Harry Warren, songwriter; Al Dubin, songwriter; Frederic Erdman, ASCAP representative; and John O'Connor, personal representative for Fred Waring.

Irving Berlin, who has been ill and unable to testify, wrote to O'Connor, "If your attorney will consider my deposition, he can write his own ticket and I will be glad to sign it, because outside of wanting to do this as a favor to you and Fred, I would do it if I could, because it is so just and a cause that affects all of us." John McGuirk, theatrical agent, was present but was not called. Red Nichols and Ray Noble missed in missing the train out of New York. Local radio officials present included Don Withycomb and Martin Goch, general manager and press chief, respectively, of WFIL; Ben Gimbel, WIP prexy, and N. A. Steppacher, WJAB secretary-treasurer.

John G. Paine, MPPA, chairman of the board, who offered technical testimony on the distinction between recordings and electrical transcriptions, when interviewed by *The Billboard* as to the ramifications involved in this suit, asserted, "We have always taken the position that any record made for private use under the compulsory license provision of the law is in fact an infringing device when used by a broadcasting station for public performance for profit, and that the copyright law so states.

"Mr. Waring contends that embodied in the record is a unique rendition of which he is the proprietor, and that he has never parted with the property right thus created. The record company has a license to use the records privately, or to permit purchasers to use the records privately, for home consumption. The MPPA asserts its right under the language of the statute. Mr. Waring asserts his right under the protection of the common law. Both music publisher and Mr. Waring seek the same ends, namely, the elimination of the unfair competition and the damaging abuse to the rights of composers and interpretative artists which the unrestrained use of ordinary talking machine records creates when publicly performed by radio stations.

"The presentation of this case was very interesting and the patience of Judge Harry S. McDevitt in co-operating with counsel of both sides in the development of the factual side of the case indicates that a complete consideration of this complicated legal question will flow from this legal action."

West Coast Notes; Attack ASCAP Rate

LOS ANGELES, Dec. 14.—Setting as their first objective a legal showdown of the American Society of Composers, Authors and Publishers' rate structure, the California Broadcasters' Association was formed here Wednesday. Naylor Rogers, KNX manager, presided, and Guy Hamilton, representing Northern California radio stations, took an active part in the proceedings and advised the meeting that radio-station operators throughout the northern part of the State are in accord with the new organization, anxious to get going and willing to contribute their financial support.

Patricia Wilder, NBC's "Honey Child," has been signed by RKO to a long-term contract and will report at its West Coast studios the first of the year.

Dick Grace, Hollywood's champ stunt flyer, leaves Los Angeles by United Air Lines this week to appear on Rudy Vallee's NBC program on the 12th.

When Al Johnson resumes his radio work in January Patsy Flick will write his material. This was revealed here this week when the writer turned in her resignation on all radio material she is now handling and her work at Warner Bros. studio.

Smiley Burnette is en route to Chicago for a series of broadcasts over WLS. Expected back in Los Angeles for a new picture January 10.

San Francisco

SAN FRANCISCO, Dec. 14.—Winning the West, one of the most popular weekly half-hour dramatic features on the Western NBC airwaves, is to continue under sponsorship of the Occidental Life Insurance Company of California for another year, with renewal of contract effective January 1. Series of dramatic stories of the Old West, written by Samuel H. Dickson, originating in the NBC-KFO studios, are heard Thursdays at 9:15 p.m. and have been on the network since March 22, 1934, under same sponsorship. Cast of players include Barbara Jo Allen, Cameron Prud'homme, George Welster, George Hand, Earl Lee, Jack Cowden, John Fee, Carl Kroenke and Bert Horton.

Sperry Flour Company (flour and cereals), which sponsors the Wednesday night *Male Chorus Parade* over the Don Lee network, has renewed for another 13 weeks, effective Christmas Day. The quarter-hour program, heard from various Pacific Coast cities at 8:15 p.m., features a different prominent male chorus each week. It's been on the Don Lee network since September 25.

Earl Sanderson, on the production and announcing staff of KJBB, bows out of radio the end of this month to join a local advertising agency as account executive. Lyndon T. Miller, account executive for the station, resigns about the same time to become factory representative in Denver, Colo., for the Parker Pen Company.

John Hughes, KPBC announcer, is compiling a book of his own poetry which he writes for the station's Thursday afternoon program, *Reflective Moods*, broadcast over the Columbia-Don Lee network at 4:45 p.m. Hughes writes all the poetry which he reads during that period.

Grace Sanderson Michie, formerly on NBC's continuity staff and more recently a Hollywood scenarist, has been appointed program director for the Audix Corporation, local transcription producers.

Fred J. Hart, president and general manager of KOMB, Honolulu, returned to the mainland offices of the station here today, after a three weeks' business trip east, which took him to Washington, New York and Chicago. He dashed back to town for the dedication of the new station setup, scheduled for today, which doesn't take place because of equipment difficulties.

C. P. MacGregor, president of MacGregor & Sells, Inc., transcription producers, returned to San Francisco December 9 after a three weeks' tour of the Canadian cities, where he visited the principal radio stations in the interest of his organization.

held by Clara, Lu 'n' Em. . . . The Cinema Theater, offering a counterpart of feature film, comedy and newsreel, will finally go on the air December 15 after the script idea has been kicking around for a couple of years. . . . Elgin watch show leaves the air December 27.

MELODIES BY LARRI WMCA



GYPSY LEE, Accordion. NOW ON TOUR. Personal Managers FRANCIS GORDON. POLLY WALSH, Harp.

TED JENNINGS

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

Broadway's Sensation
PAUL MARTELL
AND HIS ORCHESTRA
151st Week Aradia Ballroom, New York

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

JUDY CONRAD
AND HIS ORCHESTRA.
823 West, On the Stage
TOWER THEATRE, KANSAS CITY, MO.

HUGH CROSS AND HIS
RADIO GANG
Courtesy GEORGIE FERGIE, comed
10 A.M.—WWVA—4 P.M.
ERNE BREDRICK, Pers. Rep.

CHI AIR NOTES

By NAT GREEN

For the first time since Pat Barnes went on the air—and he started in 1924—a character in one of his programs will be played by someone other than himself. . . . Known as "The Man of many voices," Barnes has heretofore personally played every part in each of his programs whether the skit called for one or half a dozen characters. . . . On Christmas Day little Barbara Barnes, 7 years old, will go on the air with her famous daddy and will have an important part in a Christmas sketch Pat has written. . . . Instead of broadcasting from Chicago as usual, Pat will fly to New York immediately after the December 23d program to spend a few days with his family and put on this gala program.

Rocky Wolfe, popular sports announcer and member of the City News Bureau staff, did such a splendid job of announcing the national pocket billiard championship contests at the Hotel Sherman that he was selected to do a similar job for the New York tournament now in progress. . . . He's officiating in the tournament at the Hotel Pennsylvania in New York. . . . The Chicago tournament was the first at which a public-address system was used for announcing the shots and it was Rocky's idea. . . . Rocky's vivid descriptions of the games were instrumental in largely increasing attendance at the tournament and won him strong commendation from the tournament officials.

Amos 'n' Andy were guests of President and Mrs. Roosevelt at the first formal White House dinner of the season. . . . A contract renewal, effective January 2, assures that Horace Heidt and his band will continue their Thursday evening shots over WBBM-CBS. . . . The Doring Sisters again have joined

the WON Friendly Neighbor's House Party as guest stars for this week. . . . Hugh Studebaker is the Stepin Fetchit voice on the *Fibber McGee* program.

Maxine Garner, of the *Sentimental Selma* program, had her fur coat stolen the other day. . . . And Don Hulce, of the CBS maintenance department, was held up a few nights ago and is minus 18 bucks. . . . The Rhythmeters, female trio, are featured on a new six-week series sponsored by a local merchant. . . . The Orphan Annie program celebrates its fifth anniversary of continuous broadcasting on Christmas Day when an old-fashioned Christmas down-on-the-farm program designed for old and young will be presented, with Lawrence Salerno as soloist. . . . Herbie Kay, with his 14-piece band and 10-voice choir, returned to WBBM December 15 with a two-hour Sunday morning broadcast. . . . Featured on the opening program was Egbert Van Alstyne, noted singer, pianist and composer. . . . The University Broadcasting Council on December 12 launched a new idea in teaching practices with its *Old Judge* program, dealing with legal questions that confront the lay citizen. . . . Chief characters are the *Old Judge*, played by John Daly, of *Fu Manchu* fame, and Toby, played by Tom Post.

Carnation Contented Hour enters upon its fifth continuous year with the first Monday in January. . . . Don Ameche and the misus are expecting the stork around Christmas time. . . . Representatives of member stations of the MBS met in Chi recently and renewed contracts and agreements for another year. . . . Sponsors of Clara, Lu 'n' Em, who go off the air January 15, are understood to be getting ready to drop *The House of Glass* in order to give Mrs. Gertrude Berg time to revamp *The Goldbergs* for use in the time spot now

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

Paris Spots Reopen; Managements Change

PARIS, Dec. 9.—Several important changes in the lineup of de luxe night spots here are taking place.

Harry Pilcer is now running his own club in what was formerly the Plantation, on the Champs-Élysées. Management of the popular Chez Florence, Montmartre de luxe, has taken over the old Florida, in the Apollo building, and opened it this week under the new name, La Patache. J. E. Wittered, former Cincinnati boy, is p. a. of the new spot. Joe Zelli's former club is also changing hands and will be remodeled into a de luxe spot, with the present operators migrating to the long-closed Cote d'Azur, in the Moulin Rouge building. Former Capitole, old-time Montmartre joy spot, also being readied for reopening.

Philly Local Elects Officers; Hotels, Ballrooms Co-Operate

PHILADELPHIA, Dec. 14.—Local musicians' union, AFM No. 77, elected the following officers for 1936: Americo A. Tomel, president; George E. Greenhalgh, vice-president, and A. Rex Riccardi, secretary.

Last move by the outgoing officers was to invite all the big hotels in this jurisdiction and all the big ballrooms where dances are held to co-operate with the musicians' union by refusing to rent their ballrooms unless union music was engaged. Plan was put to work almost immediately with the Hotel Pennsylvania refusing to rent one of its ballrooms for a dance until the people who hired it would engage a union orchestra.

Union has also met with unusual success in unionizing all the local caterers, especially those who specialize in Jewish work.

CINCINNATI, Dec. 14.—Local Musicians' Union, AFM No. 1, this week elected the following officers: Oscar Kild, president; William Bell, vice-president; Volney Hoffman, secretary; Charles Joseph, treasurer, and Frank S. Yago, sergeant at arms.

Canned Club Entertainment

DETROIT, Dec. 14.—National Picture Service has been organized here by W. Emerson Clyma to furnish moving picture shows as short vaudeville entertainment in local night clubs.

One of Clyma's most popular stunts has been projecting pictures of patrons at various night spots taken on the floor and returned to project a week later. Stunt has been hailed by operators as an especially good way of building business.

Small's "Name" Bookings

NEW YORK, Dec. 14.—Paul Small has booked Rosita and Fontana into the House of Morgan, Ess Maxwell and George Jesse! at the Versailles Restaurant and Violet Love, James Evans, Pritchard and Lord and Jigsaw Jackson into the current Paradise Restaurant show. Out-of-town bookings include Jerry Goff and Jack Kerr into Ira's Supper Club, Miami, and Joe Lewis, Dolly Kay, Birdie Dean, Barbara MacDonald and Billy Reed and Louise Mele into the Royale Froites, Chicago. Trudy Ring is being held over at the Padock Club, Chicago.

Paging Mr. Fuchs

According to H. L. Hannon, a newspaper man, of 815 O'Farrell street, San Francisco, an Albert or Alfred Fuchs, a violinist, born in San Francisco, has a stable inheritance awaiting his claim.

Rooney's New Club

NEW YORK, Dec. 14.—Pat Rooney goes into the Wonder Bar Club, Union City, N. J., Friday evening, taking over the operation in addition to heading and staging the floor show.

CHICAGO, Dec. 14.—The eighth annual attaches' party of the Andrew Karzas organization was held at the Trianon ballroom December 12. Each year Andrew Karzas turns the ballroom over to the employees for their own party to raise money for the employees' fund. Jan Garber and Anson Weeks furnished the music and the talent included several stage and radio stars.

Ringin' 'Em Up in Camden

CAMDEN, N. J., Dec. 14.—If you happen to hear a violent clanging of a bell next time your plane is landing at the Camden Airport don't be alarmed. It isn't John Law coming for you in the wagon. It's merely the signal that another barrel of beer has been tapped at Weber's Hofbrau, adjoining the airport. It's an old and frequent custom there.

LeGrange Opens in Dallas

DALLAS, Tex., Dec. 14.—Texas LeGrange, for many years connected with the booking field in Detroit, this week opened an office here, to be known as Amusement Booking Service. New agency will emphasize floor show angle, the dealing in all things theatrical.

Three American Cafe Acts Hit By Anti-Dirt Drive in England

LONDON, Dec. 7.—As the result of an ardent anti-dirt drive in the smarter London clubs and cabarets, the London County Council has lodged complaints against seven well-known acts and steps are being taken to secure a prosecution. Of the seven, three are American acts, a male quartet, a two-man piano singing team and a comedian. The English turns are two single comedians, a piano team and a girl torch singer.

The clean-up campaign is being led by the entertainment committee of the London County Council, a body that previously did not interfere with club performances except on fire and overcrowding precautions.

This committee claims the action was

Plenty of Jobless Chorines; But Producers Can't Find 'Em

Floor show producers can't fill demand for chorus gals, despite plentitude of jobless—Chorus Equity blames irresponsible owners, hours, drinking, mixing

NEW YORK, Dec. 14.—Local night club producers are running around looking for chorus girls. There are plenty of chorus girls out of work. But the producers can't get 'em. That's the situation here. The night spot producers claim they can give girls plenty of work. The Jack Pomeroy office, for example, has a circuit of night spots in key cities and includes a girl line with every floor show. The Bernard Bernardi office has 23 floor shows out now and most of them include small lines. In the case of Bernardi, however, he operates a dance school and uses many of his own advanced pupils.

Only spots that can get girls without too much trouble nowadays are the big cabarets like the Hollywood and Paradise, which can offer steady work.

Chorines, on the other hand, are avoiding cafe work, claiming late hours, compulsory mixing and drinking and the lack of protection on salaries make cafe work undesirable. Mrs. Dorothy Bryant, secretary of Chorus Equity Association, says her members prefer Broadway musicals to all other work, with vaude and cabaret work a very poor second.

With chorus girls avoiding vaude units due to impossibility of consecutive bookings, cabarets should be able to attract a high-grade type of chorus dancer if they would only improve working conditions, according to Mrs. Bryant. One of the greatest problems, she says, is "irresponsibility" of night spot owners. Many spots are run by a syndicate, which makes it impossible for anybody to track down responsibility for unpaid salaries. Frequent bankruptcies and unethical business practices also make many night spots undesirable places for work.

"There is no shortage of chorus girls," says Mrs. Bryant. "There is only a shortage of reputable and considerate night spot owners."

Richards Loses AFM Card

NEW YORK, Dec. 14.—Don Richards, young orchestra leader, has lost his membership in Local 807, American Federation of Musicians. Loss took place automatically after Richards had failed to pay claim against him filed by his men.

NIGHT CLUB REVIEWS

Manhattan Room, Hotel Pennsylvania, New York

Hal Kemp and Orchestra, in their second season here, are featured, with Don Baker, organist; Ames and Bevere, dancers, and Maxine Gray, vocalist, rounding out the show.

Kemp, a personable and versatile musician, leads his 12 men thru snappy dance rhythms, avoiding the extremes of very soft effects and, on the other hand, of hotcha jam stuff. Kemp himself of hotcha jam stuff. Kemp himself plays several instruments and makes an unobtrusive and pleasing leader. Practically all of his men do specialties. "Bobby" Dowell contributes comedy lyrics. "Skinny" Kniss does a bit of nice vocalizing, while other men stand up for instrumental bits. Miss Gray, pretty vocalist, contributes her pleasing contralto voice in pop numbers.

Don Baker, at the Hammond electric organ, plays with the band and also takes care of the intermissions before rushing away to double at the New York Paramount. Baker extracts an amazing amount of speed and sprightly rhythm out of the double keyboard and manages to get some wonderful jazz effects despite his not being permitted to open up on the sound. Played such numbers as *Chloe*, *The Continental* and *I Got Rhythm* and made the keys dance.

Amy Bevere and Charles Ames made a solid impression with their sweet dancing. Opened with a quiet number, followed by a livelier one and then by one combining satire with short specialties. Had to encore. Team has the appearance and the talent, and knows how to choose its numbers to display each member's engaging versatility.

Room itself is a refined and well-ventilated spot, surrounded by Norman Bel Geddes caricatures that are decorative as well. Service is fine and food is excellent. A \$2 minimum dinner is featured, with 75 cents cover week days and \$1.50 week-ends. *Dents.*

The Continental Cafe, Phila.

Appeal at this spot is for the complacent night-lifer. Off the main stem in the heart of what passes as Quaker City's Bohemian quarters, room is operated by L. Ferrero. Designed on the second

floor in one of his eateries, room lights up only for the supper and after-theater trade, with location dragging in a sprinkling of literati and pseudo-radicals.

The Continental is an authentic replica of a namesake in Paris (France), both spots being done by Dr. Charles Davies. Murals depicting scenes from five operas make it as cute a retreat as could be desired. Only diff in that the Parisian room sports an all-marble bar, local sipping post being a beautiful job in chrome and red.

Ferrero has always featured the unusual on the floor. Incidentally, this is the spot where Rudy Vallee discovered the Three Robert Brothers some years back. Present entertainment as handled by Norma Norton, Margaret Shelley and Kathrine Willen is distinctive and spells class in capitals. Gals have previously made their mark in vaude and don't have to depend on assay songs and dippy ditties to bring 'em in. Kathrine Willen, petite blonde, does lyricizing at the ivories, displaying plenty skill with 10 fingers and lends her voice to the better class show tunes. Margaret Shelley sells her songs plenty tops, keeping them quiet and a-listenin' with *Italian Street Song*. Girls join for duets, voices rich in tonal qualities.

Norma Norton is fast becoming a looked-for bit of the eve. Does Sophie Tucker's *I Don't Want To Get Thin*, and is a standout in *Pink Elephants* as a drunk number. Does a precarious staggering routine while warbling the lyrics.

Spot is unusual in that it doesn't use a dance band. Gals, whose nightly task is to bring down the house, make them forget about tripping the light fantastic. And nobody seems to mind. *Oro.*

Murray's, Tuckahoe, N. Y.

This is a popular and large club on the Brody River parkway, getting most of its play from Westchester folks but lately drawing on the city folk. For a \$1.50 minimum week and Sunday nights and \$2 Saturday nights the club affords quite a bit in the way of dining, dancing and entertainment. Do two shows a night, running them all week and adding extra acts on week-ends. Show isn't half bad for a spot like

this. Paced by a likable emcee, Buddy Kennedy, who is intimate and not hammy, the show runs along well for close to an hour. Nice line of 10 girls, the Earl Lindsay Debutantes, who are all youngsters and neat lookers and step thru their paces well. On the supper show do a nude number which catches on. They even tap dance to *Poet and Peasant*, which has been in Lindsay acts before.

The specialty people are all capable. Punch of the show is delivered by Cass Daley, a blues singer, who can actually outshoot Martha Raye. This girl has something and one of these days she'll be picked up by one of the Broadway clubs. Despite all her shouting, she has a good voice and then she sells those songs in a very individual manner. Manne and Stratford, ballroom dancers, are clever, especially in their slam-bang speche routine. The girl certainly takes plenty of abuse. Joy Dean does some nice acrobatic and tap dancing, while Estelle Sarno contributes okeb work along that line also. Added act at this show were Two Jockeys and a Toul, colored boys, whose acrobatic, comedy and dance efforts found considerable favor.

Johnny Strouse and ork, 13-piece crew, who are established in these parts, play the show well and are a splendid aggregation for dance music. *Harris.*

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NIGHT CLUBS

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MIDWEST MERCHANDISE CO. 1026-28 BROADWAY, KANSAS CITY, MISSOURI

Strict Michigan Children Law Being Tested by Detroit Suit

DETROIT, Dec. 14.—An investigation of minor acts working in beer gardens and night clubs in Detroit is expected to lead to a change of the State law forbidding theatrical employment of minors at the next session of the Legislature.

Brow's office has in the past refused to employ minors in such spots, in order to comply with the law, and in this case the girl appears to be of age, in the opinion of both the office and state labor officials who have interviewed her.

several legislators agreed that special exemption should be given to theatrical work because of its special conditions.

"The usual actor may start at the age of five, and is practically thru at the age of 30," Ashton said.

"Other States make provision for young actors, and Michigan could do likewise. Private theatricals, church, school and club shows, and radio programs all encourage the child actor, but these, if professional, are clearly illegal.

Jersey Cabaret Burns

PARAMUS, N. J., Dec. 14.—The Campus Cabaret here was destroyed by fire Wednesday. Damage estimated at \$75,000.

CLUB CHATTER

DAVE TANNEN, eccentric dancer, opened in the Urban Room of the Coozgrove Hotel, Chicago, December 6.

Harry (Pepp) Pearce and Louise Barlow, who recently closed at the Club Paradise Cafe, Detroit, are in Chicago for an indefinite stay.

Princess Yvonne, mentalist, and Hardeen, the magician, who recently combined their attractions, are holding forth at Miami, Fla., Million-Dollar Pier this winter.

dancing in the current show at the Oriole Terrace in Detroit.

RECENT ATTEMPTS to reopen the long-darkened Club Forest in New Orleans, once that city's premier spot, have been of no avail and it is hardly possible that the club will be rebuilt this winter.

PITTSBURGH BRIEFS: The Nixon and Plaza cafes ushered in New York shows last week.

JOE GANN, Louisville (Ky.) business exec and owner of the Club Hollywood there, was among those who dropped in for a chat at the Cincy offices of The Billboard last week.

Jerry Saltzbur and his Noblemen in from the Rainbow Room, Radio City, to fill an indefinite stay at the Roosevelt Hotel's Lounge Cafe.

OTTO K. EITEL, managing director of the Stevens Hotel, Chicago, was host to his entire staff of employees Monday night at a Christmas party in the hotel's Grand Ballroom and the Boulevard Room.

LOW PRICED ASSORTMENT, Per Gross, \$1.00 SPECIAL ASSORTMENT, Per Gross, \$1.50

RALPH SHAW is heading south, via dates in Washington and Baltimore, after bringing a two week engagement to a close at Mickey Alper's Penthouse in Philadelphia.

Tom Maren, prez of Metropolitan Vaudeville Exchange, in Boston, puts a new show into the Bradford Hotel next week headed by George Dewey Washington, and the Beef Trust Chorus that heads the Bowery Follies unit into the Gay 90s Club.

LE PAUL Ace of Card Manipulators. NORTH & FLAUM—HARRY NORWOOD

DOLLY BELL DANCER EXTRAORDINARY. Permanent Address, Wilmetta, Ill.

EDWARD K. BICKFORD AND ALYCE CRANDALL INTERNATIONAL DANCE STARS.

BLANCHE AND ELLIOTT "This young couple performs some feats almost startling in their oddity to attain and are accompanied with song."

Tom & Mickey Harris COMEDY DANCERS UNIQUE Ft. Pitt Hotel—Pittsburgh—11th Week.

california's chatter box DICK BUCKLEY mc- NOW ON TOUR Personal management, SAMMY HARRIS.

SYLVITA FINA Portraying Swapping Spain, American Argentine, Colored Gipsy in Dance and Song.

NOTICE SHOW MANAGERS ORCH. LEADERS Transportation for entire personnel. New Custom Built 16-Passenger Trailer.

WANTED ACTS, BANDS & UNITS FOR NEW YEAR'S EVE AND FUTURE BOOKINGS

ATTRACTIVE DANCE AND ORCHESTRA POSTERS AND CARDS

Oh! Boy! They Are Knockout! New Year's Eve Cards, \$2.00; 1,000 Paper, same, \$14.00.

CENTRAL SHOW PRINTING CO. MAHON CITY, IOWA.

working under the title Flavia, received minor injuries last week in an accident while working a Northern Michigan late spot.

BANDS and ORCHESTRAS

PHIL HARRIS and band, current the month of December at the Adolphus Hotel in Dallas, go into Seymour Weiss' Hotel Roosevelt in New Orleans early in January for a two months' engagement. Ben Bernie will be the opening band at the French Casino in Miami, while Buddy Rogers is number one at the Honey Plaza. Earl Barr Hanson and band are current at the Biscayne Dog Track in Miami. Bert Newman, formerly with several big bands, has his own combo out, currently playing at the Silver Spray Club in Berger, Tex.

CARL SCHREIBER, who recently finished a 27-week run at the Hotel Baker in St. Charles, Ill., is now at the Oriental Gardens, Chicago, where he is doing very well. Wayne Shute leaves the Eureka Club near Shreveport, La., this week, handing the baton over to Bert Newman, who will direct the orchestra until January 2. Ned Davis, former vocalist with Ralph Britt, is proving popular as the greeter at the Eureka. Henry Durst, having closed at the Palm Grove in Corpus Christi, Tex., is one-nighting thru that vicinity before opening at the Hotel Beaumont, Beaumont, Tex., on Christmas Day. Johnny Burkhardt leaves the Casa Madrid in Louisville January 4 to open a four-week stay at the Brown-Palace Hotel in Denver. Ted Harris and band will continue with Ches Davis' Chicago Follies unit when it opens on Cushman time in Des Moines, Ia., December 30. Route will carry show to the West Coast.

TOM OENTRY and his orchestra opened for a week's engagement at the Tulsa Hotel, Tulsa, Okla., December 13, to be followed by a few college dates, then into the swanky Mayfair Club in Kansas City for the holiday season. The band is being booked by Frederick Bros. of Kansas City. Harry Udinsky, violinist, is a recent addition to Johnnie Adams' orchestra, now in its 10th week at the Greyhound Bus Lines, Dayton, O. Harry Dickman will continue indefinitely at the Silver Slipper in Memphis, featuring Ariene Owens, at one time with Red Nichols, and Harry Jennings and Doug Williamson, recent acquisitions from Deacon Moore. Jimmy Joy set a record in Lincoln, Nebr., recently when more than 5,000 people listened to him at the Military Ball. Date served as a homecoming for several members of Joy's combo.

WILL OSBORNE and his orchestra move into the Blackhawk Cafe, Chicago, January 15, when Joe Sanders goes on the road. Sanders has been at this spot for many months. Art Kasael and his Kasael's in the Air opened at the Gibson Hotel, Cincinnati, December 14. Are in on a four-week contract with options. "Wee Willie" Wetly and orchestra, under the management of John Bartholomew, and at one time known as Tommy Clifford and his Commanders, are filling an indefinite engagement at Harold Brugler's Columbia Hotel in Columbia, N. J. Wetly's roll-call includes Fran Warman, Bill Fisher, Russ Montlone, Howard Platt and Tommy Hawk. MCA recently put Bob Mohr and band under contract on the West Coast. Billy Brooks opens this week at the Skirvin Hotel in Oklahoma City, after completing an extensive run at the Oayoso Hotel, Memphis. Unit will have 16 a week over WKY and will feature Amy Arnell and Jimmie White, vocalists. Hym Kellick, of Paramount Attractions in Erie, Pa., has the following bands one-nighting thru Ohio, Pennsylvania and New York during December: Russ Moscato, Tommy Flynn, Hughie Shes, Clyde Burke, Joe McInerney, Billy Kays and Russell Dale.

CARMEN DRAGON, San Francisco band leader, has had his life insured for \$12,000 by the 12 members of his band. Boys have taken out a joint policy making themselves beneficiaries in the event of his death. Gene Englander and band, with Ruth Havens and Charles Brier, vocalists, have moved into the Bal Tabarin in San Francisco. Vincent Travers, Phila-

delphia maestro, will be compelled to use only New York musicians during his stay at New York's French Casino, beginning January 8. Onyx Club is first Philly Spot to feature a jam outfit, spotting Edward's Swing-Out band. Del Regis is headlining a local radio revue at the Earle Theater in Philadelphia this week. Al Denahue was the recipient of a large, decorative cake from Oscar of the Waldorf last week on the occasion of his 10th anniversary as a director of orchestras.

HOWARD WOODS and his Royal Crest Orchestra, which opened at the Robert Treat Hotel, Newark, N. J., October 5 for a five-week stay, has clicked solidly and has been renewed until June 15 of next year. Business is continuing good. Woods broadcasts on WNKV, Newark station, and is due to go on a network soon.

TED PIO-RITO and his orchestra, at the Hotel New Yorker, switch broadcasting from the Columbia network to WOR-Mutual. Change is due to the arrangement between MBS and Music Corporation of America. Instead of a straight dance session, Pio-Rito is making his periods production offerings with continuity, etc. A new rumba band is at Jack Dempsey's Supper Room. Outfit is Clemente and his Rumba Band, succeeding Julian De-

Local 802 Sets Regulations For Arrangers, Copyists, Etc.

NEW YORK, Dec. 21.—Continuing its campaign to unionize the entire musical field in New York under its jurisdiction, Local 802, American Federation of Musicians, this week promulgated stiff regulations for arrangers, copyists and proofreaders. All of them must now join the local; no union crew can work with non-union arrangers; all work must carry a union seal of the local's insignia and a new set of prices was set. These laws become part of the local's laws.

The new price list ordered by the local means that arrangers will get a break, since they cannot any longer double in bands as instrumentalists and arrangers without getting double scale and at a minimum of \$50 weekly as arranger. Besides, it raises prices generally for ar-

rangers. An example is that of a well-known pianist-arranger recently engaged in both capacities on a three-time-a-week broadcast. He just got scale, altho he had to make many arrangements.

Some orchestra leaders, naturally, are squawking. One argument is that if employers don't increase pay, stock arrangements will be used and too many bands will sound alike. Answer is that any good band can claim the extra amount easily.

Price lists sets wages for arrangers, proofreaders, copyists for all kinds of work—broadcasting, theaters, dances, music publishers and the like. Also hoped that amateurs will be chased out of the business or made union men.

are school chums and come from the same city, Spokane, Wash. Bob and his band have been booked to appear in the Netherland Plaza, Cincinnati, opening December 19. So Charles is going along as a guest. Rinker, incidentally, is from a theatrical family, his sister being Mildred Bailey.

The contemplated departure to Europe by Clarence Williams has been temporarily abandoned owing to illness. The popular colored composer and publisher has been confined to his home in Jamaica, L. I., for almost a month, visiting his office for the first time this

giving the composition his individual attention and regards the acquisition as a certain hit.

Edgar Leslie, writer of *Treasure Island*, in a Gypsy Tearoom and other numbers that have deservedly rated country-wide successes, is leaving for South America December 20, accompanied by Mrs. Leslie. Just a rest trip with no work in mind.

Sam Sewer announces that Remick's have acquired the publishing rights of *Underneath the Western Skies*, sung by Dick Foran, the Singing Cowboy. In the *Song of the Saddle*, a new Warner Bros' Western thriller. It is by M. K. Jerome and Jack Scholl.

Polly-Wolly-Doodle from Shirley Temple's film, *Littlest Rebel*, the joint contribution of Sidney Clare and Buddy De Sylva, and *I Love To Ride Horses on a Merry-Go-Round*, featured in the 20th Century-Fox flicker *King of the Burlesque*, have been taken over by the Movietone Music Corporation.

A new couple have appeared on the musical horizon with a song, *O Time and the River*, sponsored by E. B. Marks and christened after the novel of a similar name by Thomas Wolfe. The authors are Anne and Gene Otto. Herbert Marks states that his firm has great faith in the work and has already assigned it as a No. 1 plug.

Jonas-Williams Exclusive Bookers for 5 Eastern Spots

NEW YORK, Dec. 14.—Bert Jonas and Joe Williams are now handling the complete shows for the Mayfair Club, Boston; the Biltmore Hotel, Providence; Lord Baltimore Hotel, Baltimore, and the Village Nut Club and the Village Barn in this city.

In addition, they have just spotted Sonia Meroff and Boring and Lazar into the Ches Victor, Gloversville, N. Y.; Barbara Bellmore with the Ed Sullivan vaude unit, and Ann Gould into the Madrilion Club, Washington.

"Look on the Brand of Any Good Band." **McCord Music Covers** 110 W. 42nd Street, New York City. BOX COVERS, CASES, MUSIC TRUNKS. Write Today for Catalog.

Sheet-Music Leaders

(Week Ending December 14)

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

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

- | | |
|-----------------------------|----------------------------------|
| 1. Red Sails in the Sunset | 7. Santa Claus Is Coming to Town |
| 2. Treasure Island | 8. I'm Sitting High on a Hilltop |
| 3. A Little Bit Independent | 9. Thanks a Million |
| 4. Don't Give Up the Ship | 10. No Other One |
| 5. Boots and Saddles | 11. I Found a Dream |
| 6. Twenty-Four Hours a Day | 12. Eerie Moonie Minee Ma |

In many spots "Treasure Island" and "Red Sails" are running neck and neck, with little difference between first and second place. Interesting to note the experiment on Santa Claus tune being revived and selling again.

PHONOGRAPH RECORD best sellers will be found on page 61.

Huarte's Tango crew. Jack Moran and his orchestra are at the Green Mill Village Ballroom, Porterville, Calif. Big event last week in New York in the band field was Guy Lombardo's swell opening at the Hotel Roosevelt, site of his big-time start some years back. Jacky Mayo and his orchestra are playing at the Club Richman, New York. Frank Touze, who conducts for John Charles Thomas' radio programs and has an orchestra with the Theater Guild for *Taming of the Shrew*, celebrates 25 years in the profession this week.

week, Williams expects to sail about the early part of February or sooner if his health warrants. His mission abroad is to make a few personal appearances besides arranging teups for his catalog.

Al Bernard, the minstrel, has just written and published a new comedy number, *Sixty-Even Men in Sueswah*. *Honeyboy* and *Sassafras* gave him his first network plug on NBC.

Al Sherman, Al Lewis and Abner Silver have turned over a song to Jerry Vogel entitled *Hypnotized*. Vogel is

MUSIC NEWS

(Communications to New York Office.)

What looks like a record achievement attended the completion of a new song, *Boy Meets Girl*, bearing the same title as that of the play, one of the smash hits of the current legitimate theatrical season. Realizing that the caption would suggest an excellent commercial as well as an artistic number, E. H. Morris, general manager of the Music Publishers' Holding Corporation, assigned Charlie Tobias and Sammy Palm as the logical writers to evolve the effusion. After witnessing the production the twin hastened to their respective quarters in a local hotel and in less than 12 hours, according to exact tabulation, the work was finished and ready for the printer.

Charlie Rinker, contact man of the Irving Berlin forces, is going on a vacation, practically the first he has had in some time. The occasion was inspired by Bob Crosby, brother of the noted Bing. Rinker and the Crosbys

Tell Thousands of BUYERS of MUSICAL TALENT about YOUR ORCHESTRA

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

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

Conducted by SIDNEY HARRIS—Communications to 1564 Broadway.

16 Weeks for U. S. Acts in Janeiro and Buenos Aires

Lombartour will try American acts again—offer 16-week guarantee and options—two shows leaving in Jan.—may send 12 a year—Bob Vernon is rep for firm in N. Y.

NEW YORK, Dec. 14.—A new outlet for American acts, that of South America, was clinched this week by the arrival here of Andres Trillas, vice-president of the Lombartour in that country. Despite the flop of an American show sent there in June, Trillas' firm is gambling again. He intends sending two more shows from here next month, guaranteeing them for 16 weeks and optioning them for other time, which may include playing Paris. Claims he can pay the acts good salaries and when sending them to his country is giving them round-trip transportation. The 16 weeks comprise eight weeks in Rio de Janeiro and eight in Buenos Aires.

Two shows will be sent out at a time, which will mean an average of 12 shows a year going to that territory. In Rio de Janeiro the acts will play the Casino Urca, doing two shows a night. In Buenos Aires they play the Teatro Casino, doing three shows at the Casino and one at the club. Shows switch stands after the eight weeks, thus meaning another eight-week pickup. Trillas came here also to try to contract Earl Leslie, now at the Mayfair, Cleveland, who produced for him before in South America and made a rep for himself. Bob Vernon, formerly of Stone and Vernon, will look after the American bookings for the Lombartour.

Trillas arrived here yesterday on the Aquitania and expects to remain here for about three weeks. He will then go to France and England. Vernon, who will look after the American acts for the tour, played in South America for the firm this past summer when his act appeared on the show which also included the Elate Brothers and NTO girls. Oluek Sandor had built the show. Vernon remained there for four months.

The shows for those dates run about an hour and five minutes, and the two leaving here in January will comprise about four or five acts. Trillas is only looking for eight acts. If the shows leaving in January are successful the Lombartour will continue to send down American acts. Vernon will also send along two girl troupes on the shows leaving next month.

Folly, Brooklyn, Producing

NEW YORK, Dec. 14.—The Folly, Brooklyn, will have specially produced shows, the house engaging Wally Jackson as producer. First show will go in New Year's Eve for a full week, with Jackson's services being optioned every two weeks.

Jane Froman's RKO Dates

NEW YORK, Dec. 14.—Jane Froman has been picked up by the RKO for three weeks. She will open New Year's Eve at the Boston, Boston, and run eight days, and then goes into the Palace, Cleveland, January 10, and Palace, Chicago, January 17.

From Four Days to a Week

MONTREAL, Dec. 14.—The Franciscan Theater here jumped its usual four-day vaude policy to a full week for last week only. On the bill were Hal and Ray Hamilton, Renardi Trio, Fred Harper and Louise, Jerome and Ryan and Dix and Powers.

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DON'T MISS IT!

Gus Sun Opening Two New Offices

SPRINGFIELD, O., Dec. 14.—Gus Sun, veteran showman and active head of the Gus Sun Booking Exchange with headquarters here, announces that he will shortly open two new offices—one in Buffalo, N. Y., and another in a spot to be announced at a later date. The Buffalo quarters are slated to be in full operation the middle of January.

New offices are made necessary by the increased bookings of unit-type shows, according to Bob Shaw, general manager of the Sun firm. Shaw states that the Sun office is now supplying some 30 houses with unit shows, with others carded to come into the fold after the first of the year.

Towns now being booked with unit shows thru the local Sun office include Middletown, Hamilton, Marion, Sandusky, Portsmouth, Chillicothe, Lima, Findlay, Sydney, Lorain, Mansfield, Zanesville, Springfield, Wilmington, Logan, Lancaster, Greenville, Cambridge, Ashland and Alliance, all in Ohio; Danville, Ky.; Richmond, Ind.; and Beaver Falls, Pa. Three new towns in New York State will be added to the Sun books right after the new year, General Manager Shaw says.

Among the units now playing the Sun Time are Ches Davis' Chicago Folies, Paige & Crider's Copers of Myth, Mixed Nuts, On-La-La Continental, Owen Bennett's Venetians of 1936, Toppin' Tops, Band Box Revue, Jimmie Rodgers' Miami Nights, Spies of Paris, Paul Reno's Maxine's Bellhop Revue, Florida Nights, Miss America Revue, Steppin' High and Southern Aristocrats. The firm's Detroit office, managed by Jack Dickstein, also reports considerable activity, Shaw announces.

Belle Baker's \$700 For a Night's Work

NEW YORK, Dec. 14.—Probably top money for a one-night engagement will be given Belle Baker New Year's Eve when she doubles between the Coliseum and Fordham uptown for RKO. She will be the only act at the Coliseum, and will do two shows at each theater, getting \$350 from each house.

Other RKO houses playing New Year's Eve shows are the Franklin, Bronx; Prospect, Brooklyn, and Alden, Jamaica.

Hamilton-Paterson Getting Dow Shows

NEW YORK, Dec. 14.—The A. & B. Dow office has landed two new houses for its books. The Granada, Hamilton, Canada, is playing units for four days, opening Sunday midnight. First show in this past Sunday was *Everyday Goes*. The Gertrude Avery unit goes in tomorrow midnight, and the show to follow will be *Safes of 1936*. House is one of the Hanson chain in Canada.

The Majestic, Paterson, N. J., starts playing vaude shows this Saturday. Policy will be five acts on the split week, shows changing Saturdays and Tuesdays.

PAUL SMALL is agenting Louis Sobol for a return date at Low's State, New York, at \$2,500, which is higher than Sobol's last salary. Being penciled in for January.

South Honors Bates

NEW YORK, Dec. 14.—Peg Leg Bates, colored one-legged dancer, jumped from here to Greenville, S. C., his home town, to do benefit shows Wednesday and Thursday nights for the Rotary Christmas Tree Club. A committee met him at the train and 17 cars paraded him thru the streets. He was treated royally in the Southern city and on his departure was presented with a huge silver cup suitably inscribed as coming from the people of his home county.

Paul Moss Clears Pansy, the Horse

NEW YORK, Dec. 14.—Phil Wirth, of Boyd-Wirth Attractions, lodged a complaint with License Commissioner Paul Moss against the Al Grossman office over a booking of the act of Pansy, the Horse, represented by Jack Davies, of the Grossman office. Case came up yesterday before the Commissioner, and it was dismissed after the evidence was heard.

Davies, accompanied by I. Robert Broder, attorney, appeared before Moss. Wirth explained that he had booked the act for Hearn's department store circus held Thanksgiving Day in Central Park. Act did not show up because Davies had signed another contract for it to play a theater in Amsterdam. Davies said he did not know about the Hearn date at the time of the theater booking, and when learning of it offered Pansy's (Andy Mayo) brother as a substitute, who does a similar act.

Broder asked Wirth to produce a contract for the engagement, and pointed out that it was only signed by Mayo. That it called for a stipulated salary less 10 per cent and was not signed by Wirth nor did it mention the name of the employer. Broder said that Wirth could not be the employer and agent at the same time, and that if he was the employer the 10 per cent amounted to a kickback.

Citron Accuses Simon

NEW YORK, Dec. 14.—Herman Citron has complained to the Artists Representatives Association, RKO agent group, against Ferd Simon, accusing the latter of booking Roy Bedley with RKO despite the fact that the act is under contract to Citron. Act was recently with Andre Lesky's French Revue, which unit was represented by Simon.

Edwards M. C. in Rochester

NEW YORK, Dec. 14.—Gus Edwards has been booked by RKO to m. c. the show at the Palace, Rochester, opening this Friday. His protegee, Armida, has been given three and a half weeks by the circuit, playing the Rochester house December 31 for eight days. Will follow with Boston, Troy, Schenectady and Albany.

Gil Lamb's Repeat Tour

NEW YORK, Dec. 14.—William Morris Agency has arranged a repeat tour of Europe for Gil Lamb. He will sail January 11 aboard the Europa for two weeks at the Alhambra, Paris, opening January 17. He follows with the Scala, Berlin, month of February. Returning around May to appear in St. Louis musical stock for Laurence Schwab.

"Smile at Me" as Unit

NEW YORK, Dec. 14.—The *Smile at Me* musical, which had a short run on Broadway in legit, is going out as a vaude unit, headed by Eddie Lambert. Goes to Hazey, Pa., for Arthur Fisher and is also booked for Toledo.

EARL TAYLOR'S *On La Le Continental Revue* has been out since April and still going strong. Right now it is playing the Carolinas. Company comprises 52 people, including Connie Cella, Gordon Bennett, Sylvia Lee, Le Beau and Louise, Six American Bel-fords, Buddy Lake and Company, Ray Oswald and Marian Oibney, Frank Taylor is managing the show and Del Smith is musical director.

F&M Opens Up St. Louis

Attractions go into the Ambassador — stage-band policy for the Missouri

NEW YORK, Dec. 14.—Panchon & Maroo is again opening up St. Louis to stage shows, scheduling its two houses, the Ambassador and the Missouri, for shows, following settlement of deals with the unions. The firm played shows in both houses last year or so, right before it started on its Federal action against the circuits for withholding film product.

The Ambassador in St. Louis will play attractions only, and the first show opened yesterday. It was a local attraction, Station KMOX's *Saturday Night Club*, featuring Al Roth. The Olsen and Johnson unit will open there this Friday, while other shows booked in are Henry Arnetta and unit, week of January 3, and Major Bowes' amateurs, January 10. Al Pearce and gang are scheduled to go in either January 17 or 24.

The Missouri in that city will play stage-band shows, the first show tentatively set for January 3. About seven or eight acts will be used in front of the band, with the acts being picked up en route to the Midwestern territory. Bookings for this house, as well as the Ambassador, will be looked after by the F. & M. Stageshows here.

F. & M. closed its deals with the musicians and stagehands locals in St. Louis last week. The contract for the Ambassador calls for a 12-week guarantee on the year, the unions previously holding out for a 20-week minimum. A similar deal is understood to have been set up on the Missouri.

Artists Give \$44,500 For Jewish Charities

NEW YORK, Dec. 14.—The Artists' Division of the Federation of Jewish Philanthropic Societies, subdivision of the theatrical and motion picture committee, secured \$44,500 in pledges Wednesday at a luncheon held at the Hotel Astor. About 75 attended, including "name" acts, agents, bookers and circuit heads.

Louis K. Sidney, chairman of this division, presided at the luncheon. Other speakers were Phil Baker, David Bernstein, Louis Nizer, Samuel D. Leidesdorff, Ben Bernie and Major Albert Warner.

The performers contributed heavily in the drive by this group to raise \$150,000.

Detroit Variety Club Elects

DETROIT, Dec. 14.—Detroit Variety Club held its annual election of officers this week, with Maurice J. Caplan, president of Metropolitan Motion Picture Company, elected president to succeed Mennie Gottlieb. Other new officers are: Henderson M. Richey, general manager of Allied Theaters of Michigan, and Raymond E. Moon, general manager of Co-operative Theaters of Michigan, both elected vice-presidents; Max Smith, secretary, and John L. Saxe, treasurer.

Newly elected directors are: Carl Buermele, Frank A. Weteman, Mennie Gottlieb, Harold C. Robinson, Barney Kilbride and Alex Schreiber.

Must Be Deserved

NEW YORK, Dec. 14.—Vaude must be important after all, considering the attention given an attraction yesterday in the office of Nate Blumberg, RKO's general manager. Working out the terms of the contract for the "Fallon Parisians" unit, those were, besides Blumberg, Jule Stein, of Music Corporation of America, accompanied by his lawyer; Blumenthal & Shapiro, of the French Casino; an RKO lawyer; Ferd Simon, RKO agent, and Bill Hayward, RKO booker. And they were huddled for a couple of hours.

VAUDEVILLE NOTES

GEORGE BEATTY sailed December 13 on the Aquitania for England, where he opens at the Piccadilly Theater, London, December 30.

ETHEL ALLES has joined Ott Lamb's act for his European tour. Bert Jones and Joe Williams have placed Byrnes and Parney, Beasley Donns, Bony Yarr, June Boyd and Mickey Braats with the NTO unit playing vaude.

JOE SMITH and Charles Dale are back in vaude again. Broke in their combo of two acts for four days starting Friday, at the Tillyou, Coney Island. Mario and Lazzarin are with them. Howard, Pine and Howard will

work a week for RKO starting January 10 at the Palace, Cleveland. Princess Yvonne and Theodore Hardeen go into the Capitol, Trenton, this Saturday and Sunday for RKO. Ferd Simen made another plane trip Saturday, this time flying to Cleveland. Harry Holman left New York Saturday on the Aquitania for London to do picture work. Roy Sedley, who recently closed with Andre Laaky's French Revue, will play Albany, Troy and Schenectady for RKO, opening Tuesday. Eddie Halson, New York, producer, will drive to Chicago, arriving there New Year's Day.

OENE MARVEY is a new addition to the Burns and Allen unit, which will play the Midwest. Sandy Marr, formerly of Marr and Evans, is now singing bass with the 1,000 Pounds of Harmony quartet. Now touring the South, and Fred Elder is the only one of the original 1,000 pounds left. Jackie Oros, harmonicist lad, has been playing Boston hotel spots. Five Juggling Jewels left New York Saturday on the Aquitania to return to London. They'll be back in the States again this summer. Disabled Veterans of the Mountain Home in Tennessee have made a request for costumes, music and the like that go to help putting on a show. Gilbert Thayer is in charge.

A. M. KEENE, of The Daily Midway Drifter, of Taft, Calif., paid a visit to Joe (Dad) Keaton, who is acting at the Yorkshire Hotel, Los Angeles. Joe told him "I have 65 years behind me and plenty ahead." Will Hill's Society Circus will open this Friday at the Fox, Detroit, and not the Fox, Washington, D. C. Johnny Hyde, of the Morris Agency, flew to Texas in connection with the exposition being held in that State. Abe Lastfogel came on from Hollywood to meet him there. Lou Wolfson, also of the Morris office, is an accomplished speaker of the French language. Picked it up when he represented the office abroad.

Carrillo's Week of Vaude LOS ANGELES, Dec. 14.—The Bert Levy vaudeville office has booked Leo Carrillo, of pictures, for a week at the Orpheum, opening New Year's Day. Week will be Carrillo's first in a Coast vaudeville house in several years.

Paris Bills

(Week of December 29) Peggy Taylor and her sensational adagio quartet were rushed over from London to replace the Ganjou Brothers and Juanita at the Alhambra, as the latter were forced out due to injury to Juanita. The Peggy Taylor Quartet clicked solidly and will remain for following program.

The Bobino, Montparnasse nabe, offering attractive bill this week, with Darnis, veevy songstress; Belove, pianist-comedian; Larry Kemble, funny bike comedian; Witch, American eccentric; Jean Bauchet, acro dance trio; Miss Maackers, cute contortionist; Odette Moulou, singer, and Frederick and Thomas, dance duo.

ABC holding over present bill for its third week, with Omar, the American dancer, as added attraction. Money, European and Albert offering mostly native talent this week. Fact is, talent is quite scarce here at present.

The Athenas, clever hand-to-hand balancers; Barma, acro dancer, and the Four Richys, comedy bar act, are at the Gaumont Palace. The Kit Love Sisters, dancers; Daresco Trio, adagio trio; Nello and Porter, comedy bike act, and the Three Tagonis are at the Rex. The Olympia has a French Mangan production, with the Saint Helder Sisters and the Mangan Girls. The Four Sensational Macks, American roller skaters, are at the Paramount. Joe Laurin, juggler, is at the Cigalle.

Howard Nichols, American hoop juggler; the Three Bonos, acro clowns, and Concha and Concha, equilibrista, are at the Lido. The Four Wonders, Two Fokers and Lyett and Ronald are at Harry Picer's Club.

The Arena, Brussels, continuing vaude programs, with Olga Stalis, perch act; Five Blumenfelds, trapeze; Wanda Sisters, illusionist, and Nina Mercedes, musical. Finks and Ayres, American roller skaters, are at the Oxyette cabaret, and Joan Warner, American fan dancer, is at the Broadway, Brussels.

Leblanc, Ducharm and Ray, acro dance trio, are at the Majestic in Algiers.

"A Tempestuous Mass of Rhythms and Color" CIRO RIMAC'S RUMBA LAND MACHAOGES. Opening December 23 in Charles B. Cochran's Revue, "Follow the Sun," England. 20, HARRY BOHM, 832 1/2 St. Louis Ave., N.Y.S.

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UNION COMBINE

(Continued from page 3) taken over from the PWA organization headed by Earl Booths. He said he hoped at least one of his projects would reach the stage by the holidays. It seems the Living Newspaper project and the Harlem Negro Theater are the nearest to realization.

Frank Gilmore meanwhile has wired President Roosevelt and Mayor LaGuardia, appealing to them to help get the WPA heads to liberalize drama project red tape so that all legit actors in need can get on the projects, whether they were on home relief November 1 or not. Gilmore repeats, however, that Equity is not criticizing the government or its personnel, but is attacking the red tape system that threatens to choke the whole idea. He says Equity is not unmindful of the government's generosity and its aid to the drama.

In Hudson County, Supervisor Earl J. McLellan has put Frank J. Harrigan in charge of registering actors for WPA drama projects. McLellan writes Equity he fears there may not be enough dramatic actors in his county and that he has been authorized to accept 25 per cent of his casts from the outside. Equity has only about 60 members living in New Jersey.

The vaudeville project in the meantime is showing some life. Charles Moeconi and Ralph Whitehead called auditions for new units this week. Whitehead complains the red tape is making it impossible to make any real progress on casting new vaude, minstrel and circus shows. Eddie Dowling, national adviser on these projects, returned today from a quick trip to Washington, D. C., where he is said to have conferred with Harry Hopkins, Federal WPA head.

The music project is still somewhat in an uproar as a result of Local 802's consistent attack on Music Project Director Nicolai Sokoloff's policies. It is understood that 17,000 musicians have applied for WPA jobs but that only a few hundred are on now. The drama department has requisitioned 300 and the vaude department 400, but unless it could get more musicians on the WPA pay roll the music department would be able to meet this demand only by disbanding some of its symphony orchestras and reorganizing the musicians into jazz bands.

The City Projects Council meanwhile has been organizing a local among the WPA theater project workers and last night held a protest meeting. It is demanding elimination of red tape and has authorized a committee to see Hopkins in Washington. Phyllis Pearlman, who recently resigned as theater project (See UNION COMBINE on page 62)

YVONNE HARDEEN PRESENTING ALL OF THE LATE HOUBINI SHOW 800 W. IRVING, Man. Or. 4212 Roosevelt Blvd., Philadelphia, Pa.

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NEW ACTS

Miles Bell, Bedini & Co. Reviewed at the Bronx, Bronx, Style—Comedy and singing. Setting—in one. Time—Fourteen minutes.

A pleasing comedy turn, altho the routine needs tightening up. It runs pretty close to the usual pattern, with the young comedian holding the stage thruout and a girl and boy stooges running in and out for bits.

Bell is a likable comedian, handling his lyrics and gags nicely and expressing the proper surprise when the stooge interrupts him. Miss Bedini, a charming brunet, does a swell assist job. Her French dialect song about wanting to be naughty is put over nicely. The male stooge, affecting a queer walk and wearing extra heavy eyebrows, gets quite a few laughs.

Act in general went over okeh. A faster pace and shorter solo numbers by Bell would help, however. P. D.

Little Miss Muffet Reviewed at the Bronx, Bronx, Style—Singing and guitar. Setting—in one. Time—Ten minutes.

Little Miss Muffet, taken from the character of a famous nursery rhyme, is the billing used by this talented young singer, who was announced as a WEAF artist.

She is a charming and dainty brunet who sings pop numbers, accompanying herself at the guitar. Works directly into the mike, her voice coming over sweetly, tho a bit nasal at times. Did three numbers, including Melancholy Nights and I'm Living in a Great Big Way. Doesn't try any extra fancy ar-

rangements or talk, but sticks to selling the numbers as they are.

Made a nice impression here. Spotted third and got a good hand. F. D.

Jans and Lynton Revue Reviewed at the Grand Opera House, New York, Style—Dance fash. Setting—Full stage (special). Time—Eighteen minutes.

A honey of a dance flash, with two of the best dancers seen in moons. They are the billed couple, ballroomers, as graceful and rhythmic a twosome around. The ease with which they work is a treat to see. Routines consist of a rumba affair, opening an eccentric dance and a soft-shoe turn to close. Might be improved if the first routine were spotted to close.

Three others in the act, two boys and a girl. Latter does an acrobatic offering; one of the boys does the usual mike crooning, and the other boy has a fast and pleasing tap number. Closed here to a strong hand. J. P.

Labenton Trio Reviewed at the Grand Opera House, New York, Style—Skating. Setting—Full stage. Time—Five minutes.

Three roller-skating girls whose act will be improved by more showmanly staging and a slight change in routine. Act is principally the main skater twirling one or both of the others in various positions, such as skates around the neck, under the wrist, etc. Girls should make it look harder, not work so uniformly. The closing bit, in which the twirler spins the other two around at the same time, very good. J. P.

Loew's State, New York

(Reviewed Friday Evening, Dec. 13.)

Meeting on the Bowery, MOM's super special, moves into the State after a long run at the Capitol up the block. The result is that the State isn't the nation's finest in vaude houses, as advertised, this week. Length of the film has cut the show to four acts, running in the neighborhood of 40 minutes. And the show isn't up to par by any means, the first three acts meaning naught. When a State audience is mild in response for three acts in a row then something is wrong. That's what happened at this show. Don Redman, tho, in closing brought out the old audience spirit. Business was very good, and house is due for another heavy week.

Carr Brothers and Betty bring their familiar turn into the opening spot. Still doing their window demonstrating bit and followed by the Carr boys with their burlesqued acrobatics. Of course, it's a very good act and the trio work hard and ably, yet their six minutes didn't register as well as it should have.

Ann Greenway deceives with only two song numbers. Working with a male pianist, she does *Isn't This a Lovely Day?* and *Guy Paree*. A nice enough voice, but nothing to arouse an audience to exceptional reaction. In her favor is a grand appearance, and she wears a beautiful black and green outfit set off by a long cape.

Joe Phillips, aided by Madeline Kileen and Margie Johnson, rough up the troy spot with low-down comedy. Act has been here a lot of times, which was evidenced by the entrance band, but its amnesia resulted in the weak hand at the bowdler. Joe's really a funny fellow, but he isn't very choosy on material. The girls aid him very well, Madeline doing a nice enough song and Margie bumping vigorously.

Don Redman and cork, plugged by a CBS announcement, found a big hand waiting as the traveler opened on them. A really clever colored crew is Redman and his 14 boys, working differently all the time. The band now features a lot of group singing, which certainly is a novelty for a colored crew. And they sing well, especially in that number in which they are led by Harlan Lattimore, billed as "Harlem's Bing Crosby." That fellow has a sweet voice and what's more and excellent personality, both qualities resulting in his stopping the act cold. Other specialty is Ford, Bowey and Daly, boys who go to town plenty on hoofing as Harlem would have it. What rhythm and trick stepping! Redman is a pleasant baton weaver and his boys know their music notes completely. SIDNEY HARRIS.

Roxy, New York

(Reviewed Friday Evening, Dec. 13.)

Everything's okeh in the Olsen and Johnson unit that occupies the Roxy's stage section this week—everything, that is, except the title. The title is *Everything Goes*, and the similarity to *Anything Goes*, legit hit musical, can neither be commended nor condoned. Outside of that, however, the show's a comedy wow, with the two chief comedians going crazy all over the theater, and the customers shrieking in the aisles. Olsen and Johnson are two of the funniest guys, for this reporter's money, in show business today—and it's just this that makes the title thing stand out. It would be understandable for a third-rate unit to try to cash in on the popularity of another show, but Olsen and Johnson are first-line on their own merits and they don't need this sort of thing to get by.

The show's a howl from start to finish with sketches and many bits following each other at rapid-fire pace, with occasional interludes for non-

comedy talent. Not many of the latter, however, and it's just as well; the comedy keeps such a rapid-fire pace that the customers want nothing else.

Among the non-foolies are the Carron Sisters, who do harmony singing, and Vic Hyde, an amazing one-man band. He beats the drum, plays the piano and toots wind-instruments simultaneously for a grand hand, and ends by playing two trumpets at once. There's also Jimmy Haddas, a boy dancer, who scores excellently with a wide assortment of difficult routines.

There's plenty of production and plenty of girls, too, the 24 Gae Foster Girls, house troupe, being augmented by the unit's own 12-girl line. That makes the production end plenty impressive, with the kids working sometimes in shifts and sometimes all at once, practically filling the big stage. Three youngsters, pulled from the line, do solo stuff in the production numbers, with three male dancers to help them out.

Place is also found for the usual radio amateur winner, who is, this week, Ruth Somers, a large and lovely lass who sings *My Darling*.

Those named in the billing, besides the performers already mentioned, include Ruth Faber (one of the finest comedians this reporter has seen), "Ridiculous" Recco, Henry Howe and "Sad Face" Harry Webb. They all rate plenty of plaudits for as zany and hilarious a comedy show as anything this side of Mattawan.

Picture is *The Great Impersonation* (Universal) and house was nicely filled the supper show opening day.

EUGENE BURR.

Orpheum, Lincoln, Neb.

(Reviewed Friday Evening, December 13) (BLUE PARADISE REVUE)

Jointly owned by Alvira Morton and W. DeBarrie, *Blue Paradise Revue* enjoys the title of the pet of the Wilbur Cushman Circuit and used whenever possible for the opening bill when a new house is added to the time. As looked at here, this is understandable, for the unit is a trim layout and is fast, being clocked at around 45 minutes.

Featured and extra in the billing here was Henrietta Leaver, Miss America of 1935, a five-and-ten salesgirl from McKeesport, Pa. Hers is a freak attraction, the marquee plastering accounting for much of the business, which wasn't feeling the pre-Christmas slump.

The revue was juggled around some to allow for a buildup of Miss America. As is, it was running one dance act after another on the opening, and the original opening act was in the troyer. Trio, Emily Winsette and Bawan Sisters, take the spotlight in the beginning for a brief dancing futter, then some hot stuff from the Carvelle Sisters. Carl Thorson, comedy juggler, finally gets the show started, his stunts being mighty good.

The Bawan Sisters, having caught their breaths, offer a cape novelty, and Billie Burr comes on after them for some good hoofing. Miss Winsette's feature number, an acrobatic item going from gown to G-string, is a pretty bit on neat, and Thorson returns for some handling of a heavy iron ball for a good hand.

Miss America, who can really do something, offers a couple of tunes, *Fee Got a Feeling* and *Truckin'*, hoofing on the latter. Tony Francisco, m. c., straightens for her, compares her measurements to the perfect figure. She comes back for the finale in a bathing suit, just to give an idea.

Lee Nichols, a Ripley subject, has a whistling ventriloquist offering that's a honey, and the show moves directly into DeBarrie's *Birds in Toyland*. Birds are excellent performers and get a round of applause. Marjorie Richmond, hard-working kid, rates a good hand for herself just ahead of the finale with some

impersonations, altho she doesn't fit the show.

Normally the show has a six-piece band, but augmented here. Picture, *Ship Cafe* (Paramount). B. OWK.

Earle, Philadelphia

(Reviewed Friday Afternoon, Dec. 13) (First Show)

Pre-Christmas slump had effect on Earle attendance today, the first show bringing out lightest opening in several weeks. Show—composed of radio names—was well received and might be in for some heavy matinees from shopping crowds.

After microphonic introduction curtains part on Del Regis Orchestra (14 men), an excellent band which makes up for lack of showmanship tricks with good music. They open with a clever arrangement of *Rhythm in Our Business*, in which they introduce solo members of the band.

The Tell Sisters, harmony trio, follow with *Erny-Meeny-Miny-Mo*, a hot number, and another comedy song, *Say Hello to the Duchess*.

Baren and Smith not so strong on their vocalizing, but clicked big when they went into their dance. Baren, the male member of the team, got a good hand for his eccentric stepping.

Nyia Taylor, national Texaco contest air winner, sings *You Are My Lucky Star* and *Mad About the Boy*, clicking nicely with her smooth voice. The orchestra then brings an outstanding orchestration, featuring two pianos, five violins and a vocal solo, on *Can't We Dream a Midsummer Night's Dream?*, with singer, unprogramed, getting biggest hand of show.

Pete Woolery, local radio product and suave songster, follows with *Madonna's Me*, *When Irish Eyes Are Smiling* and encores with *Smoke Gets in Your Eyes*. Baren and Smith return with an eccentric Bowery dance.

The Three Keys, Negro trio, appear for another hit routine with their harmonizing and good comic pantomime. They do *Everybody's Truckin'*, *Accent on Youth*, *Genper* and *Dynamite* and *I Had a Doggone Dog*. Orchestra winds up show with hot rhythm number.

Film is *One Way Ticket*.

H. MURDOCK.

Bronx, Bronx, N. Y.

(Reviewed Friday Evening, December 13)

This four-act show is among the best seen here in a long time. As usual, acts were not billed, altho a couple were announced by the emcee, who also headed the closing turn.

Opening act was the Cantons, man and woman, doing sleight-of-hand and paper-cutting tricks in Chinese costumes. A flashy little magic turn, despite lack of special scenery, it made a solid impression. Metal rings and egg tricks relieved the straight routine of paper cutting.

Miles Bell and Bedini and Company followed and did not have much trouble scoring. Bell is a pleasant young fellow who sings and handles comedy chatter, with Miss Bedini assisting as straight and a male stooge doing low comedy. Miss Bedini is a pretty eye-ful and contributes pleasing singing. Act has the talent, but needs smoother routineing.

Little Miss Muffet, introduced as a WEAF artist, is a pretty brunet who sings and accompanies herself on a guitar. Has a refreshing personality and a sweet, tho slightly nasal, singing voice. Specialized in pop numbers, putting them over nicely.

Earl Faber, who had been doing a good job emceeing, then closed the bill. He's a swell comedian and knows how to pace acts. Affecting a carefree, informal style, he put over his comedy hits and talk, and brought on Ruthie Hamilton and Freddie Rays for bits. Miss Hamilton, a blonde, does swell comedy work and looks like a real comer. Rays, a youth introduced as an amateur winner, stopped the show cold with his sure-fire dramatic delivery of pop ballads.

Pictures were *Steamboat Round the Bend* and *Manslaughter*. Business very good tonight. PAUL DENIS.

Radio City Music Hall, N. Y.

(Reviewed Thursday Evening, Dec. 12)

Two weeks of Lily Pons' *I Dream Too Much* is followed in this week by Ginger Rogers in *In Person*. Not much of a turnout at this third show opening day, which usually is a pretty good gauge for the balance of the week. A very nice stage show accompanied, running 37 minutes, using two specialty acts, Wil-

bur Hall and Stanley Brothers. Balance of the show is rounded out by the overture, console solo, newswar, a Screen Snapshots short and a short plugging the hospital drive.

The symphony crew this week do a grand job of Rossini's *William Tell*. Always a most effective overture and when played by so capable a crew as this house harbors its value is furthered considerably.

Stage show is entitled *Joy Bells*, laid out into seven scenes, with Russell Markert getting the production credit. Opening has the Music Hall Ocket, mixed group, singing nicely enough in a setting of four huge Liberty bells. Followed by the ballet girls, who trip lightly and very beautifully thru a grand routine. They rival the Rockettes on precision, especially on arm movements.

Stanley Brothers are the third item, doing two of their acro dance routines to very good returns. Their first is a sort of eccentric, in which they hand out clever and different tricks. Other is their drunk dance, always a sock number. Rockettes follow them and the girls are doing one of the best routines they've ever had, credit going to Gene Snyder.

Glee club gets its inning in the fifth scene, and this time they are in a cowboy atmosphere doing *Hoofs and Saddie*. Sing it well for good applause returns. Wilbur Hall is a definite novelty for this house, his comedy turn relying on trick playing of instruments and finding a most responsive audience. He's a clever chap and his *Pop*, *Goes the Wessel* number is still an enjoyable piece of business.

Finale finds a colorful set, more of Albert Johnson's grand work, and enlists the services of the Rockettes, glee club, ballet, etc. SIDNEY HARRIS.

London Bills

(Week of December 9)

Chief newcomers this week are Bernice Stone, Max and his Gang and America Olvera. All three acts are from the States, with the first two making re-appearances here.

Miss Stone, attractive and peppy acro dancer, has a routine full of novelty and appeal. Girl, who has won fame all over the Continent, is a big hit at the Mayfair. Max and Gang, favorite pooch act, are back for a fourth crack at English audiences. Turn has moved up to the "name" class here and finds the Hialto audience a cinch. Miss Olvera, graceful trapeze artist of the circus world, makes a first bow at the Locarno, Stratham. She has a grand act which is sold well. Okeh for all European spots.

All of last week's American contingent at the Piccadilly repeat previous successes. Roscoe Ates, stuttering film comedian, with the attractive Barbara Ray, has made himself popular and he hits solidly at all shows. Nathan and Sully are to the fore with a great act, in which they mix acrobatics with musical talent. Van Cello and Mary are plenty popular with their foot-juggling novelty. Irene LeBaron, with Karra and Mayon, prove to be one of the most graceful of sidgic tris and are more appealing than daring. Their *Bluebird* and *Raven* number is a humdinger. Music Hall Boys, with a Victrola vocal burlesque, and Bette and Foster, comedy funsters, also score.

Holborn Empire has two American acts clicking solidly, the Gaudsmith Brothers, with a wov of a comedy act that has stood the test of time, and Vic Oliver, a great favorite here. Les Allen, crooner, headlines. Karina and Company, dance act, is an effective item.

Four Franks are a positive riot at the Hippo, Birmingham, and St. Clair and Day, dancers, with a peach of an act, show-stop at the Empire, Sheffield.

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R K O THEATRES

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Radio City, New York

WILBUR CUSHMAN CIRCUIT
MELBA THEATRE BLDG

Shubert, Cincinnati

(Reviewed Friday Afternoon, Dec. 13)
Sand Box Revue holds the fort at the Shubert this week in entertaining fashion. Unit dispenses with the conventional chorus, but takes an unusually long line of specialty artists...

With the opening strains of the music the Four Ambassadors of Rhythm, male hoofers, are on with a brief and ordinary routine. Bobby Graham warbles via the mike in fair voice and follows with a bone-rattling and hoofing session...

Rodney and Gould, dead-pan comics, went over in fine style with their comedy singing and eccentric dance work. A novel finish brought them a grand hand. Al Belasco, with top hat and clarinet, gives a fair impression of Ted Lewis...

Belasco and Leonard again engage in a crossfire setto from stage to box, with the latter finally coming on stage. The corpulent Leonard squeezed loads of laughs from this mob with a fair brand of comedy stuff, especially his burlesqued impersonations of W. C. Fields...

The Three Nonchalants hung up a near show-stop with their routine of acrobatics, equilibrium and pyramiding which they do in their own inimitable way. Theirs is a rough-and-tumble turn that borders on a slugfest and it's loaded with real belly laughs.

The Four Ambassadors and the three Shelly Sisters come back for a dance routine on the stairs which leads into the finale, with all on deck.

BILL SACHS.

Palace, Chicago

(Reviewed Saturday Afternoon, Dec. 14) (HOLLYWOOD CABARET REVUE)

Except for a break-in date in a small Eastern town, this stage edition of the Hollywood Restaurant (New York) floor show is having its first theater date here. Being new, it has not yet reached a fast enough stride to be called a fast show, but it has the makings and with a few more performances it should shape up as a good show.

Opening with Mildred Fenton and the 18 chorus girls singing Hollywood Hello and a parade of four show girls, Jones Estes did a neat tap routine with acrobatic tricks and twirls. A chorus routine on small suit cases preceded the initial appearance of Charles Kemper, who sang I Wish They Would Do It Now and did some chatter with one of the boys in the company.

contributed a nifty tap routine, some of it without music, and drew a nice hand. Mildred Fenton sang Topic of the Tropics over the public-address system, which was followed by a number in rumba rhythm by the girls and the Five International Boys. Costumes gave an eye-ful. Kemper returned for a wedding bit with Elsie Ames that got the laughs. Jack Starr was next with his novelty acrobatic dance, during which he apparently swallows a lighted cigaret and emits smoke. Good hand. Ben Tost's Hollywood Octette, male ensemble, dressed in Hussar outfits, vocalized on several tunes and made a good impression with their singing. A word of criticism could be aimed against the very thin tights they wear, which are very revealing and not a pretty sight from the front.

A production number, When April Comes Again, was next and was climaxed with a posing number and a good electric bubble effect; Ames and Arno, with their comedy dancing and falls, got loud applause; Jerry Franks showed pantomimic ability with Kemper in a scene that got many laughs, and the show closed with a new creation called The International, combining bits of different nations' dances. Finale had the entire company on amidst an electric sparkler effect. Jerry Franks, last here with the New Yorker unit, ably handles the stage. F. LANGDON MORGAN.

Orpheum, Los Angeles

(Reviewed Wednesday Afternoon, December 11)

Topping the six-act bill at the Orpheum this week is Buster Shaver and Olive and George Brasno. Act closes the show and gives a sock finish to an excellent bill of variety entertainment. Show runs 62 minutes and is packed with a liberal assortment of song, dance and novelty turns.

Opening is Joe Fenton and Company, recently returned from a European tour. Fenton is an expert aerialist and accomplishes some exceptionally difficult feats, among them a triple somersault from a teeter-totter and catching his feet in two hoops suspended in midair. Two lads working with him do some excellent tap dancing and acrobatic work, while a lady member of the foursome works with the three men in three or four tricks.

In the deuce spot is Beatrice Hagen, who has just completed 23 weeks as song stylist with Jimmie Crier and his orchestra at the Biltmore Hotel Bowl. Miss Hagen, a soprano, sings three numbers, most outstanding of which is Lover, Come Back to Me.

See Ho Gray and John, rope twirlers, knife throwers and banjo players, followed. See Ho is a past master with the rope and succeeds in doing some clever stunts that brought forth a hearty round of applause. John, playing the stooge, looks dumb enough to milk out plenty of laughs from the audience.

Edwards Sisters, hoofers, were next in line with a five-minute routine of acrobatic, soft shoe and novelty tap dancing. Sisters work smoothly and put plenty of zip into their numbers. Gals are colored and put in loads of snappy comments while executing the varied steps in their routine. Finished to a good hand.

Next to closing is Bobby Pinkus and Company. . . said company being one of the most ravishing blondes ever to step upon the Orpheum stage. Her part in the act is far too small and the customers tired of Pinkus and his clowning antics. Running the gamut from the ridiculous to the sublime, Pinkus does everything but break his neck to get a laugh. Girl sings I Can Make Everything But I Can't Make a Man, accompanied by torso gyrations that fairly panicked the folks present. Act got a good hand with plenty of miffing when the girl member took her bows.

Shaver and Olive and George present a finished act that is flashy and pure class from start to finish. Midgets work well before an audience considering the number of months they have been out of the theater and at work in pictures. The classic dance of Shaver and Olive was the high spot of the entire routine.

Two pictures are on the screen this week. Music Is Magic and Charlie Chan in Shanghai. House was filled at first afternoon show. PAUL BLACKFORD.

Chicago, Chicago

(Reviewed Friday Afternoon, Dec. 13)

Nirnska, formerly with Earl Carroll's "Sketch Book," headlines a pleasing array of talent this week with three good

routines by the Fred Evans Girls, who are again back to their original number of 16, after having been combined with the Oriental Theater house line for several weeks.

The show opened in a gayly striped set, and as the Eight Masterstingers, male ensemble, sang I Found a Dream, the Evans Girls, costumed in red, did a neat number. They worked in little musical comedy touches with the men during the routine. Carolyn Marsh, radio songstress, sang Check to Check, You Let Me Down, Why Was I Born? and From the Top of Your Head in her rich deep contralto voice and left to two bows.

The Evans Girls were on again with a short butterfly ballet, done in radium effect costumes, and preceding Nirnska with her Wings of Love dance. Nirnska uses wings that spread 22 feet from tip to tip, which she manipulates most expertly. Made of sheer silk, they took the lighting effects beautifully, and the novelty was a delight to watch, drawing a big hand at the curtain.

The Three Wire Brothers were next, opening with a nifty soft-shoe dance and then doing a derby bat number and several eccentric comedy routines. The boys are different from the usual male comedy trio and their unusual work sent them off to a good hand.

A presentation based on the current song hit Boots and Saddles closed the show. Before a colorful Western setting the Eight Masterstingers, decked out as cowboys, are seen before a fire. After singing some selections from Rio Rio the Evans Girls came on for a dance routine. The costumes the girls wear in this number are especially beautiful, and Franz Fallister, costume designer for Balaban & Katz, deserves a compliment. The male ensemble sang Oregon Trail and were followed by Don Cummings, whose rope spinning and dancing got a warm welcome. For the finale William Hall, baritone, sang Take Me Back to My Boots and Saddles as the male ensemble joined him in the chorus. F. LANGDON MORGAN.

Grand Opera House, N. Y.

(Reviewed Friday Evening, Dec. 13)

No Friday the 13th bugaboo in this show, opening slowly but picking up quickly with the second act and finishing like Equipoise with a grand flash. The Jens and Lynton Revue. Revue doesn't count much—it's the standard bearers that are tops.

Labenton Trio, three girls on skates, is the opener. Potentially a good starter-offer or curtain ringer, but lack of showmanship and a little inexperience on the part of one of the girls, still shaking on her rollers, weaken the act. The principal, the girl who does the whirling of the other two, is very good. Act consists mainly of the one spinning the others around.

Sandy Derson (Everett Sanderson) was second, his musical novelties getting by real well. He has a girl to do a bit of tap dancing and torso bumping. Derson plays the accordion, sings a song, does a black-face minstrel bit at the piano, plays the accordion and sax together, toots on a tenor sax and winds up by playing two clarinets together. He used to do three, but probably the house and the present-day salary cuts explain. Nicely received.

Smith, Fields and Smith, togged in sailor suits, wowed in next-to-closing. Knockabout comedy for the first three-quarters of the act. To close they do a musical novelty, one of the men on a tuba, the other on a toy piano and the last with a balon. Tuba spouts water and powder thru a hose attachment.

Jans and Lynton closed with one of the best flashes seen in ages because of the dancing of the couple. They have three excellent routines, a rumbalah affair, opening; a rubber-legged, eccentric and a soft-shoe dance that's a pip. The opening dance spellbound the house—would any house. The effectiveness of their work is increased because they work close backstage, not near the lights as most others. In between they have a girl for an acrobatic routine, a young fellow mooring into the mike and a nice-looking chap for a pleasing and fast tap. Got a swell reception rightfully. JERRY FRANKEN.

Barger Unit Gets Route

CHICAGO, Dec. 14. — N. S. Barger's Cucktails of 1935, starring Ada Leonard, burlesque queen, opens its tour of EKO Time at the Hennepin Theater, Min-

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neapolis, December 27 and is booked for 17 weeks solid. This is the longest route given any unit around here this season.

SHOW TOTALS IMPROVING

Season Has More Shows Running On Stem Than Did Previous Year

Production started slowly, but rose nicely once it was under way—high of 36 so far, only five shows under three-year record—many scheduled for Christmas

NEW YORK, Dec. 14.—Legit season this year has been well ahead of last in the matter of the number of shows running on the stem any given week-end. Starting off strongly (judged according to depression years) the total dropped under last year's thruout September and the early part of October, due to the extremely late start of the season this semester, which was commented upon at the time. Once it got under way, however, it picked up rapidly, and from there it was never headed. Season's peak so far is 36, only five shows under the three-year peak of 41 established last Christmas week. Last season, for the same period, saw a high of 33, both occurring on corresponding week-ends, November 30 this year and December 1 last year. That's the week-end which sees the end of the regular football season, and the Thanksgiving holiday of colleges and schools.

Total of shows running is now falling off, due to the usual pre-Christmas slump in presentations. With shows folding as usual, not enough are being presented to take their places and hold the total even. Dropped by three last week, leaving the figure at 33, and drops three more tonight. Enough are expected during the Christmas holidays, however, to pull the mark above last season's record if they all come in.

Year started with eight shows the first week in August, the best early-August total since the depression hit. Previous season had only five. Went up to nine the next week, and reached 10 the last week-end in August. Had 10 and then 11 all the way to September 22, which is where the previous season caught it. Production started earlier during 1934-35, with 16 shows running in mid-September and 20 the following week. Current semester finally caught up at the end of October, duplicating the previous year's total of 25 for a couple of weeks. Then it went ahead.

Where 1934-35 rose slowly from 25 to 29 shows during November, this year hit 29 in November's first week, and went up to 32. Following week-end saw the peak of 36—and then the current drop.

With several probable closings tonight, the list will be swelled by only two next week. Libel and the second engagement of Let Freedom Ring down at the Civic Rep. The following week (holidays), however, shows a nice total, with eight shows penciled in, and few if any of the current entrants closing. Most all will stay open hoping to cut in on the holiday hit.

Shows now scheduled for Christmas week openings include *The Season Changes*, *Romeo and Juliet*, *Tomorrow's a Holiday*, *Scandals*, *Victoria Regina*, *Tapetery in Gray*, *Drought and Hell Freezes Over*.

Six Chi Openings Due This Month

CHICAGO, Dec. 14.—Six legit openings are scheduled for the Loop between now and the first of the year, all of them hunched in the last 10 days of the month. One of the two shows now playing, *Three Men on a Horse*, closes its long run tonight, and the other, *Dodsworth*, ends its engagement at the Erlanger next Saturday, December 21.

First of the six shows coming in is *Personal Appearance*, which will open at the Harris Theater December 20 with a New York cast headed by Gladys George. *Anything Goes* opens at the Grand Opera House December 22, and *The Old Maid*, Guild play, at the Erlanger December 23. Cast of the latter is headed by Judith Anderson and Helen Menken.

The Blackstone will reopen about Christmas with *Squaring the Circle*, featuring Glenn Hunter and Muriel Kirkland. On December 26 *The Great Waltz* opens at the Auditorium, and Ruth Draper begins an engagement at the Selwyn December 30, presenting original sketches.

THE NEW PLAYS ON BROADWAY

LONGACRE

Beginning Monday Evening, Dec. 9, 1935

PARADISE LOST

A play by Clifford Odets. Staged by Harold Clurman. Setting designed by Boris Anthon. Built by William Kellam and painted by Benjamin Studios. Presented by the Group Theater.

- | | | |
|--|-------|----------------------------------|
| Leo Gordon | | Morris Carnovsky |
| Clara, His Wife | | Stella Adler |
| Ben, Their Son | | Walter Coy |
| Paul, Their Younger Son | | Sanford Meisner |
| Pearl, Their Daughter | | Joan Madison |
| Gus Michaels, A Family Friend | | Roman Bohren |
| Libby Michaels, His Daughter | | Blanche Gladstone |
| Marcus Katz, Leo's Partner | | Luther Adler |
| Bertha, His Wife | | Frieda Altman |
| Kewpie | | Ella Kazan |
| Mr. Ike, the Furnace Man | | Grover Burgess |
| Mr. Mxy | | Bob Lewis |
| A Shop Delegation | | |
| Schnabel | | Louis C. Lazer |
| Ringo | | Vincent Sherman |
| Lucille | | Julie Laurence |
| Felix | | Herbert Rattner |
| Edith Foley | | Leeds Leverson |
| Mittler | | Paul Morrison |
| Newspaper Man | | Bernard Klamer, Jacob Sandler |
| Two Homeless Men | | |
| Detectives | | Russell Collins, William Challee |
| The Gordon Home | | George Pembroke, Jack Carr |
| ACT I—Act, ACT II—A Year and a Half Later. ACT III—A Year Later. | | |

Advertised curtain time—2:40. Curtain rose at showing caught—3:41.

To condemn a highly promising playwright because he doesn't happen to be a genius is, obviously, about as sensible as condemning a pearl because it doesn't happen to be a diamond. Yet such con-

demnation was almost certain to be the lot of Mr. Clifford Odets' latest play, *Paradise Lost*, which the Group Theater presented at the Longacre Monday night. Mr. Odets can thank his overzealous idolators who last season shouted claims that were ridiculously in excess of his really great talents.

Mr. Odets last season turned out two plays that marked him as being potentially one of the greatest dramatists to appear on the American scene; they did not, however, as the flag-wavers insisted, rank him with Shakespeare. Mr. Odets, being only human, was bound to falter; even greater playwrights than he (and, despite the idolators, there have been a few) have faltered. But the enthusiasts who shot their bolts of adulation into the blue were bound to rant and rage at anything short of genius.

Paradise Lost is an amazingly bad play—yet, paradoxically, it confirms Mr. Odets' saner admirers in their contentions. Bad as it is, it has flashes of the splendid dialogic power that was evidenced in the earlier plays; muddled as it is, it still shows a warm and courageous sympathy and a fine, strong urge to fight against the world's manifold ills. As a play it is woefully weak; as a promise for the future it is filled with unmined gold.

Its muddled and overfilled tale tells of the Gordon family, papa a middle-class and dreamy manufacturer of handbags, mama a typically pushing middle-class housewife, Ben an ex-Olympic athlete about to face the world, Jules (or Julie) an intelligent lad afflicted with sleeping sickness and Pearl a budding but frustrated musician. It also tells of almost everyone with whom they come into contact: an old fustibudget picked up by papa; a phonily philosophical furnace man; Libby, the little tart whom Ben marries; Kewpie, Ben's boyhood friend, who turns from taxi driving to racketeering and who gains Libby's favor; Felix, Pearl's sweetheart, who is driven away by economic pressure; papa's partner, Marcus Katz, whose dishonesty eventually ruins the firm, and many others.

It is Mr. Odets' misfortune that he tries to do too much as he shows the Gordon family finally forced to abandon its home and all its standards in this, his American version of *The Cherry Orchard*. He is not content with introducing characters; he must go into detail in dissecting their hearts and minds; he must probe systematically into the tragedies that beset them. As a result *Paradise Lost* is an amazingly overcrowded play. Events trip over each other until the whole thing, at frequent intervals, seems simply silly.

Also, the dialog is often embarrassingly inept. Mr. Odets has not as yet achieved the sure touch which some day will be his—and his type of searing, soul-baring, essentially poetic dialog is bound to seem silly if it misses its mark by even a fraction of an inch. It frequently misses its mark in *Paradise Lost*.

Again his thinking is deplorably muddled.

FRONT OUT FRONT

By Eugene Burr

Mr. Richard Lockridge, in a recent column, advises Miss Eva Le Gallienne to give up her repertory revivals and return to what is called the Broadway stage, "to give up being an institution," as he puts it, "and become an actress again." He attacks *Rosmersholm*, the lead-off piece of her current repertory, as being not one of the better things—aa, indeed, no one in his right mind could ever excuse it of being. But it is not merely with Miss Le Gallienne's choice of revivals that Mr. Lockridge quarrels; he attacks the entire system of resuscitating plays which, according to his lights, should remain buried in the library. The library as a burial ground is a conception which is, one hopes, unique with Mr. Lockridge.

He does not come out and damn the older plays in so many words; he has, he says, "a healthy enough respect for the glories of the past." But he expresses the attitude (and it is common enough one among first-nighters) of those who wear bright faces to "such obviously ephemeral jokers as *Boy Meets Girl*" and a grim and lugubrious air to classic revivals. It is a common attitude, as any regular theatergoer can say, but it is one that is, to this corner at least, hard to understand.

Certainly *Boy Meets Girl*, *First Lady* and all our other current hits have their place; no one could possibly deny that. Any piece which contributes to the theater's store must have its place in the theater. But an attitude that insists upon such plays to the exclusion of the products of another age seems rather silly. It rules out so much.

Our current hits, or most of them, are pleasant enough for a theatrical evening. But they cannot generally bring us the strength, the power and the beauty that come with the older plays, the plays that have lived thru the years as neither our current dramas nor their critics will ever live. Once in a while they do—as in a *Winter's Tale*, perhaps. But even then there is a question of degree—and how often may we expect to see a *Winter's Tale* produced? Once in each decade would be a generous estimate. Why confine ourselves to so thin a diet when plays, rigorously weeded out by the ruthless hand of time, await players courageous enough to revive them? It is the Lockridge attitude that has made such resuscitation a hazardous undertaking.

Mr. Lockridge gallantly admits that the older plays may be better. Is he then upholding the cause of inferior plays? At least, if he is, he is honest about it. Speaking of Miss Le Gallienne and her return to the "stage," he says: "The risk of her appearing, then, in either *Rosmersholm* or *Camille* would be slight. It is quite probable, to be sure, that she would find herself entangled in even worse plays. But she would no longer be sitting, in rather sterile dignity, at the librarian's desk."

In his references to the library, Mr. Lockridge naively infers that it contains only the old and the musty. If we are to use the terminology of literature rather than of the theater, we must realize that libraries contain new books as well as old—and that the librarian offers each type according to the demand of the customer. All that Mr. Lockridge is really saying in his bibliographical references is that he is a customer who prefers the newest best seller to Tom Jones.

A producer, if we really want to go thru with the analogy, is a publisher rather than a librarian, offering his products for sale. Publishers sometimes, amid the rush of new books, release a few of the classics, and no one seems to object very much. Some of the releases even sell pretty well.

As an interesting comparison between critical methods, we have Mr. Lockridge's attitude and that of a book reviewer who recently complained in print that the rush of new volumes gave him no time to read the books he wanted to read, the books weighed and selected in the hand of time, the books possessing permanent value.

Mr. Lockridge, evidently, would rather see *Boy Meets Girl* than *The Shoops To Conquer*, *First Lady* than *The School for Scandal*, *Dead End* than *Cyrano*, *Blind Alley* than *Hamlet*. If that is so, we cannot argue with him; we can only pity him a bit because he misses so much.

Invaluable Statistical Data

Reviews of the Year

And Other Special Features

In the Next Issue of

The Billboard

DON'T MISS IT!

ded throat most of his play. In Paradise Lost he has no specific problem, no definite condition to attack; rather he sets his lance against the overhanging clouds of contemporary American middle-class life—and he frequently gets lost in their billows. Even his indictments are weak and without sting, wrapped in the cotton batting of unsuccessful character painting, overworked incident and essentially melodramatic coincidence.

Harold Churman, except for the fact that he allows his players to act (with a capital "A," please) all over the stage, does an excellent directorial job, bringing as much clarity as possible to the turgid, muddled play.

Except for a splendid performance by Morris Carnovsky as the father, a performance that is restrained, powerful, effective and altogether excellent, and one minor portrayal by Walter Coy as Ben, Joan Madison as Pearl and Frieda Altman as the partner's wife, the acting of the Group Theater company is, to put it mildly, unfortunate. Stella Adler, as the wife, sings her lines in her usual inimitable manner and seems not in the least like a middle-aged mother; Luther Adler, in his big scene as the partner, gives an impression of the wrestler at the bottom when the newscast shots are being taken; Roman Bohren, as the poet, fustibudged friend, seems like a maundering middle-aged Puck on a spree; at any moment you expect Sanford Melsner, as the dying Julie, to strike an attitude and moan, "I want to be alone!"; Ella Kazan, the good as the taxi-driving Kewpie in the first act, later seems to be giving a burlesque of Buster Keaton giving a burlesque of a badman; the others range all the way down to the impossible presenting of Blanche Gladstone as Libby.

It would be a good idea, this corner feels, for all the Group players, with the exception of Messrs. Bromberg, Carnovsky and perhaps a couple of others, to spend a year or two piece with an old-fashioned stock company. Their grimly self-conscious pretending makes Paradise Lost seem worse than it really is.

As for the play, it is undoubtedly a bad one. But it does hold promise for the future, bearing out the deduction drawn from Waiting for Lefty and Awake and Sing: that Mr. Odets will be one of our finest playwrights when he learns how to write plays.

EUGENE BURR.

58TH STREET

Beginning Wednesday Evening, Dec. 11, 1935

THIS OUR HOUSE

A play by Joel W. Schenker and Allan Fleming. Staged by James Light. Settings by Edward Egdy, constructed by United Scenic Studio. Costumes by Brock Costume Company. Presented by Christopher Noel.

- George... Benedict McGuire
Olimpio Marzio... Sherling Oliver
Beatrice Cecil... Edith Alwarter
Putana... Margherita Norris
Giovanni... Edwin Field
Lucetta... Helen Holmes
Bernardo... Ben Starkie
Alvatore... Henry Buckler
Father Simon... Richard Huett
Francisco Cecil... William MacLaren
Cardinal Silvestri... Edward Ingheson
Forcia... Agnes Marc
Simo... Harold McGee
Judge... Harry Irvine
Judge... John Osborne
Judge... Courtney White
Alice Colonna... Fred Leslie
Cardinal Rogers... Stephen Denoon
Cardinal Alessandro... Franklin Heller
Wander... Richard Allen
Jailer... Franklin Klein
Servants, Peasants, Guards... Merry Wagner, Robert Davis, Francis Higgins, Roy Johnson, Howard Kent, Warren Young, Larry Williams, Winchell Cropper, Pauline MacLaren, Lucy Lind.

ACT I—Within the Castle of La Petrella. Scene 1: Early Morning. Scene 2: That Afternoon. Scene 3: That Night. Scene 4: Following Morning. ACT II—Rome, 1599. Scene 1: The Fiscal Tribunal at Rome. Scene 2: A Cell in the Prison of San Marco. Scene 3: A Room in the Vatican. Scene 4: A Cell in the Prison of San Marco.

Advertised curtain time—\$30. Curtains rose at showing caught—\$35.

Shelley once wrote a piece called The Cruci. Messrs. Joel W. Schenker and Allan Fleming, trying to go him one better, wrote This Our House, which Christopher Noel presented at the 58th Street Theater Wednesday.

This Our House tells of the famous Cecil scandal in mock-herotic (would-be heroic, rather) terms, plodding earnestly and ineptly along the road to Beatrice's death. Her father's character is brought out in the early scenes; there is the expected big moment in

Beatrice's bedchamber and there is father's death. The entire second half is concerned with Beatrice's trial, the attempts to get a commutation of sentence, and her noble death, which brings down the final curtain. Beatrice emerges as altogether noble and altogether unconvincing.

This corner has argued for gusto in the theater, for breadth of emotion, for heroic tragedy and blank verse. This Our House is a crushing rebuttal. Or it would be, were it not for the fact that there can be other plays of the same type but not of the same quality. Wisely attempting to be fine writing, it includes every surface mannerism of high-blown ten-twenty-third, soaring like a snail into the beauty-drenched sky of superhuman passion.

In all fairness quotations should be given. Two should suffice. Beatrice, talking to her lover, says, "I envy the humblest peasant in La Petrella! Ah, my Olimpio, to be free!" Later Francisco's wife, complimented by a cardinal, gurgles, "Oh, your eminence, you honor me," in the approved Mae West fashion. The examples are typical.

Naturally, parts such as those written by the Messrs. Schenker and Fleming are practically unplayable—yet there seems no excuse for the cast being as bad as it is. Sherling Oliver as the lover and Ben Starkie as the younger Cecil are exceptions. James Light's direction does nothing whatsoever to help.

We'll still have to play along with Shelley for a while. EUGENE BURR.

SAM S. SHUBERT

Beginning Saturday Evening, Dec. 7, 1935

THE WOMEN HAVE THEIR WAY

(Limited Repertory)

A play in two acts by Serafin and Joaquin Alvarez Quintero. Translated by Helen and Harley Cranville-Barker. Directed by Eva Le Gallienne. Setting and costumes designed by Alina Bernstein. Setting executed by Cleon Throckmorton. Presented by Eva Le Gallienne.

- Don Julian Figueredo... Hugh Buckler
Santita (his sister)... Genevieve Fritzel
Adalid (a Young Lawyer from Madrid)... Richard Waring
Dieguita... Eva Leonard Boyne
Concha Puerto... Leona Roberts
Cuitarra... Pedro Galvan
Santita's Daughters: Pilar... Marion O'Neil
Angela... Florida
Pepa Lara... William S. Phillips
Dona Helen Zurita... Marion Evensen
Juanita La Rosa (Her Niece)... Eva Le Gallienne
Don Cecilio... Sayre Crawley
A Young Peasant Girl... Amy Chandler
The Sacristan of San Antonio... Walter Beck
The Action Takes Place at the Home of Don Julian. He is a Priest of a Small Town in Andalusia.

ACT I—Don Julian's House. Evening. ACT II—The Same. Ten Days Later.

A SUNNY MORNING

A play in one act by Serafin and Joaquin Alvarez Quintero. Translated by Harley Cranville-Barker. Directed by Eva Le Gallienne. Setting and costumes designed by Alina Bernstein. Setting executed by Cleon Throckmorton. Presented by Eva Le Gallienne.

- Dona Laura... Eva Le Gallienne
Petra, Her Maid... Marion O'Neil
Don Gonzalo... Walter Beck
Juanita, His Servant... Kendall Clark

SCENE—A Park in Madrid. TIME—The Present.

Advertised curtain time—\$30. Curtains rose at showing caught—\$32.

As the third and last item in her brief repertory season at the Shubert Theater, Miss Eva Le Gallienne last Saturday night presented the twin bill by the brothers Quintero, which was a staple at her Civic Repertory Theater. The Women Have Their Way, preceded by the one-acter, A Sunny Morning, offers as pleasant and charming a theatrical evening as anyone could desire. The Quinteros, so successful in bringing the warmth of their Spanish sunlight into their plays, were never in happier or more pleasing mood, and Miss Le Gallienne's company brings life to their characters with the ease, facility and skill of old hands at the game.

None the less, there are a few new performers—new at least to New York in the roles which they now occupy. Chief among them is Hugh Buckler, who does as fine a piece of pretending as the season has witnessed in the role of Don Julian. Others who are not far behind include Leona Roberts, Florida Freibus, Marion O'Neil, Marion Evensen, Genevieve Fritzel and Sayre Crawley.

Richard Waring, who made a somewhat trying Armand in Camille, is a

BROADWAY RUNS

Performances to December 14, inclusive.

Table with columns: Dramatic, Musical Comedy, Title, Opened, Perf. Includes plays like 'Abide With Me', 'Mind Alley', 'The Women Have Their Way', etc.

Table with columns: Title, Opened, Perf. Includes 'At Home Abroad', 'Julius (Imperial)', 'The Man on a Horse', etc.

pleasant and personable Adolfo, while Miss Le Gallienne, as usual, contents herself with playing the small ingenuite part, doing a charming and excellent job.

The slight whimsy of A Sunny Morning is as pleasant as ever, giving Miss Le Gallienne a chance to do some nice character acting, ably aided by Walter Beck.

This corner is genuinely sorry that the repertory list has run to its end. There is something extremely appealing (and this is far from being news) in seeing fine plays and the versatility of a good company performing a myriad of parts. And this corner is still willing to bet that there are plenty of other theatergoers (probably absent from the theater these days) who feel the same way about it, too. EUGENE BURR.

EMPIRE

Beginning Thursday Evening, Dec. 12, 1935

GHOSTS

(Revival)

A play by Henrik Ibsen, starring Alla Nazimova. Directed by Mma. Nazimova. Settings designed by Stewart Chaney. Presented by Luther Greene.

- Saga... Ona Munson
Jacob Engstrand... Raymond O'Brian
Pastor Manders... McKay Morris
Mrs. Alving... Alla Nazimova
Oscar Alving... Harry Elberle

ACT I—Late Afternoon. (There is no intermission between Act I and Act II, the Curtain Being Lowered for a Few Moments to Indicate the Lapse of an Hour.) ACT II—Evening. ACT III—After Midnight. The Action Takes Place at Mrs. Alving's Estate on One of the Larger Fjords of Western Norway.

The theater has come back to town! Thursday night Luther Green presented Mma. Alla Nazimova in a revival of Ibsen's Ghosts at the Empire Theater.

The above statement will undoubtedly stigmatize this reporter as a flagrant sentimentalist in the minds of Mr. Richard Lockridge and other up-to-the-minute sophisticates who feel that all revivals are simply fodder for the librarian's winding sheet. But it is a sentiment shared by an audience which on second night gave Mma. Nazimova and her company 17 curtain calls, an audience which remained in its seats until the house lights went on, an audi-

ence which cheered until its resounding bravo could probably be heard far up-town at such masterworks as Moon Over Mulberry Street or One Good Year.

One cannot criticize (at least this reporter cannot criticize) a performance such as that at the Empire; he can only join tonight's audience in acclaiming it.

Mma. Nazimova, as goes without saying, is superb and she gets excellent support from a fine company. Harry Elberle, as Oscar, comes thru with sensitive, honest, sure and tremendously effective performing in an extremely difficult part, a part that often seems almost unplayable. McKay Morris brings the perfect note of sanctimoniousunction to Pastor Manders. Raymond O'Brien does amusing character work as Engstrand, and Ona Munson is an excellent Regina except for her big scene in the last act. Her work there is properly keyed up in order to set off Mma. Nazimova's superlatively effective reticence, but Mma. Munson fails to endow it with flexibility or the proper belief. It is the one jarring note—and not a very jarring one either—in a flawless presentation.

And the play, as a few who fall to share Mr. Lockridge's views may agree, is pretty good, too. Splendid, moving and overwhelmingly effective as it rolls like a juggernaut to its inevitably appointed end. Powerful, honest and fine in its thought, even now, many years after it was written, it stands as a glowing example of playwrighting art in sharp contrast to moderns who are so afraid of having their plays called theatrical that they fail even to make them effective.

Mr. Greene's production is in every way excellent under Mma. Nazimova's beautiful direction, with Stewart Chaney's cold gray set catching the spirit and mood of the play and with grateful cheers also going to Abe Feder's immensely effective lighting.

It is a real thrill (at least to such sentimentalists as this reporter) to sit in the historic red and gold Empire, the one theater which, above all others, has retained the atmosphere of the true theater, and to see moving before us the stark majesty of Ibsen's tragedy, portrayed by the glowing, amazing art of Mma. Nazimova and her players. If the anti-revivalists fall to share that thrill we may pity them—but only momentarily. Pity has no place in the joy that we others must feel at witnessing a perfect creation of the stage.

The theater—the real theater—has come back to town. EUGENE BURR.

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EXHIBITORS ORGANIZATIONS

After two days of secret meetings independent exhibitors of Nebraska, Western Iowa and South Dakota have set up the foundation for a co-operative film-buying group. Details of how the group is to function will be settled at a meeting of a committee of seven members representing the three States, which will turn in its report to Charles E. Williams, president of the local MPTO, who is handling the secretarial work of the organization. Williams says that the group will not be known as a film-buying combine, but rather as a protective organization to meet the encroachment of circuits in the smaller locations. Unlike the recently set up organization operating in Iowa, there will be no fund raised by the group, which is set to go into action January 1. Board of directors includes H. Tammen, Dale Goldie, Dick Kehrberg, H. P. Kennedy, Mona Tompson, Mrs. Jennie Wickman and Oscar Johnson. No name picked as yet, outfit operating under temporary title of Nebraska, Iowa and Dakota Association.

Allied leaders returned to their respective headquarters after conferring in New York with Sidney Samuelson, national Allied president, as to the distribution of the Allied "white books" which recently came off the press. Books, to be distributed to customers, contain arguments favoring the Pettengill Bill. Meeting also set the annual convention for Washington late next month.

Judge John L. Walsh, of New York Supreme Court, ruled that master contracts between a union and a theater organization were not binding, according to his interpretation of a case involving Local 306 of the IATSE, the Allied projectionists' union and the Eltinge Theater.

The merged Philadelphia exhibitors organizations, the Independent Exhibitors' Protective Association and the Philly unit of the MPTO, will meet at the Broadmoor Hotel December 19 to elect a president, two vice-presidents, a treasurer and a secretary. Outfit is still keeping the name of Independent MPTO. A board of governors, consisting of 21 members, will also be named at the meeting.

Fred Wehrenberg, head of the St. Louis unit of the MPTO, made a protest against advertising in feature films last week to Will Hays and Ed Kuykendall, claiming that customers have been complaining. He says in his letter that in *Superspeed* a closeup of a can of Mobiloil is shown; that in *Annapolis Farsell* there is a closeup of a box of Ohio matches; that in *The Affairs of Swann* the Ford radiator cap insignia is shown in a closeup.

Practically every exhibitor in the Chicago territory has joined in the Movie Basket Charity Campaign which has been launched under the sponsorship of the CAPA org. Shows will be given in all theaters the morning of December 23, with foodstuffs as the admission fee. Baskets will then be made up and distributed to the needy. Plan was suggested by Jack Miller.

Ed Kuykendall again claimed last week that exhibitors thruout the country are "tardy and willing to undertake the job of self-regulation," claiming that the project is blocked by the withholding of essential co-operation by the distributors.

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"THE GREAT IMPERSONATION"

(UNIVERSAL)

TIME—67 minutes. RELEASE DATE—December 9.

PLOT—An Englishman who is to be murdered by an international munitions ring so that his place can be taken by a double and English secrets obtained murders the double instead and then masquerades as the double masquerading as himself. Complicated plots and counterplots with the double impersonation making for all sorts of things, including a chance for the Englishman to make love to his own wife, who thinks him somebody else because he has changed so. Proper eerie atmosphere and plenty of suspense and excitement built up until the climax, when all, of course, turns out right.

CAST—Dimund Lowe, Valerie Hobson, Vera Engles, Lumsden Hare, Spring Byington, Henry Mellison, Frank Reicher, Leonard Mudie, Charles Waldron, Murray Kennell, Esther Dale, Dwight Fry and others. Excellent work thruout.

DIRECTOR—Alan Crosland. A swell melodramatic job.

AUTHORS—Adaptation and screen play by Frank Wead and Eve Green, from the novel by E. Phillips Oppenheim.

COMMENT—A suspense-holding thriller that is well above the average of its type.

APPEAL—Action and meller fans anytime, anywhere.

EXPLOITATION—Play up the book and situations. Lowe playup depends on how your locality likes him. This is better than most of his recent pix, which means that his playup depends on a strong personal following in your spot.

"YOUR UNCLE DUDLEY"

(20TH CENTURY-FOX)

TIME—73 minutes. RELEASE DATE—December 13.

PLOT—Dudley, a paint and varnish manufacturer in a small town, is the community's most active citizen in civic enterprise. The grateful citizenry acknowledge his various benefits by giving him silver loving cups, of which he is inordinately fond. Dudley's latest foible, and one which involves him in humorous financial difficulties, is a prize-fight promotion. This, together with a parasitic and dominating sister-in-law, who entertains operatic ambitions for her daughter, is the gossamer setting for a pleasing comedy of manners. Hard times, coupled with a desire to wed his secretary, make Dudley assert his masculinity. He ships the sister-in-law off to Europe, permits her singing daughter to marry a boy friend, and takes the fatal plunge himself with his secretary.

CAST—Edward Everett Horton, Lola Wilson, Marjorie Gateson, Alan Dinehart, Rosina Lawrence. Altho the supporting cast does "passing well, Horton's amusing facial smirks and mannerisms hold the piece up.

DIRECTOR—Eugene Forde. A good job of restrained direction. The production does not lag and has no misplaced emphasis.

AUTHORS—Adapted by Dore Schary, Joseph Hoffman and Allen Rivkin from the play by Howard Lindsay and Bertrand Robinson.

COMMENT—This satire on town and domestic life, executed in a light comic spirit, is good for chuckles nearly all the way thru.

EXPLOITATION—The "in-laws" getting the gate should strike a popular vein.

FILM CONSENSUS

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

Name	Favorable	Unfavorable	No Opinion	Comment
A Night at the Opera..... (MGM)	17	0	0	"Should please widely and clean up handsomely."—Daily Variety. "Box-office angle should be solid."—Variety.
Show Them No Mercy..... (20th Century)	15	0	5	"Action and excitement."—Film Daily. "Strong drama."—Journal.
Man of Iron..... (First National)	2	10	4	"Moderate satisfaction."—Film Daily. "Moderately entertaining."—Mirror.
Miss Pacific Fleet..... (Warner)	8	9	2	"Bad."—Variety. "Good laugh show."—N. Y. Exhibitor.
Cappy Ricks Returns..... (Republic)	8	1	1	"Should please."—M. P. Daily. "Won't pull a load of business."—Variety.
Frisco Waterfront..... (Republic)	5	0	2	"Good average."—Daily Variety. "Passable."—The Billboard.
The Man From Guntown.... (Furitan)	1	0	2	"Regulation outdoor melodrama."—Film Daily.
The Outlaw Deputy..... (Furitan)	2	0	1	"Regulation Western."—Film Daily.
No Man's Range..... (Supreme)	1	1	0	"Doubtful if even confirmed Western fans will take it."—The Billboard.

NEWS OF THE WEEK

Nicholas M. Schenck, president of MGM, announced the long-term renewal of the contract with Felix F. Feist, general manager of sales and distribution. Feist has been with MGM for 11 years.

At the semi-annual sales meeting of the Paramount organization held at the Drake Hotel, Chicago, December 1-3-3, it was the rosy prediction of Ernst Lubitsch, managing director of production, that 1935 would be a banner year for motion pictures, with the greatest attendance at theaters in several years.

"With general business on the upswing, I expect America to spend more than a billion dollars to see motion pictures this coming year," said Lubitsch. "So far in 1935 the average weekly attendance figures have been 80 millions, as compared with 65 millions in 1934."

Among those attending the meeting were Adolph Zukor, chairman of the board; John E. Otterson, president of Paramount Pictures, Inc.; Neil Agnew, vice-president and sales manager; Al Wilkie and Bob Gillham, from the Eastern offices. The Coast studios were represented by Ernst Lubitsch, Walterson Rothacker, Chandler Sprague, George Bagnall and Bill Pine among others. Eleven district managers were also present. Paramount announced that 38 pictures would be released from January to August, with 65 scheduled for the 1936 season.

At a meeting held at the offices of the MPPDA December 10 a special committee was appointed to work in cooperation with the National Board of Fire Underwriters relative to changes in fire regulations which may be required by the adoption of the 2,000-foot reel. Committee met Friday (13) to draft new regulations which will be submitted for official adoption next May at the annual meeting of the National Fire Protective Association. Revision of nomenclature was also discussed, but no final action was taken, and the subject will be referred to the Society of Motion Picture Engineers and the Academy.

Six directors of Warner Brothers' Pictures, Inc., whose terms were expiring were re-elected last week at the annual stockholders' meeting at Wilmington, Del. There was no opposition. They are Harry M. Warner, Albert Warner, Jack L. Warner, Abel Cary Thomas, Waddill Catchings and Henry A. Rudkin. Directors' annual meeting is set for December 17. Stockholders approved action of the directors in settling and compromising controversies that involved the corporation. Suggestion was made that the minority stockholders should have representation on the board, but there was no discussion. Profits for the first quarter of the current fiscal year were estimated at over \$1,000,000 by Thomas, secretary.

The Supreme Court of the U. S. decided that it would not pass on the validity of the standard exhibition contract of the film industry which contains a compulsory arbitration clause. Court indicated it would decide the issue some time ago in the case of A. B. Miller, but this time it held it had no jurisdiction in the Miller case and withdrew the writ of review previously granted. Held that State courts had decided the matter according to State laws.

An agreement was entered into by Gaiumont-British and 20th Century-Fox providing for large-scale interchange of important personalities. It gives G-B full and complete use of some of the biggest star names and players under contract to 20th-Fox, and also makes available to 20th-Fox the full roster of those under contract to G-B. Each company can call on the other's talent not engaged in actual production. Schedules will be so arranged that the peaks of production of the two companies will occur at different times.

Estimated net earnings of Paramount Pictures, Inc., for the third quarter of 1935 reach \$737,791, not including results of operation of Olympia Theaters, Inc., and its subsidiaries, in receiver-ship thruout the period.

"MILLIONS IN THE AIR"

(PARAMOUNT)

TIME—72 minutes. RELEASE DATE—December 13.
PRODUCER—Harold Hurley.

PLOT—The usual rich gal has the usual yen to get ahead under her own steam, and plots to get on the amateur radio hour her papa's company is sponsoring. While applying she meets a nice young ice-cream salesman, and of course immediately falls head over heels in love with him, deserting her high-hat friends. Also, of course, they're due to win the prize, but papa happens in and rings the gong on them. The boy, of course, thinks he's just been the plaything of a rich and wicked woman, but it's all straightened out once again, of course, when he's signed for commercials and she makes up to him.

CAST—John Howard, Wendy Barrie, Willie Howard, Robert Cummings, Inez Courtney, Alden Chase, Dave Chasen, Samuel S. Hinds, Benny Baker, Eleanor Whitney, George Barbier, Catherine Doucet, Halliwell Hobbes and others. Willie Howard gets the few laughs in the picture. If only given a chance he'd be tremendous.

DIRECTOR—Ray McCarey. Too many musical interludes, none of which have any entertainment value. Must have thought he was spotting a vaude show.

AUTHORS—Screen play by Sig Herzog and Jane Storm. Music and lyrics by Ralph Malinger, Frederick Hollander, Leo Robin, Arthur Johnston and Sam Coslow. Seems as tho they turned it all out in 10 dull minutes.

COMMENT—A strictly lightweight hour or so of anti-entertainment.

APPEAL—Only far-gone amateur hour fans could possibly like it.

EXPLOITATION—Play up the radio angle heavily. Willie Howard, who does his hilarious quartet bit, also rates a break.

"SEVEN KEYS TO BALDPATE"

(RADIO)

TIME—74 minutes. RELEASE DATE—December 5.

PLOT—Novelist who has to write a book in 24 hours goes to an old and deserted inn to do his stuff. But instead of writing he gets involved in wild and woolly doings of six others who have keys to the inn, and the mystery of the rightful owner of the \$200,000. It turns out to be the plot of his book.

CAST—Gene Raymond, Margaret Callahan, Eric Blore, Grant Mitchell, Moroni Olsen, Erin O'Brien-Moore, Henry Travers, Walter Brennan, Murray Alper and others. Good cast thruout. Raymond, not called upon to do much acting, is pleasant. Callahan is a nice if unseasonal leading woman. Travers, Blore, Mitchell and several others stand out.

DIRECTORS—William Hamilton and Edward Kelly. An excellent job, fast-moving, bright, snely accented and constantly kept far above average by a blithe sense of comedy values.

AUTHORS—Screen play by Anthony Veiller and Wallace Smith, from the story by Earl Derr Biggers. Fine job, with the old yarn made up to date and constantly entertaining.

COMMENT—The old meller-comedy war-horse comes thru again in its latest resuscitation. Despite its age and familiarity, it holds interest thruout, containing many laughs and plenty of suspense.

APPEAL—General.

EXPLOITATION—Fame of the story and the Cohan play can be used, of course. Angles from mystery plot should be played up.

"PERSONAL MAID'S SECRET"

(WARNER)

TIME—58 minutes. RELEASE DATE—October 26.

PLOT—A maid from a swell family is acquired by a not so swell family, and when they try to live up to their hired help they rise in the world, achieving an eminent position. Maid has a daughter being brought up by her grandparents on the father's side who are very, very swell. She tells daughter who she is when daughter is in danger of yielding to a naughty married man. But it's best for them both to keep the secret.

CAST—Margaret Lindsay, Ruth Donnelly, Warren Hull, Anita Louise, Arthur Treacher, Henry O'Neill and others. What could anybody do with this? O'Neill and Hull stand out, with Treacher offering his usual comedy. Donnelly tries hard with the maid, but the part's against her. Louise should be studied by stage aspirants for countless pointers on how not to act.

DIRECTOR—Arthur Greville Collins. He probably did his best.

AUTHORS—Screen play by Lillie Hayward and Hugh Herbert. Internal evidence would attribute it to the office boy.

COMMENT—An embarrassingly dull and inept little mistake.

APPEAL—Maybe the authors like it.

EXPLOITATION—Little can be done.

"STORMY"

(UNIVERSAL)

TIME—68 minutes. RELEASE DATE—November 11.

PLOT—Lad is tossed from train carrying racing champ horse and its colt, and is picked up by nice ranch owner whose wicked brother want all the wild horses on the land killed for their hides. Nice fellow, of course, objects, and the brother, too! Well, plots to kill him. Kid, meanwhile, finds the champ's colt, the train having been wrecked. Wild horse strain asserts itself in the colt when it grows up, and it becomes the leader of the wild horses, allowing only the lad to approach it. All oksh in the end, of course, with the nice ranch owner triumphant.

CAST—Noah Berry Jr., Jean Rogers, J. Farrell MacDonald, Fred Kohler, Raymond Hatton, and Rex, the horse. All oksh, but Rex runs away with the honors.

DIRECTOR—Louis Friendlander. Face maintained nicely thruout.

AUTHORS—Adaptation by G. Plympton and Grauman Kohn.

COMMENT—Okay for the babes.

APPEAL—Kids, action fans and animal addicts.

EXPLOITATION—Play up the horse. Noah Berry Jr. angle should also be good for a play.

"WOLVES OF THE UNDERWORLD"

(REGAL)

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

PLOT—Heath, an English-born criminal just released from Sing Sing, returns to England to even up an old score with Dr. Munro, a former accomplice. But Munro kills him. The murder is seen thru the cottage window by Brandon, an escaped fugitive trailed by bloodhounds. Munro, hearing of a train wreck in the vicinity, drives there with the ostensible purpose of aiding the injured, but with the real intention of depositing Heath on the pile of corpses. Brandon, who had dodged the bounds by hitching on Munro's car, confronts the latter and demands refuge and protection, or else. . . . Munro's niece, when encouraged by her uncle to respond to Brandon's advances, tells the story to Sabine, of Scotland Yard. The latter, speaking with Heath's respectable English brother, finds that the murdered man was not on the wrecked train. Solution follows, wherein Sabine risks his life to recover the girl from Brandon and his gang. Love and marriage.

CAST—Godfrey Tearle, Iola Bevan, Fred Groves, Michael Hogan and others.
DIRECTOR—George A. Cooper. Fair, considering the material. Nice photographic sequences of the trailed criminal, the London fog, etc.

AUTHORS—Based on the play by Arthur Rugby and R. H. Douglas.

COMMENT—Commonplace, but not dull. Should interest an average audience.

APPEAL—Non-class, double feature billing.

EXPLOITATION—Girl held as pawn in thrilling battle of wits. Scotland Yard angle may help.

"FRONT-PAGE MADNESS"

(BRITISH INTERNATIONAL)

TIME—67 minutes. RELEASE DATE not given.

PLOT—A demon reporter (a demon in more ways than one) conceives hatred in his drink-warped brain for the daughter of his boss because she's engaged to another man. So he has a little joygirl who's in his power since she dances to her room, and there, with the boy drunk, the reporter murders the gal. Naturally, the lad is jailed for it, with the reporter getting scoop after scoop. He switches to another paper and plays sensation heavily. Finally one sleuth, not quite so dumb as the rest, wonders why the reporter knows so much, and they pin it on him. He phones his paper with the news of his confession and his suicide, and so scores his final coup.

CAST—Richard Bird, Nancy Burne, Diana Napier, Edward Underdown, Iris Ashley and others. Generally perfunctory acting. Bird, who once made a magnificent Marchbanks in *Candida*, chews the scenery until it looks like cut plug.

DIRECTOR—Walter Summers. He managed to make even the good parts seem terrible.

AUTHOR—Walter Summers. A good idea gone woefully wrong because of unbelievably bad writing, construction and dialog.

COMMENT—Central idea oksh, but production in all departments—writing, acting and directing—turns it into fodder for the town dump.

APPEAL—Maybe a few backward meller fans.

EXPLOITATION—Play up situations from the plot.

"THE SINGING VAGABOND"

(REPUBLIC)

TIME—60 minutes. RELEASE DATE—December 16.

PLOT—Runaway gal is mistaken for leading lady of stage troupe crossing the plains. She's rescued by the hero when the wagon train is attacked, but he's later accused of being a horse thief. He nobly goes in pursuit, but is captured and condemned to death. Escaping, he manages to save the gal again when the wagon train is again attacked. Naughty fellow, dying, confesses to the boss stealing.

CAST—Gene Autry, Ann Rutherford, Smiley Burnette, Barbara Pepper, Frank La Rue, Warner Richmond and others. Autry's voice stands out.

DIRECTION—Carl Pierson. Slambang.

AUTHORS—Screen play by Oliver Drake and Betty Burbridge.

COMMENT—A naive little Western, old-fashioned and at times unintentionally funny, that is saved by Autry and his musical sections. Only novelty is fact he saves the wagon train not once but twice.

APPEAL—Western and Autry fans.

EXPLOITATION—Play up Autry.

"LAWLESS BORDER"

(SPECTRUM)

TIME—58 minutes. RELEASE DATE not given.

PLOT—Pair of law-and-order men pose as desperadoes to clean up a gun smuggling outfit, with the hero getting a lot of info from the pretty sister of one of the men. When the cleanup is set, he tries to get brother to reform, but brother refuses until the pressure is put on and he sees the game is up. The lass then gallantly shoots the hero in order to protect her brother, but brother gets away with it all, which paves the way for the clinch.

CAST—Bill Cody, Molly O'Day, Martin Carralaga, Ted Adams and others. About the usual Western standard.

DIRECTOR—J. P. McCarthy. Oksh job of its type.

AUTHOR—Story by Zara Tasil.

COMMENT—A good average Western, with plenty of action and the sort of hoked-up romance that would appeal to those who like Westerns.

APPEAL—Strictly the chaps and sombrero trade.

EXPLOITATION—Usual Western routine.

May Walk Again Unless Managers Sign Contract

Managers meet all week as BAA issues ultimatum—hours schedule is stumbling block—actors hold meeting on Sunday—contract delayed since last September's strike

NEW YORK, Dec. 14.—Another walkout on burlesque houses, similar to the strike early in September, may be experienced soon unless the managers, represented by the Eastern Burlesque Managers' Association, agree to sign the contract of the Burlesque Artists' Association, which has been a holdover from the first strike. Definite word is expected on this situation this week-end, the managers having held meetings all week long, culminating in a meeting last night, and the BAA scheduling a general meeting of its membership tomorrow. Both organizations have been at odds ever since the strike in September over the long delay in the disposition of the contract, the stumbling block being the master of a schedule of hours. The BAA has worked up the schedule, but the managers are differing. Another stumbling block has been the question of pulling chorus girls out of line and doubling them as principals. The BAA demands a higher wage for this type of performer.

For the last several weeks the BAA, represented by Tom Phillips, its president, has been trying to force the hand of the EBMA. And this week Phillips finally issued an ultimatum, that the managers must sign or his organization will take necessary steps. As to the schedule of hours in the theater, Phillips threatens to acquaint the public with this situation and show how inhumanly labor is treated in the burlesque theater.

The EBMA held a meeting last Saturday and then held another one on Tuesday. (See MAY WALK on opposite page)

306 Beats Allied In Eltinge Case

NEW YORK, Dec. 14.—Moving Picture Operators' Union, Local 306, claims an important victory in Judge John C. Walsh's throwing out the plea of Allied Operators' Union for an injunction restraining the Eltinge Amusement Corporation (Eltinge Theater) from employing 306 operators and ordering the re-employment of Allied men.

The case was heard in Supreme Court Tuesday. Mathew M. Levy, representing 306, claimed Allied's 10-year "master contract" with the Independent Theater Owners' Association, was not binding on corporations and that the Eltinge Corporation was within its right when it switched from Allied to 306 earlier this season. Judge Walsh then offered to call a mistrial and permit the Allied attorneys to appeal the case if they wished.

President Joseph Basson of 306 hailed the decision as a gain for his union and says he expects it will speed the culmination of merger negotiations with Allied and Empire unions.

Minsky's Miami Beach Opposish

NEW YORK, Dec. 14.—A rumor is making the rounds that the Minsky-Weinstock firm will have burlesque opposition in Miami Beach this season. The M-W house there may open New Year's Eve, but may not be able to get ready in time and will then open January 15. Operator of the opposition house in Miami Beach is keeping under cover, altho performers are being approached for the date.

Minskys and Hirst Exchange

NEW YORK, Dec. 14.—The Minsky-Weinstock firm and Isay Hirst are exchanging talent. Charles (Red) Marshall and Murray Leonard together with Louise Stewart have been loaned to Hirst and they open Monday on the Pennsylvania one-nighters. In return Hirst has given Minsky-Weinstock George Broadhurst, who goes into the Republic here and then will go to Miami Beach.

Jaffe Closes House Again

PITTSBURGH, Dec. 14.—George Jaffe is again scheduled to close his Variety Theater here, burlesque house, tonight, the second closing in a couple of weeks. He plans, however, to reopen it around Christmas Day. The house closed three weeks ago to reopen a week later on a change of policy.

Jack Kane Acquires Another

CINCINNATI, Dec. 14.—Jack Kane, now operating the Colonial Theater, Indianapolis, and the Empress, this city, with burlesque, has acquired the Strand, Fort Wayne, Ind., and will inaugurate a burly policy there beginning December 27. Strand is now showing pictures only. Ed Paul, veteran theatrical man, will manage the Strand when it opens under the Kane banner. Jack Kane also has been negotiating to take over the Mayfair (formerly the Lyric), Dayton, O., but nothing definite has developed to date.

Burlesque Review

Minsky's Gotham, New York

(Reviewed Tuesday Afternoon, Dec. 10)

Current show is the kind the customers go for. Chorus of 15 is nice looking and neatly costumed. Billy Koud, who has been staging the shows here for the last year, has put on some nice ensemble numbers, considering the limited scenery on hand. He manages to group his props and scenic pieces in such a manner that with proper lighting the big numbers really look like something.

Aside from flashes of color, the show is just fair. The customers went big for the women principals, practically all of them stopping the show and having to give several encores. Five of them in this show, and each one of them came thru nicely. Rose La Rosa, a cute little blonde, is being featured and she delighted the boys with fast, peppy stripping and wigging. Ann Valentine, tall brunet with an ingratiating smile, was an easy hit with her dignified parade tease. Deleese, statuette blonde, has no trouble going over,

her buxom figure giving the boys an eyeful.

Nazara Hallo, an energetic little brunette, did fine work as straight and when doing her own specialty. Has a figure that's easy to look at. Estelle Montillo displayed versatility in the comedy scenes, as a stripper and also as an acrobatic dancer. Juno, queenly blond prim, did nice work leading the ensemble numbers.

Of the men Jack Shaw, a big favorite here, worked hard at tenor singing and in the comedy scenes with Charles Bimbo Davis, Jack Rosen and Charlie McNally. McNally's stuff was well liked, as was the comedy of Rosen and Davis. Paul Ryan was kept busy doing straight work. Comedy material was mostly old stuff, but the boys managing to give it quite a bit of life.

Business has been a bit off due to weather and approaching holidays, but it's expected to pick up after that.

The pit orchestra is first rate, the boys being especially good at responding quickly to the applause for encores. PAUL DENNIS.

Burly Briefs

NAZARRO HALLO lost a silver fox fur last week at Minsky's Gotham, New York. . . Police are investigating, this being just one of several bits of thievery that have been going on at the house.

Charles Robinson, accompanied by his wife, rushed home to Detroit from New York last Wednesday when he received word that his father passed away. . . . June, up at Minsky's Gotham, New York, is having her contract extended to a 10-week run. . . . Jack Montague, who recently closed at the Star, Brooklyn, is now one of the stock cast at the Hudson, Union City.

Lou Costello and Joe Lyons, closing last week at the Eltinge, New York, are going back to St. Louis for Pickens.

Low Denny took Lyons' spot at the Eltinge and Phil Silvers succeeded Costello.

MILTON SCHUSTER, former burly comedian and now the Midwest's foremost burlesque booker, celebrated his 53d birthday on Friday, December 13. Milt started in the show business when a boy of 13 at the old People's Theater, Cincinnati, where he was an assistant treasurer. Later he took to the stage and became one of the leading comedians of his day. He has spent 37 years in the theatrical business, all of which have been associated with burlesque.

Charles LeRoy, former burlesque (See BURLY BRIEFS on opposite page)

U-NOTES

By UNO

JOAN TANYA, featured stripper, closed a three weeks' engagement with Jack Kane's troupe at the Empress, Cincinnati, last Friday and departed immediately for Indianapolis, where she opened a restaurant on Saturday in partnership with her boy friend, known only to her co-workers as "Mysterious Bob." Tanya advises that she'll handle all the money in the new venture and that she'll recognize the profession at her eatery—provided they have the price of a meal.

DIANE KING, after three weeks with the Kane Company at the Empress, Ciney, as featured woman, is working clubs in and around the Queen City with her hubby, Chuck Morrison, straight man. They expect to hit out for Chicago soon and from there will go into Canada.

PAULA LEWIS, principal woman, until recently with the Fred Hurley burly at the Gayety, Louisville, Ky., is now confined at Waverly Hills Sanitarium, Louisville, with tuberculosis. She would appreciate hearing from old friends.

LILLIAN KEYSTONE and Helen Ducey, after 12 weeks with Jack Kane's burlesque at the Empress, Cincinnati, and the Colonial, Indianapolis, left last Saturday for Miami, Fla., to visit Gertrude Carey, now Mrs. A. H. Putnam. The girls will remain there all winter.

IRMA DEWITT, chorine with the Jack Kane burly, is recuperating from an attack of the flu, which had her confined in an Indianapolis hospital for a fortnight.

FRED HURLBY, who began his fifth season at the Gayety, Louisville, Ky., in September, will install a complete new show there January 4. His present company comprises Curley Burns, Wally (See U-NOTES on opposite page)

MARY "MARVA" BROWN

Talking, Striping, Singing Exceptional.

THE HIP-SWINGING SENSATION.

LORRIE LAMONT

Artistic Strip Specialist and Straight.

DOLORES WEEKS

DANCING—TALKING—STRIPS.

DUDLEY DOUGLAS

Straights With HERBIE FAYE, India Circuit.

MIKE SACHS and ALICE KENNEDY

Enjoying a Pleasant Season with Minsky Show.

MARGIE WHITE

PERT, PERSONABLE AND PLEASING.

BETTY—MACK SISTERS—SHIRLEY

In Dances, Acrobats, Including Acrobatic and Modernists.

BEBE TOBIN

Show Stripper at the Eltinge, New York City.

SUGAR—KAYNE SISTERS—BET

Singing and Dancing Specialist and Stripper.

KITTY (SEIFERT) CAMPBELL

THAT GORGEOUS RED HEAD

BETTY KING

THE TITIAN TEASER

Direction NAT MORTAN

JOAN DEE LEE

The Blonde Temptation of Burlesque.

Direction NAT MORTAN.

JERRY BRANDOW & DAY SUNNY

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

WALT STANFORD

THE VERSATILE COMEDIAN.

Rep. TOMMY LEVENE.

ANN VALENTINE
The Sophisticated — Personality

BARBARA BOW
PERSONALITY PLUS TALENT.

MURRAY LEWIS
Fast, Low, Eccestric Comedian.

MICKY O'NEIL
Rory's (Chicago) Protege.

THE RED-HEADED BOMBSHELL.
JUNE PAIGE

BILLIE BERNARD
THE TOPS IN WARDROBE.

ESTELLE THOMAS
A NEW BLOWING THRILL
With a Singing Voice.

MOLLY GORMAN
Dancing—Striping—Talking Encores.

BETTY ROWLAND
Youth, Charm, Personality and Ability

"ZO"
(JUNE RHODES)
Back From the West With New Revels.

HERB—LEIPSIG & MORGAN—PAT
Singing Juk, Straight—Soubret Versatiles.

DOLLY DAWSON
Captivating Charm and Beauty.

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

CHARLES ROBINSON
Featured Comic with Buddy Abbott Unit

PAUL NEFF
Singing, Dancing and Sensational Acrobats.
Thanks to ALLEN GILBERT & THE WILKERS.

BOB ALDA
Straights and Baritons at the Eltinge, N. Y. C.

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

Tab Tattles

ROY AND RICCA HUGHES, pioneers in the tab game, are now with Roy (Bono) Davis' show at the Ramona Theater, Phoenix, Ariz. "Both well, but slightly older," they pencil. . . . "Soapy" and Annabelle Austin, after 20 weeks with Warren Candler's *Merry Geng* at the Rialto, Knoxville, have gone to their home in Lynchburg, Va., to remain until after the holidays. They are booked for the Virginian Hotel, Lynchburg, December 18, and the Paramount Theater there the three days following. "Soapy" and Annabelle expect to return to the Candler fold after the first of the year. . . . A manager whose show is now working the Ohio territory reports that he has been experiencing considerable difficulty recently in securing accommodations for the members of his company in the better hotels along his route. The whole trouble, it seems, is over the performers' partying and hell-raising tactics late at night when the hotel's regular guests are trying to grab off a little shut-eye. According to the manager, the various hotels used to give the shows a special rate on the week; now they jack up the tariff when a bunch of troupers move in. That might be something to think about. . . . Ray Wallace, manager of the Morrison, Columbia and Strand theaters, Alliance, O., has recently been commissioned a colonel on the staff of Governor Ruby Laffoon of Kentucky. The Columbia Theater has been enjoying a successful business with a tab-screen policy the last 12 weeks, Colonel Wallace reports. . . . Benny Austin, confined at the City Hospital, Knoxville, for the last several months with a serious illness, is reported to be on the mend. However, it will be some time before she will be able to leave the hospital. Don't forget her with at least a card for Christmas.

PAUL RENO, unit producer, and Bob Shaw, general manager of the Sun office, who have been casting nasty glances at each other for the last several years, have buried the hatchet (but not in each other's skulls). The boys have kissed and made up and everything's ducky between the pair now. Bob is now handling the bookings on Paul's new unit, *Mazza's Balloons Revue*, which opened December 12 at the Majestic, Chillicothe, O. Reno's other show did a sudden fold-up in Virginia a few weeks back. . . . Hal Hoyt is still confined at the City Hospital, Springfield, O. Remember him with a card or wire for the holiday season. It'll be a treat for him. . . . Gene Cobb's *Tippin' Tops of 1934* is currently in the Ohio territory for the Sun office. . . . Diane King and her hubby, Chuck Morrison, the handsome straight, stormed the desk last week and threatened us with mayhem for mentioning in last issue that Diane was kicking chorus with Jack Kane's burly troupe at the Empress, Cincy. It happens that Diane was a principal woman with the Kane company the last three weeks and we might add—for our own protection—she's a darn good one. Diane and Chuck are working clubs in Cincinnati this week, before hitting out for Chicago and Canada. . . . Billy and Lorraine Gilbert, after an extended tour with the T. A. Smith unit, have settled at the Ramona Night Club at Hobbs, N. M., where Billy has charge of the cafe and floor show and the tri-weekly boxing matches and Lorraine is

producing chorus numbers and singing at the tables. They were at the same spot last winter. . . . Charles Kyle, of Kyle Productions, infoe that one of his musical shows has just finished a dozen auspicious dates thru Massachusetts, Rhode Island and New York. . . . Raymond LeRoy's *Variety Revue* is now in its eighth week at the Cotton Club, Joplin, Mo. LeRoy is producing and emceeing and is set there indefinitely.

BURLY BRIEFS

(Continued from opposite page)

producer, is in charge of the theatrical projects of the Chicago Park District. . . . Marvin Jacobs, who controls concessions in various burly houses thru-out the country and in many baseball parks and who operates the Gayety Theater, Milwaukee, visited Chicago during the minor and major league conferences. . . . Arthur Clamage is a weekly visitor to Chicago, engaging people for his Grand Opera House, St. Louis, and reports that the house is doing nice business. . . . Ida Rose, assistant producer at the Rialto, Chicago, is putting on the new *Coloizmo's Cafe* show, which will feature May Brown and open December 21. . . . Mary Sunde recently concluded a long and successful run at the same place.

ONE DOKE Company on the Indie wheel did a benefit show Saturday midnight at the Hudson, Union City, for the Theatrical Mutual Association of Hudson County. . . . Tom Patrelough has been playing night clubs in the East. . . . Gladys McCormack and Billy Arlington are new principals at the Gayety, New York, replacing Gladys Clark and Jimmie Dugan. . . . Dolores Weeks, Joan Collette and Billie Hughes replaced Peggy Reynolds, Dorothy Ahearn and Mavis Sisters last week at the Star, Brooklyn. . . . Reuben White is in his third season at Minsky's Brooklyn as advertising agent.

COLONIAL, INDIANAPOLIS, cast includes Boob Blake, Bert Berry, Ruby Lang, Betty Novak, Agnes Dean, Harold Bloodgett and Edna Alja, latter added attraction. . . . Latter jumped into Cincinnati for a two-week run at the Empress. . . . Oscar Markovich and George Katz were in Indianapolis last week looking over various spots. . . . Teddy Underwood, of the old school and still selling peanuts for Charlie McDonald, concessioner in the Enquirer Building, Cincinnati, enjoyed a reunion with Irving Becker, managing a Tobacco Road Company. . . . Also with Slim Timblin, who is playing the leading role in the show.

HARRY ABBOTT is now managing the *Follies*, Albany, the Max Rudnick house. . . . Annette, originally in at the Eltinge, New York, for one week, was held for a second, but turned in her notice to close this Thursday so that she can join the *Isis* circuit. . . . Joan De Lee is leaving Minsky's Brooklyn to go home to Peoria, Ill., for the holidays. . . . Marjorie France is also going home for the holidays, her home town being Chicago.

Davis for Cushman Time

CINCINNATI, Dec. 14.—Ches Davis, owner-manager of the *Chicago Follies*, passed thru here yesterday and in a call to *The Billboard* stated that his company will open on the Wilber Cushman Circuit at Des Moines, Ia., December 20. The tour will take the company to the West Coast, he says.

Park, Boston, Folds

BOSTON, Dec. 14.—The Park Theater here, operated by the Minsky-Weinstock firm in New York, will close tonight, a rumor of this closing having made the rounds last week. Business at the house has been away off. Town is left with one burlesque house, the old Howard, operated by Al Summerby.

U-NOTES

(Continued from opposite page)

Brennan, Frank Smith, Bert Dexter, Al Kane, Buddy George, Red Wilhoite, Winnie Smith, Edna Troutman and Aline Walker. In the chorus are Geneva Phillips, Babe Harbaugh, Frankie Fairbanks, Dorothy Mayfield, Margie Jones, Bertie Kirk, Norma Phillips, Lucille Abby, Sally Walker, Dolores Hare, Doris Russell, Esther Ripley, Dolores Hickman,

Dotty Ray, Jean Jones, Betty Kane and Anna May Butler.

SHEIKIE HAYWOOD opened Saturday as added attraction with Jack Kane's company at the Empress, Cincinnati. She's in for at least two weeks.

THE RAYMONDS, pa Sam and sons Harold and Leonard, together with Jerry Adler, celebrating the 25th anniversary of the Star, Brooklyn, burlesque existence December 20-26 with a monster show.

JEAN CATON, since she left New York for the West, played seven weeks in St. Louis at the Garrick, two in Milwaukee and recently filled a return date in Minneapolis at the Gayety, where she appeared for three weeks following the St. Louis engagement. Closed in Minneapolis December 13 to come home to Brooklyn to spend the holidays with her mother, turning down a Cleveland offer.

CONNIE LEHR FULLER, former ace on the Columbia and Mutual wheels, writes she is now connected with the Shubert Entertainment Bureau in Philly, and that Helen Wright, another ex-burlesquer, is in town doing a fan dance in local night clubs.

RAY PARSONS just purchased a new car for his and Mrs. (Mimi Reed) Parsons' use to transport them over the Minsky stock-house route.

DEWEY MICHAELS, operator of the Palace, Buffalo, was a visitor in New York December 10-11, chaperoned by Oscar Markovich. Said he had taken over the Gayety in same town to open Christmas Day with vaude and first-run pictures.

BOBBY MORRIS, comic, tells a story about Bob Faye, co-comic, that happened in the Irving Place Theater (New York) dressing room. Bob, in a particularly good mood, one day remarked he felt like breaking something. At which Charles Harris broke in, "Go up to the Apollo and see if you can break Raynor and Briscoe's contract."

PEGGY REYNOLDS had a special song number written for her exclusive use by Sol Hurry, entitled *Sip of Champagne*.

JACK GREENMAN, comic, out of the cast at Minsky's, Brooklyn, most of week of December 8 because of loss of voice. New straight-comic team, Ray Parsons and Greenman.

FRED HURLEY, resident manager of the Gayety, Louisville, informs he is changing the show January 4 to succeed the one in session since September 21. Retiring principals include Joan Harlow, Bert Dexter, Wally Brennan, Curly Burns, Four Bars of Harmony, Frank Smith, Red Wilhoite, Al Kane, Buddy George, Edna Troutman, Winnie Smith and Aline Walker.

PAUL NEFF, singing and dancing juvenile, formerly with the Indie, has been added to the host of Wilner performers.

JOHANNA COULTER, a Quaker City show girl in the Minsky lineup, to step out and up the ladder after the first of the year into a principal's berth.

SID FIELDS, now with Eddie Cantor on the air, screen and stage, writing

and straightening, informs from Hollywood that he and Cantor are going to broadcast from New York until May for the Febeco people, who have just added 20 consecutive weeks to Cantor's original 13-week *Weap*. Also that Mrs. Fields is driving the new family car home to Ashland, Wis., to spend the holidays with her mother, Mrs. Carl Rude, and her brother, John Collins, assistant fire chief of Ashland. Also that in the latest Cantor picture, to be finished by Christmas, he has a great part, that of Ethel Merman's brother.

MIMI, on the Indie, had the distinction of doing the first strip number Lebanon, Pa., ever saw.

MARY MARVA BROWN has a new pet—Snippie, an Angora cat. Ditto Louise Stewart—Von Gretchen, a German boxer pup, already on barking terms with Toddy, a Pekie, another member of the family.

JEAN BREAUX writes from Lynn, Mass., she has changed her name to Jeanne Arden.

CHARLES ABBOTT, former burlesque comic on the Columbia wheel and songwriter, laid up in the Lander Apts. New York, convalescing from a recent appendicitis operation in the French Hospital. His latest song, *The Guy From the Isle of Capri*.

MAY WALK

(Continued from opposite page)

day night, the regular weekly meeting. Inasmuch as the members could not make any progress, Sam A. Scribner, head of the group, called another meeting for last night. On Wednesday Phillips and Scribner had a long huddle over matters now in dispute. Phillips decided to acquiesce his membership with all the current facts at a general meeting to be held tomorrow, probably at the Edison Hotel annex, the BAA headquarters of the last strike.



Americans are proud of the industrial achievements that have made their brawn, courage and ingenuity world famous. The chief disease which threatens that supremacy is tuberculosis. It is the greatest cause of death between the ages of 15 and 45. Help protect American man power from this enemy by purchasing the Christmas Seals that fight it all year round. The seals you buy today may save your life tomorrow.

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Reviews of the Year
And Other Special Features
In the Next Issue of
THE Billboard
DON'T MISS IT!



WITH the insistence that good digestion and pleasant company have not influenced our judgment we record for the benefit of posterity that Milton Berle's show at Loew's State last week was the most entertaining we have caught at Al Rosen's vaudeville emporium since we retired (temporarily, we hope) from reviewing activity. We call it Milton Berle's show not only because the Loew publicity department would have Mr. and Mrs. Public know it as such but because by any other name it would still be a Berle production from the start to the middle and on to the zestful finish.

The function of this pillar is varied, but in its many component parts there is no allowance for augmenting the capable reviewing efforts of our colleagues. We shall not dwell too long, therefore, on a critical treatment of a fine achievement in the world of variety. The Berle show represented to us the exposition in bold relief of a principle to which we have long adhered: that only stage training can make a successful performer. Berle exemplifies this notably and so does the charming little lady, Helen Charleston, who came closest to sharing honors with him in last week's jamboree of talent and laughs.

Like many others who have been surveying the show business scene for a decade and more we have watched carefully the careers of youngsters such as Berle and Miss Charleston. Young in years tho they are, these artists have spent very close to a lifetime on the vaudeville stages of the country. There was not a meteoric rise such as is enjoyed today by radio personalities fresh from high schools, colleges, department stores and factories. When Miss Charleston was still a sniffing child she was already hoodwinking the child labor laws by her dancing, singing and stooging—and on the big time, too. Berle was a single of promise when still getting whistles as premiums with his new suit.

No amateur contests for them; no artificial radio exploitation—and no temperament. They worked season after season, week in and week out; Berle pretty much by himself where he learned as can be taught in no school the secrets of the art of ad libbing and Miss Charleston with band acts and later with Ken Murray. Berle was restrained only in income in his early days when "indulgent" managers owned him body and soul, but Miss Charleston was held back also by the limitations that are bound to be suffered by a girl who works constantly with persons that are superlatively clever and have little room in their routines for a little girl who is striving to scale the heights. She filled a lesser part and her success depended on her playing it. If she nursed a desire to forge ahead as a distinct personality she was better off keeping it under cover until the opportunity came. It did come and today—as definitely shown by her work and reception last week—she is on the way to being one of the country's most sparkling satellites in the vaudeville and musical comedy realm.

Miss Charleston is displaying a genius for impersonation that makes her a strong contender for the laurels that have been worn by others for many years without fear of competition. She shows a singing talent that will get her far in her present field as well as in pictures and on the air. She is not new to either of these fields, but up until now her work has been mostly that of a charming miss helping out somebody who has the name and collects the dough. From now on unless the breaks are against her Miss Charleston will be on her own and those who grab her first will benefit considerably more than those who jump on the band wagon later and pay excess that established stars rightfully demand.

A few words about Berle. . . .

This lad is in an enviable position. It is akin to that of an unbidden guest whose presence everybody resents but who winds up being the life of the party at the end of the evening. We might as well admit now that when we at first observed Berle climbing from the mass of performerdom to a plane that represented big money and national attention we resented him. So did many others. Not because of anything objectionable Berle had done; not because of him as an individual. His scores in these departments were perfect. But there was a certain something about this upstart—perhaps his boldness or his disturbing zestfulness—that made us analyze him as one who doesn't belong. But this impression is as deeply buried, as extinct as our first pair of long pants.

Berle has grown on us; enveloped our critical being to such an extent that we defy any wonder man to produce for us a comedian equal to or approaching him in wit, personality and sense of humor. Yes, Berle is in an enviable position because he has reached his place in the show business by scratching, biting and fighting. Like the bad boy of the class who suddenly becomes the model of good conduct Berle is deservedly getting more attention than one who has been firmly established for years and finds himself slipping—not because he is any worse than he used to be but because he has run up against the imperious will of the public's fickleness.

If Berle continues to apply himself to his work as assiduously as he has these last 19 years his vogue will last indefinitely. He is as pliant in technic as exigencies demand. There can be no fall from grace of a man who is always one step ahead of the desires and tastes of his public. He is as far superior to the ginks who used to conspire to accuse him of gag piracy as, in the field of music, Strauss is to Romberg. They used to grouse about Berle stealing their stuff. They're too busy now—stealing from one another. Which proves that Berle is not only one step ahead of his audiences but a couple of laps ahead of his "friendly" colleagues in the realm of performerdom in creative ingenuity.

SIDE GLANCES—Purty soon there'll be a lot of hell let loose about the NVA Lodge at Saranac Lake . . . Looks like the trouble will never be over until they tear down the Theater Authority; not so much a matter of how the Authority operates but one of what happens to the dough it hands out after it gets into the hands of certain of the organizations that are its beneficiaries . . . A couple of the Broadway columnists are fighting like dogs but neither of them seems to have guts enough to mention names . . . We won't be bothered . . . One of the charming phenomena of the Big Street; Sara Abrams, Irving Mills' capable assistant, and her Regent Street accent . . . Looks like WINN, Loew's air channel, will soon blossom out as an enterprise quite as successful as its sister theater and picture producing units . . . Louis K. Sidney is running the station with vision, skill and idealism . . . Instead of bowing to the tactics of many of the smaller ones Sidney is looking up and going his own way . . . The progress is seemingly slow but he is building solidly . . . Major Albert Warner is doing a fine piece of work in connection with the theatrical division of the Jewish Charity Federation Drive in New York . . . It's an open secret that for several years the Warner folk have been the only ones among their race in the industry who have really given any time, attention and money to such causes . . . Of late Jack Alcott, of The Film Daily, has been unusually active in Federation driving . . . An Aryan, if you please.

The Broadway Beat

By GEORGE SPELVIN

TIP: There's going to be a rumpus at the next Theater Authority executive board meeting when they cut the melon. . . . Sam Shepard's daughter is going to London in March for vaude and night-club work, and papa is going along. . . . It's the first trip across for both. . . . Grand Central commuters were pleasantly surprised (we hope) last week when a 60-piece WPA orchestra gave a concert in the Terminal Building. . . . Get Verna Hillie of The Night of January 16 to tell you her short story about Casper Milquetoast and the Christmas Night perfume. . . . Success yarn: Manya and Drigo came up from New Orleans for their New York debut—and their first date was an indefinite run at the Waldorf-Astoria. . . . Kay Hansen has been sick lately, but doesn't mind much, since the prescribed medicine tastes like Scotch. . . . Mr. Spelvin went to the doctor immediately, hoping for champagne. . . . Don Sherwood is still stuck on Shirley Temple. . . . When Let Freedom Ring was running uptown a Daily Worker newsboy ran up to one of the actors and said: "This show is swell; it's better than Waiting for the Day I Die." . . . Seligetti, the ace fiddler, is a grand guy, according to the Carnegie Hall ushers, who should know. . . . In all the Toscanini hullabaloo, in which he threatened to resign, you haven't noticed that he's definitely committed himself for next season. . . . All his statements can be interpreted as meaning only that he'll fulfill presently contracted dates for the current season. . . . Jack Chapman, writing about Times Square for Stage, the mag, mentions several of the w-k beat cops, including Jim Jennings and Barney Steger, the 47th street holder-downers. . . . The People's Theater, on the Bowery, and mentioned here last week ought to make a grand feature yarn for somebody. . . . Alfred Lunt and Lynn Fontanne have announced that they've picked their next play, but refuse to say what it is. . . . Can it be The Red Suen? . . .

Sidney Harmon has a couple of scripts he's seriously considering, but probably won't do them until next season. . . . John Hammond Jr., whose ace productions were universally respected, even tho they didn't fare too well financially, says that he's definitely withdrawn from the theater, devoting himself to music and other pursuits. . . . It's the theater's loss if he sticks to his resolve. . . . The second-night critic of a certain so-called controversial mag has to take the opposite side from that supported by the majority of first-nighters, regarding both plays and performances. . . . It must be quite a trick with a turkey like Seditia. . . . Morris Iushevitz, p. a. of Local 305 of the AFM, admits he has a goal in life—but he doesn't admit what. . . . Dorothy Bryant loves N'Orleans cooking. . . . As who doesn't? . . . Theaters haven't felt the pre-Christmas dip as heavily as usual so far this year—but the worst is yet to come. . . . One Good Year, farce that was liberally panned, reports that it finds the going very nice, thank you. . . . Nothing sensational, but nice; and when it's forced out of the Lyceum soon to make way for Winterset, which moves there from the Martin Beck, it will go to another house, probably the Fulton. . . . Apropos of all the moving, this season has seen more restless Broadway shows than any other. . . . It seems that you can't tell from week to week what's playing where. . . . It's caused by a real scarcity of legit houses this semester, and the consequent jockeying for openings at those that are considered the best. . . . If Dalmatians continue their present uptrend, one of the spotted pooches (and as fine a breed as you can find) is going to win the Westminster Show some time in the next five years. . . . Speaking of dogs, Palmatoki, of Jernsburg, Mr. Spelvin's Great Dane, swallowed a wrist watch last week. . . . But they got it out of him, and he's doing quite nicely now. . . . So is the watch.

Chicago Chat

By NAT GREEN

IN CHICAGO this season it's either a feast or a famine as regards legit shows. . . . We've been struggling along with just two for some time, now between this week and the first of January six new shows are due—at least four of 'em good ones. . . . Too bad they couldn't have been spread out over a little more time! . . . George Atkinson is in town ahead of Anything Goes. . . . Jimmy Mattern, round-the-world flyer, teaching Anne Seymour, Grand Hotel star, to fly. . . . First Christmas card to reach this pillar of something-or-other was from Art Hopper and portrayed the Spirit of '76, a subtle reminder of the recent convention at the Sherman. . . . William H. (Bill) Green is doing a nice job on Rubino's Topics, the violinist's publicity sheet. . . . Bev Kelley, here ahead of The Old Maid, greeting old friends at the Atwell Luncheon Club, which is functioning full force now that many troupers are coming into Chi for the winter. . . . That was a swell portrait of the late Edward P. Carruthers that was displayed by Everett Johnson during the outdoor showfolks' convention. . . . The canvas was the work of Johnson's father-in-law, A. Linus. . . . Latest expression along radio row for painting the town red is "let's go out and fire a barrel." . . . O. B. Kempf postcards from St. Paul: "We are here with our Model City and Alpine Village at a local department store for the holidays, and attendance is big."

Eddie Peabody, banjo star, set a new high for charity performances during his three-week stay at the National, Louisville, giving more than 20 free shows and running the house publicity man, Charlie Riley, ragged. . . . Shalindel Kallah, stage and radio actress, and her director husband, Charles Freeman, motored to Hollywood last week, both with contracts in their pockets. . . . Una Merkle, screen star, and her mother in town from Hollywood to do some Christmas shopping. . . . Ben Recht also stopped over on his way east, where he's going to shoot his new picture, The Monster (title subject to change), on Long Island. . . . Says he's not going to make any more pictures on the Coast. . . . Doesn't like the w, they handle things out there! . . . Pat Barrett (Uncle Ezra of the radio) was one of the last Kentucky colonels to be appointed by Governor Ruby Laffoon. . . . On Countess Olga Albani's Christmas shopping list are a couple o' dozen straw hats, intended for that number of darkies down in Jackson, Tenn., where the Countess will spend the holidays. . . . Seymour Simons, ork leader, was offered a contract renewal at the Stevens, but turned it down and probably will leave the spot late this month. . . . Has a couple of sponsors angling for him.

The Chat guy slipped out to Des Moines for a few days, but the only "fish" show he found there was a commercially sponsored revue, A Night in Old Mexico, which as a come-on gave with every admission ticket a coupon good for one bowl of chili. . . . Plenty of McPaddens and Goldbergs in the cast, but our eagle eye failed to detect an honest-to-goodness Mex. . . . Show is understood to have been Leo Semb's idea originally, but WHO, Minneapolis, grabbed it. . . . Fair booking agents are squawking because, so they say, the show is being offered to the fairs for practically nothing—with a string attached, of course! . . . The Des Moines folks will see Tobacco Road, without Henry Hull, for two performances this week, and the Ballet Russe on New Year's Day. . . . Outside of that it's all pictures.

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

Walters Comedians Move Into Quarters

RYAN, Okla., Dec. 14.—Walters' Comedians, under the management of Herbert Walters, closed the season here last week. Company opened its 1935 season early last March in Texas and showed continuously for 39 weeks to satisfactory business with only four nights lost on account of inclement weather.

When the troupe arrived here for its date, it was impossible to put up the large tent due to a steady downpour of rain which lasted all day. Consequently the opening date was lost. However, the tent was up and ready to go for the second night's performance when the entire front end was torn away at 6 p.m. by an Oklahoma twister, making it again impossible to show. The following day Mr. Walters contracted for the school auditorium and showed four days to good business, thus finishing the week and closing the season.

The outfit was stored here. The show will open under new canvas next spring. Later at closing included Herbert Walters, manager; Helen Walters, Mr. and Mrs. F. W. Maxfield, Mr. and Mrs. T. M. Manley, Gaynor McCauley, Margie McKay, L. K. and Tudor McKay.

Detroit Theater Union Begins Second Season

DETROIT, Dec. 14.—Detroit New Theater Union opened its second season last week with two productions of *My Country 'Tis of Thee*, three-act play by Maxine Finsterwald and Lewis Fall, and *Private Hickey*, by Albert Maltz, author of *The Glass Pit*. Both were American premieres.

The New Theater Union has started an ambitious schedule of productions for 1935-36, with *Peace on Earth* scheduled for the next play. The theaters in the Detroit Institute of Arts and the Macca-bee Building are being used alternately in the productions.

Edwin A. Gramercy, director of the Detroit Laboratory Theater and other companies for several years, has become director of the organization with Gordon Slade. The New Dance Group, organized last year, is to appear on the programs jointly with the Union Players.

Goff's Comedians Close When Fire Destroys Tent

WICHITA FALLS, Tex., Dec. 14.—Show tent and canvas benches belonging to Goff's Comedians were destroyed by fire on the lot here Monday night of last week. Local fire department, aided by the Goff canvas crew, saved the show's trucks and other equipment.

General belief is that the tent was set afire by the heaters in the auditorium, altho Manager Goff doubts this version, as the heaters had just been lighted and were burning very low at the time the fire was discovered just outside of the tent under the sun border.

Wichita Tent & Awning Company loaned the company a tent to finish out the week. Company disbanded at the end of the local engagement, Manager Goff going to Olney, Tex., to take over the Green Derby dance hall there.

Billroy Show Briefs

TITUSVILLE, Fla., Dec. 14.—Miami and our nine-day lay-off (15th to the 24th) is right around the corner. And are we mad?

Santa Claus himself couldn't have been nicer to Manager Webb than were the Florida spots last week. Winter Park (Thursday) gave us a comfortable capacity in the face of heavy opposition. Winter Garden (Friday), ditto. Orlinda, which heretofore had been considered too small for this aggregation and was set merely to break a jump, proved a sensational surprise by giving us a Saturday turnout.

The Florida East Coast so far this year has given us some of the best gross business of this season. It was totally unlooked for by the management.

Cal West, our featured black-face comedian, was called home recently due to the serious illness of his mother. In the meantime Norman Hinkle and Rhody Jordan are "understudying." Norman doing Cal's part in the main show and Rhody the black in the con-

Rep Ripples

CARL PARK, violinist with Bell's *Hausman Revue*, will spend the holidays and the month of January at his home in Springfield, Mo.

DEWEY CAMPBELL reports that the Showboat Players, now working their third season out of Morris, Minn., are doing A-1 business.

CHESTER HUGHES, piano and calliope player on the Hollywood Showboat the past season, is now at his home in Savannah, Tenn.

DICK MASON, who went to Hollywood seven weeks ago, has just finished work in *Suicide Squad*, a new talkie starring Norman Foster. He has been re-signed to do the hooper in *Ph Name the Murderer*, story of night club life featuring Wallace Ford.

BOB HEIDELBERG, for the last six seasons with Billroy's Comedians, is at his home in Laurel, Miss., recuperating from a very painful case of sciatica which confined him in the hospital at Tupelo, Miss., for four weeks. Bob would appreciate a line from his many friends in the game. His address is Box 842, Laurel, Miss. He was formerly with the Gabe Garrett Comedians and the Monroe Hopkins Players.

KING FELTON denies the recent report that he is playing thru Nebraska under the management of Russell Murdoch. Felton says he's still playing the Lone Star State under the guidance of J. Doug Morgan.

FANNIE HENDERSON, widow of Richard R. Henderson, who passed away several weeks ago, informs that she may continue the operation of the Henderson Stock Company the coming season. Mrs. Henderson takes exception to the fact that the Henderson Stock Company was often referred to here as a tent show. She says that the company has always played houses and winds up by saying that Mr. Henderson "thoroly despised a tent."

JESSIE ADAMS is now making her home in Fort Worth, Tex., and is frequently seen around theatrical gatherings there.

PHIL DUNCAN has a circle operating around Waco, Tex., with headquarters in that city.

MR. AND MRS. JACK PEARSON, who formerly operated the Pearson-Gotchy Players, are touring Texas after a summer and fall season in the Northern States.

BURKE & GORDON SHOW, which has been out and working steadily since April 1, will wind up its tour with a return engagement for the Masonic Consistory at Anson Temple, Springfield, Ill., December 24. Members of the troupe will go to their homes for a few weeks' rest.

TOMMY BURNS, pianist, who recently underwent an operation at Bell Memorial Hospital, Kansas City, Mo., is resting at his sister's home in Elk City, Kan. He would be pleased to hear from old friends.

Karl Simpson Bookings

KANSAS CITY, Mo., Dec. 14.—Recent placements by the Karl P. Simpson Theatrical Agency include Charles Coons, with the John Caylor Attractions; Monty Montrose, with the Scotty Greenhagen Company; Bud Williams, with the Crago Players; Charles Rose, Dave Hellman and Hazel Clark, with the Wallace Bruce Show; Jessie Coons, with the John Caylor Show; Walter Marz, with the Kelley Masters Company; Red and Donna Davenport, with the Silvers Comedy Company.

cert. Rhody, after all his years with the Field Minstrels, is right at home on the underside of the cork.

Recent visitors include Captain Olsen and wife, of Melbourne, Fla.; James Adams, former owner of the James Adams Floating Theater, also of Melbourne; Mr. and Mrs. Chet Cowdrey and son, former Billroyans, of Orlando; and Sid Lovett, agent of the Heffer-Vinson Players. JOHN D. FINCH.

Kansas City Jottings

KANSAS CITY, Mo., Dec. 14.—Shankland Stock Company, under the management of Jimmie Fish, has opened on a circle in Illinois with headquarters at Royalton.

Betty Zane closed with the George Atkins circle in Central Missouri and departed for Chicago to spend the holidays with her daughter, Rita, who is in stock in the Windy City.

W. C. McCollister, formerly with Jack and June Alfred Players, is now managing a picture theater in Wichita, Kan. Mr. and Mrs. Jack Hart, after closing their tent season, are sojourning at their home in Porman, Ark., for the winter.

Ivy Bowman is a recent arrival from the Windy City and announces she will be here for the winter.

The Everett Evans circle, which has been in operation in Central Missouri for some time, closed recently for the holidays.

Jim Andrews, veteran character man, is in the city and will launch a circle to play in and around Kansas City.

Roy Lorenzo, scenic artist and actor, formerly with Neil Schaffner and other Midwest shows, is now with a scenic studio in Chicago.

Mr. and Mrs. Walter Savidge and son have returned from their California trip and are now at home in Wayne, Neb.

Jess and Leota Sund, after the closing of Billy (Toby) Young's Comedians, are visiting friends and relatives in Guide Rock, Neb.

Wrink and Pearl Long, formerly with Leslie Kell's Comedians, are temporarily out of the business and are located at Goodman, Miss.

The Guy Bates circle closed recently in Minnesota.

Perce Hall and Nellie Kempton are recent arrivals from Minnesota.

Jolly Fannie Hatfield, character woman, is spending the winter at Dell, Ark.

Mr. and Mrs. Orville Workman, after closing with the Everett Evans circle, have departed for Louisville, Ky.

Pat Lyons has joined the Jim Andrews merry-go-round which organized here recently to play Missouri towns.

The Sperry Players, under management of Charles Sperry, are showing theaters in Midwest territory after a season under canvas.

Frank Sherman Players, which has been trouping Nebraska for some time, closed recently for the holidays.

Guy Kaufman is making tentative plans to launch a company after the holidays.

Jerry Ketcham, veteran advance man, is sojourning in Sabetha, Kan., for the winter, where he is producing home-talent shows.

Kelly Masters has launched a No. 2 circle to play Alabama territory. Audley Anderson is handling the second unit.

Hal Stone's Comedians, in their 21st month under canvas, are now showing in the rice country of Louisiana. Entire troupe was entertained recently at the Pelican Club in Kaplan, La.

B. L. Dickson, manager of the Chicago Players, which closed recently, has a circle in readiness to open after Christmas in South Dakota.

John R. Haldeman is closing with the Allertia Loomis Players in Texas. Reports have it that he will take out his own show.

Ray Bash has closed his circle in Nebraska after being in constant operation for five years.

J. C. and Iva Murphy are sojourning in the village for the winter.

Frank Williams has closed his Illinois circle until after the holidays.

Ed C. Ward, manager of the Princess Stock Company, now under canvas in Southern territory, reports business as being better than at this time last year.

John Morris has closed with the Caylor show in Minnesota.

Colley and Rosalie, after closing the season with the Frank Smith Players,

have departed for their home in Taylor, Pa.

Ray Ogden has joined the Darr-Gray show in Texas.

Margaret Hillias and Robert Hardaway were drafted into the cast of *Ah, Wilderness!*, which was produced by the Resident Theater Players here recently.

Jerry and Viola Bruce are closing with the Kinsey Players in stock at the Grand Opera House, Canton, O.

Joey and Mae LaPalmer have closed with the Fred Brunk show.

Mr. and Mrs. Jack Fleming, veteran character team, have returned from their Eastern trip and are sojourning in Chicago.

Blackie Connelly closed the season with Davis-Brunk and immediately joined the Darr-Gray show in Texas.

Monte Montrose, formerly with Allen Bros' Comedians, left here this week to join the Scotty Greenhagen show in Nebraska.

Eddie Gardner and Dione Oliver are now in their second year with the Dikans Showboat in the Windy City.

Earl LaLus recently joined the Harry Pamplin show now trouping in Southern territory.

Members of the Jack Ripley Players were entertained by their manager recently in Rock Rapids, Ia., the base town of the show which is circling thru that territory. Members of cast present include Jack Ripley, Dick Ward, Roy LeRoy, Billie Lee, Isabel Ripley, Bob Ripley, Mrs. D. C. Hewitt, Pat Hewitt, Bernie and Dot Collier, Marvel Ripley and Mrs. J. E. Ripley.

Mr. and Mrs. L. D. Brunk are visiting friends in Gladewater, Tex.

Hooper of the Jack and June Alfred Players, now trouping under canvas in Texas, includes Jack Alfred, manager; June Alfred, Charlie Barnes, Wayne Bates, Bob Gentry, Bob Robinson, Duke Walker, Thelma Russell, Jessie Martin, Thelma Collins, Mrs. Duke Walker and a crew of four workmen.

Jimmy Huddle is permanently located in Chicago, where he is engaged in commercial lines.

Gerry Grew, formerly with Davis-Brunk show, went to Fort Smith, Ark., following the closing of the company.

Billy Young, manager of Billy (Toby) Young's Comedians, spent a pleasant week-end in the city after the closing of his tent season. He was accompanied by Mrs. Young. Billy recently bought the former Leslie Kell outfit from Mrs. Amber Kell, who is now permanently located in Cotton Plant, Ark., and it is understood Young will have two shows on the road next season. The Youngs have gone to their home in Tulsa.

Mr. and Mrs. Leonard Davis will spend the winter in Oklahama City.

Ted North Players are in their fourth week of stock in Convention Hall, Tulsa, Okla.

Wallace Bruce one-nighter of *The Unloved Wife* closed unexpectedly this week.

Hazel Clark is a new arrival here, having closed with the Wallace Bruce Show.

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Daly Troupe Opens Dec. 30

DETROIT, Dec. 14.—Opening date of the new Detroit Repertory Theater has been tentatively set for December 30 by Arnold Daly, managing director. The subscription seat sale is now under way with the aid of much society sponsorship and considerable friendly newspaper publicity. Meanwhile Daly is directing a number of industrial motion pictures for his Metropolitan Motion Picture Company here.

GEORGE SHARP will revive *The Drunkard* at the Fort Pitt Hotel, Pittsburgh, beginning Christmas night for an indefinite run. Show played for 34 successful weeks at that spot last season.

WANTED A-1 General Business Man, 400-410 E. 12th St., only reasonable salary, please. Others applying by letter will be considered. DEWEY CAMPBELL, Morris, Minn.

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Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

SPOKANE MYSTIC CLUB, of Spokane, Wash., gave its annual entertainment to the members of the Elks' Lodge in that city Wednesday night, December 4. Clarence Talbot, son of Dr. C. W. Talbot, did the emceeing. Those who entertained were Walter Burk, Leo Haggland, Frank Dolke and E. Vaughn Klein. Dorothy Walters and Bernice Murphy assisted the various magi. The officers of the Elks reciprocated with a buffet supper.

MADELEINE SKYMOUR, magic worker and escape artist, is spending the holidays with her father in Salt Lake City.

RAJAH RABOID is in New York framing a new attraction which he expects to launch very soon.

CHARLES F. MILLER, 19, former member of Howard Thurston's troupe, is paying expenses of an engineering course at Ohio State University, Columbus, O., by working magic at clubs, organization meetings and other functions in and around that town. The Columbus Dispatch recently ran a feature on Miller's ability as a magician along with an effective piece of art showing Miller in the act of performing one of his many tricks.

LITTLE JOHNNY JONES, Chi magician, is currently being featured at the Hotel Chase, St. Louis, booked thru Phil Tyrrell, of the High-Salkin office. From St. Louis Johnny may go to Kansas City, Mo., and thence to Denver. During his stay in the Missouri metropolis Jones has had the opportunity to visit with Ben Badley, Louis Vizard, Milt Ross, Ham Smith and a host of the other local magi.

TWENTY-SIX MEMBERS of the International Society of Junior Magicians, of which Vernon E. Lux is president, met December 1 at Mr. Lux's home in Mount Morris, Ill. A two-hour program of magic and music was presented, with the following participating: E. Schwanke, D. Lindley, R. Sponberg, A. C. Talmadge and R. Zimmer, of Rockford, Ill.; Joe Quinn, of Sycamore, Ill.; R. Pierce, of Rochelle, Ill., and W. Price and Mr. Lux, of Mount Morris.

KING FELTON, featured with the Morgan-Helvey Show thru the Lone Star State, writes from Schulenberg, Tex., under date of December 5: "Never have I met so many magicians in one place for a long time. Met the Willard boys, Harry and Tommy. Both have fine magic and illusion shows and both are working under canvas this winter. Also met Mel-Roy and his bunch. Members of Mel-Roy's and my shows motored over to Eastland, Tex., to catch the Karston Show at a midnight performance. Karston does a swell show with five assistants and played to a packed house when we caught him. Business is fine with us, and the Willard boys tell me that their business is okish, too. Mel-Roy is playing schools and is getting his share of the jack also."

MEDARDO, South American magician and "entertainer to bloody dictators," is now emceeing and fanning a deck of cards to the patrons of El Torsador, Fifth avenue and 110th street, New York. He is featuring a new trick which he calls the Humba. Medardo is set at the El Torsador for the season.

GEORGE PEARCE, New Orleans magician, is doing his part these days to help raise funds for the poverty stricken of that city. George put on a sleight-of-hand show for the benefit of the milk fund of the Jewish Women's Council there last week.

DANTE and his International Company are meeting with terrific success in Oslo, Norway, where the show is rounding out a two months' engagement. While the policy of the theater with big revues has never been more than seven performances a week, Dante and his company have been forced to do 12 shows on the week to accommo-

date the Oslo crowds. Dante recently had the pleasure to entertain Ed Neco, who made an all-night journey to catch the Dante performance. Dante is set for Copenhagen, Denmark, for the months of January and February.

GATE CITY RING No. 57, International Brotherhood of Magicians, Atlanta, celebrated its bi-monthly open house recently. Taking part in the magical part of the program were Fred Coolidge, Blaire Crocker, Dr. Howard E. Robinson, Bob Wolcott, Fred Harris (president), Homer Hulce and George D. Kitzinger. Mrs. Alanzo Richardson, head of the Atlanta Film Censorship Board, gave a short talk boosting magic. Betty Elliott and Haasler Brothers offered several songs, and dancing numbers were presented by Mary Frances Davis.

DOC ZANDER, who recently concluded an eight weeks' engagement with H. Holzman's Broadway Band Wagon at Amarillo, Tex., is now confined at University Hospital, Ann Arbor, Mich., with a badly ulcerated stomach which may require an operation. In distress all the time he was on the show, Zander made a hurried trip from Amarillo to Chicago and thence to his home in Sturgis, Mich. From there he went to Ann Arbor to enter the hospital.

MYSTERIOUS HOWARD, of Chattanooga, who has been doing a one-man show for the last three years, has recently added three people to his act. Newcomers are Fred Spaulding, advance; Mrs. Spaulding, pianist, and Gordon Spaulding, assistant to Howard. The troupe will work schools in Texas.

MYSTIC DE CLEO is now in his seventh week with the Shvarzen & Dool Show working thru Michigan. He reports satisfactory business.

LESTER LAKE (Marvel) presented a full evening's program of magic at the American Theater, Brookville, Ind., Wednesday evening, December 11, marking the 10th consecutive year that he has played the house. The event netted Lester a lengthy two-column story on the first page of *The Brookville American* the following day. Fred Gorman, president of the Cincinnati Magicians' Club, and Prasier Thomas, of Rushville, Ind., were Lake's guests at the show.

KENNETH SPENCER jumped from Minneapolis to Winnipeg, Man., last week to open at the Starland Theater there for a seven-day run.

MANO, illusionist, is at the Petit Casino in Paris.

DENICE, card manipulator, is at the Casino Municipal in Nice, France.

ZUDELLA, mentalist, featured at the Palais Royal night club, Lansing, Mich., for the last 10 weeks, will continue there until after the holidays.

FRANK VALENE, New York amateur magician, appeared in Special Sessions Court there last week, charged with causing part of a spectator's apparel to disappear during one of the magic demonstrations he gave on the East 10th street pier last July. Valene was dandling a group of New Yorkers with one of his devilish feats when the trick backfired, burning a hole in a dress of one of the onlookers. The complainant estimated the damage at \$1.40. Valene explained to the court that the vanishing of part of the dress was not a part of his act. The court dismissed the charge of injuring property, holding that there had been no malice. He cautioned Valene, however, to do his stunts on the stage or where there were no innocent bystanders.

MIACO, magician, recently concluded a two-weeks' engagement at Arrowhead Inn, Cincinnati night spot.

PAUL DUKE, now working vaude dates in London, is carded to open at the Alhambra Theater, Paris, shortly after the new year.



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 FILMS

HELEN CHARLESTON—vaude single who was formerly soprano-male of Ken Murray, along with her brother, Milton. Caught last week at the State, New York, in the Milton Berle show. Very cute young lady with definite talent, possessing a fine speaking voice and a good singing voice. She features mimicry, impersonating celebs effectively. Also foils excellently for Berle.

RICHARD WARING—leading man for Eva Le Gallienne in two of the three plays featured in her two-week stand at the Shubert, New York. Good-looking lad with nice personality, and a good actor when he keeps his ebullience in check. Definitely rates a pix try.

of eight girls and two men, which is something of a novelty in itself. Has sufficient change of pace and melody to maintain interest thruout. Excellent bet for de luxe stands as well.

CASS DALEY—night club singer whose style is comparable to that of Martha Raye. Seen at Murray's, Tuckahoe, N. Y. A blues shouter who sells her stuff amazingly well. She's fiery and spirited, is a good looker, and despite her shouting shows signs of having a good voice. Vaude should grab her or the ace night clubs will.

For LEGIT MUSICAL

GINE DeQUINCEY AND LEWIS—adagio trio now appearing in vaude who would offer an entertaining spot in a revue layout. Youthful and with excellent appearance, they do serious ballrooming of such a caliber that the customers are knocked in the aisles when they suddenly go into a burlesqued routine. They work vigorously and hilariously and result is outstanding.

For VAUDE

JOSE MANZANARES AND HIS LATIN-AMERICAN BAND—outfit heard over CBS at 2:30 to 3 p.m. Sundays. Has played at the San Diego Exposition and makes a lively, colorful oek for vaude. Is composed



Minstrelsy

By BOB EMMET
(Cincinnati Office)

RAY (NEMO) IRELAN scribbles from his home in Mubree, Ind.: "I guess the boys have finally woke up judging from the looks of the column. Sure glad to see it. Let's make it even bigger and better. Let's all talk up minstrelsy and perhaps we may get some good minstrel show back on the road. You know it pays to advertise."

BOBBY DAVIS, veteran minstrel, has left Detroit to take a unit show out of Chicago for a tour west.

DOC SAMSON, now advancing Wilson the Magician, sustained several cracked ribs and minor injuries recently when the car he was driving skidded off the road and into a 10-foot bank, throwing Doc thru the door. "Heard from Nick Olynn," Doc pipes. "He's at home and says he's going to spring a new one soon. Heard from Harris Webster, too. He is still on the move."

DANA LEE HUBBARD, formerly with McIntyre & Heath and the Gorman Bros. and Al G. Field minstrel, is now working for the Michigan Central Railway Company in Detroit.

AL FITCHER, the minstrel oddtimer, is still located in Oswego, N. Y. "Who remembers Lew Briggs, of the Tom Powell Minstrels, and when Al Tint, Al Pinard, Fred Darringer, Hollin Webster, O. Meredith, Tom Feeley and myself were with the Guy Bros.' Minstrels in 1918?" Al pencils.

"IF I AM NOT MISTAKEN," writes Prof. Walter Brown Leonard from Ithaca, N. Y., "there will be some minstrel news to chronicle from around Providence, wherein Buck Leahy and 'Hi-Brown' Bobby Burns will be swapping gags on the extreme ends of an old-time first part. Watch them!"

GEORGE E. MITCHELL, of the Mitchell Twins, peddler dancers of long ago, and now a resident of the Elks' Na-

tional Home at Bedford, Va., is rehearsing a kiddies' minstrel there for presentation Christmas Eve. "Many old-time minstrel boys here," Mitchell pens, "and all are taking life easy at this wonderful home. I would like to hear from some of the old boys who have retired."

"DO YOU REMEMBER," asks Buck Leahy, "when Marsh Craig did a confection act with the Georgia Minstrels? When Happy Benway, Herbert Swift and Edmonds and Coudare were with Whitney's San Francisco Minstrels? When Tommy Gaff sold Eddie Leahy a bottle of hair restorer? When Billy Hines was with Gus Hill's Minstrels and Billy Maxwell was trotting it with the Al G. Field show? When Oliver S. Putnam was with the Cullane-Chace & Weston Minstrel? When Bryon Spain was with the W. E. Cleveland Minstrels? When Charles E. Fulwood was with Milt Boyer's Who, What and When Minstrels? When Jimmy Kimball first put on cork? When Nick Olynn did Marks with Leon W. Washburn's 'Tom' Show? When W. R. Arnold was advance agent with Gus Hill's Minstrels?"

Denison's Plays

60 Years of Hits

Songs
Minstrel
Musical Comedies
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Vaudeville Acts
Blackface Skits

We supply all entertainment needs for lodges, dramatic clubs, schools, etc., and forevery occasion.

Catalog Free.

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Large Professional Magic Catalogue, 25¢
MAX HOLDEN, 220 W. 42d St., New York City.

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

Talbott Floor Has Eight and 3 at 1,000

DECATUR, Ill., Dec. 14.—With more than 1,000 hours chalked up on the board, eight couples and three solos are still pounding away in the Hugh A. Talbott show in Illinois Ballroom here. Fine crowds are turning out now that the show is running into hours and co-operation from local business men and even theaters has been exceptional.

Contestants remaining in the contest are Pee Wee Collins and Pauline Boyd, Irene Dunn and Phil Rainey, Don Freeman and Esther Snyder, Frank and Helen Swan, Billy and Mona Willis, Jean Williams and Lou Wilson, Bob Madison and Helen Sebel, Jack and Marge Glenn, and solos, Dick Higgins, Frank DeVorey and Leonard DuFase.

Joe Furtell and Chick Snyder head the emcee staff, with Cliff Real and Tony (Charles Chaplin) Lewis featuring on the comedy end. Johnny Agrella and Sid Rufus are handling the judging, with Doris Agrella and Lena Brown doing the nursing. Lou Brown is in charge of the trainers' division.

Red Leinen is night manager of the show, with box office being handled by Jane DeMasters, secretary for the show, and Marge Brewer.

Eight Teams at 600 on Grand Junction Floor

GRAND JUNCTION, Colo., Dec. 14.—The Jack Bruno walkathon here is well over the 600-hour mark, with eight teams still going strong on the floor. House has been up to standard so far and indications point to a good pickup in attendance in the next week. Hot shots and silent chain grinds are nightly features. Sponsors are coming in very well and the floor money is reported as good.

Thanksgiving night was one that will live long in the memory of staff and contestants alike. Tables were arranged on the floor and a big feast was enjoyed while a packed house looked on. Contestants still on the floor include Ernie Antonio and Jackie Bell, Harry Pale and Peggy Brandt, Bud Cullings and Dot Mayberry, Otto Brunette and Leone Barton, Chuck Ahrens and Alice Thompson, Delbert Taufer and Alva Farin, Cecil Whaler and Lucille Powell, Chick Randall and Dot Carnes. Incidentally, Chick and Dot were married on the floor December 4.

The staff has Jack Bruno, Eddie Cotton and Les Emerson, emcees; Mrs. Bruno and Billie LaMarr, nurses; Moushebed Austin and Jimmy O'Neil, judges, and Buck LaMarr and Red Coffman, trainers.

Contestant Notes

SYLVIA McCALL, writes from Knoxville, Tenn., that she has a letter in the Letter List for Pop Miller. She wrote 'em from Jimmie Farrell, Lou Campo. Says Joan Kennedy mailed one to Virginia Slanker.

DONALD MORRIS wants to hear from Danny Brauer and Dick Powell.

JIMMY VALENTINE and Helen Type are resting at Jimmy's home in Chicago. They would like to hear from the Van Raams.

HIE HILL is working on a WPA project at Erie, Pa., and would like 'em from fellow contestants thru the Letter List. He suggests the name Athletic Endurance Show, instead of walkathon.

JUNIOR JACK KELLEY tells us from Springfield, Mo., that he has completely recovered from his injury and is all set to walk again. He would like to see

Early Deadline

Because of the extra forms in our big special number, coming off the press this week, the Endurance Department will go to press Friday morning, and all copy and ads intended for the department should be in Cincinnati by Thursday night. Only last-minute ads can be taken up to 9 a.m. Friday. Start your show writings in NOW!

notes or hear from Ruth Keller, Cora Tracy, Kenny Neidl, Jimmy Burke and Alto Locke.

DICK JONES wants Mary McPherson to know that he has a letter for her in the Letter List.

PAT O'REILLY info from San Francisco that he is taking a course in hospital work and will be all set when ready to go back on a show. He would like to hear from Dick Flynn, Dorothy Rhodes and Vonita Del Rio via the Letter List.

"SURE WOULD LIKE to locate Frank Wiseburn," writes Marie Jacobs from Struthers, O. "I danced with him in several contests, the last being the Ernie Scott Danville, Va., show. In contests I went under the name of Jerry Miller."

JIMMY PARKER writes from Perkasie Falls, Minn., that he is resting between shows in the "Frozen north" visiting Chet Leitte and Frank Jansen at Marshall, Minn. Says he will be on "Pop" Fughe's next show.

"SORRY TO HEAR about Eddie (Smack) Bower's death as he was a good friend of mine," writes Jackie Parr, from Birmingham, Ala. Jackie is at home, waiting for a good show. He would like to hear from Mickey Sinclair, Bobby Waddall and Ruthie Keiser, via the Letter List.

VERNA GARVEY and Mickey Mottrison, at Savin Rock, West Haven, Conn., for the opening of the show there, want one from Barney (Red) Coleman.

LOU MILLER cards from Birmingham, N. Y., that he has dropped out of the endurance field to become a district manager of four roller rinks in the southern part of New York for the Donovan Company. He would appreciate word from Stan West, Charlie Touro, Danny LaMarr and Johnny Martin.

TAD BLACK wants to know the whereabouts of Jerry Martone and hear from Betty Lee Doria thru the Letter List.

KING HUBBELL, contestant in the latest Grand Forks, N. D., show, dropped in the City office for a visit last Friday. King has been traveling about the country since the close of the show and is now en route to Duluth for a rest before starting on another show after the first of the year. He would like to hear from Herbie Carver thru *The Billboard*.

AL (TAPPY) LUNDQUIST writes from North Platte, Neb., says he figures on going into "Pop" Fughe's next show and info that Ace Ekey is working with him. Would like word from Le Verne Hinkley.

TOM MATNEY, orchestra leader, since closing the Lynchburg, Va., show has been working a long engagement, with headquarters at Chesapeake City, Md., on a coastwise showboat now en route to Charleston, S. C.

CLUB CHATTER

(Continued from page 14)

lop's seven-piece band and a line of 12 girls, besides different added attractions each week, are doing the job up right. . . . Current headliner is Sonny Boy, who worked with Al Jolson in the picture by that name.

SALLY SWEET, singing star of *Life Begins at Minsky's*, who was headlined in all San Francisco newspapers last October when slugged backstage during a matinee performance at the Columbia Theater, is being billed as an extraordinary attraction at the Embassy Club. She's singing *Gotta See a Man About a Dog*, the number that caused all the trouble. . . . Harry Redding, well-known San Francisco caterer, has moved into the Kit Kat Club, that city, as manager, and has Doc Carroll as emcee with a snappy show, including Bob Harrison's Band. . . . Marjorie Raymond, clever tap and Spanish dancer, is playing a return engagement at the Royal Hawaiian, San Francisco. . . . Moana continues with her Hawaiian dances as Mel Peterson and his Beach-combers play those tantalizing rhythms. . . . Jack Burke emcees the fine floor show which has Jack Coakley's Or-

chestra.

TIDBITS

By RICHARD S. KAPLAN
NEAA General Counsel

Why a "beef session"? That's the question that has hit me recently.

There is nothing so cleansing, so fine as a beef session. It brings the contestants and operator closer together; it relieves the tension that sometimes exists on a floor and clears the air of misunderstanding. At the same time it lets the operator know the true condition of the floor and gives him ideas for the betterment of conditions. It shows up agitators and helps to eliminate disagreeable conditions.

By all means, every operator should institute a "beef session" to be held every night after the "tip" is out. You will find that it pays.

CONTESTANTS: Do you want to continue in this game? Do you want to help yourself and the operator? Then please observe the following important rules:

1. Don't use profanity in quarters or on the floor.
2. Don't use any vulgarity.
3. Keep your hands to yourself.
4. Be clean at all times—physically and morally.
5. Help the nurse or trainer to keep the quarters clean at all times.
6. Don't smoke while on the floor or in your quarters. If you must smoke do so while on your hygiene periods. It looks better and is safer for all.
7. Don't speak out of turn.
8. Don't agitate the floor.
9. Don't pay any attention to wires from other operators asking you to leave the show you're with to join him.
10. Be courteous, friendly, gentlemanly and ladylike at all times. It pays.

EMCEES: You can help by eliminating the familiarity sometimes shown by you on the stand. Eliminate the affectionate terms "honey" and "dearie" in speaking to a girl contestant from the stand. You're always in the spotlight. Your every act, your every word is carefully watched. Don't subject yourself or the show to criticism. There are too many critics always waiting to pounce upon any act or word and misconstrue the meaning intended.

FLOOR JUDGES: Familiarity between you and contestants is absolutely VERBOTEN! Become familiar and you lose every bit of your power and control. You're a JUDGE. As such you are presumed to be impartial. A bit of relaxation on your part and the floor is ruined—for you and the operator. Therefore, don't "kid" or joke with the boys and girls on the floor. And when your hours of duty are over, leave the building. Don't mingle with the contestants or the patrons. You'll find that everyone will respect you more for such an attitude. (Examples: Johnny Agrella, Maxie Capp, Larry Cappo.)

Another vice is rampant that should be eliminated, namely, TALKING TO PATRONS ACROSS THE RAILS. It's bad and should be stopped. Talking to patrons should be a cause for instant disqualification. All notes or conversation should be received thru

the floor judge for, to the public mind, there's always that false suspicion that someone is being "framed."

A suggestion: Watch the show in Tucson, Ariz. It may prove a great surprise to operators all over the country. A smart operator is at the head of it.

Staff Briefs

RUSS MARTIN, emcee, and Dolores Lorang, daughter of an Idaho rancher, according to word received from Della Lewis, were married December 3 at Lewiston, Idaho.

MICKEY MOGAN, Box 7, Deer Lodge, Mont., would like to hear from friends.

JOHN HAYDEN cards from New Haven, Conn., that he would like to hear from Jack (Blackie) Kirby via the Letter List.

LUCILLE TUCK and Merrick Vincell, of Long Branch, N. J., would like to hear from Charlie Cannafax and floor friends of theirs.

EXCHANGES OF Christmas greetings in the editorial text are eliminated because of the unfairness to advertisers who take space at regular advertising rates at this season to wish their friends the season's best. The same rule applies to all departments.

DUCKY NACCARATO is spending the holidays at his Los Angeles home.

LUMAN J. BEEDE and Florence are having a great time at their winter home in Hollywood, Fla. Luman wants it understood that they are in Florida, not California. They recently received several letters from friends that had been directed to Hollywood, Calif. Others enjoying the bathing and warm sunny days in and about Miami include J. O. Kitchens and misses, the Van Raam family, with Pop, Joe and wife, Mrs. Van Raam and Marge with a whole flock of dogs, Dick and Jo Jo Layer, Pop and Mrs. Dunlap and Guy and Mrs. Swarts.

TROY B. BOND writes from Indianapolis: "When I read recently in this column of the death of Eddie (Smack) Bowers I was touched deeply, because to my way of thinking he was one of the finest, cleanest characters ever connected with any endurance show. He neither drank nor smoked and was universally admired by contestants. I took it upon myself to go to Cicero, Ill., and make inquiry into his tragic death and the facts were as follows: He was operating slot machines in and around Cicero (perfectly legal in Illinois). His machines were destroyed once and he was ordered to leave. But Smack Bowers never believed in taking a powder. Later he was brutally murdered and left on a roadside. His body was identified and sent to Dallas, Texas, for burial. He had accumulated a nice nest egg and above all paid his income tax. He left his mother and family well taken care of and the least he deserves is the publishing of the full facts for the benefit of family and friends. Hope this is read in the same spirit as written."

OPENING CHRISTMAS TIME GEORGE L. RUTY'S NEXT WALKATHON

With Phil Murphy

Register at once with Ray Moudy, 2129 Boardwalk, Atlantic City, N. J. Following communicate with me: Toddy Welch, Joan Faye, Johnny and Frenchie Reid, Tab Black, Bobby White, Thelma Birdstiel and Josephine Manning.

GEO. W. PUGHE WANTS WALKATHON CONTESTANTS

For Pueblo, Colo., Opening December 27

\$1,000 First Prize

WANT only first-class Sprint Teams with wardrobe who can entertain. No collect wires or phone calls. No transportation. Address

GEO. W. PUGHE

Vail Hotel, Pueblo, Colo.

THE FORUM

This department of The Billboard is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular shows or acts will not be considered. Writers will attempt to give 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 972, Cincinnati, O.



Hyde Park, Mass. The other evening in a restaurant where show people congregate I overheard a group conversing about a new movement being organized that is promised to do wonderful things for the re-birth of show business. Being interested, I horned into the group, met only evasive answers to my questions, but was told just enough to infer that a secret society is at work on the style of the old White Hats. It is all so secret and for the chosen few and I ask, in all seriousness, what on earth can be accomplished by any secret society? And what can be expected of an industry whose people still wish to play like schoolboys with so-called mysterious secrets? Show business cannot be put on its feet if its people are to undergo cleavage by secret organizing. What is needed is mass action on a common ground.

Hits So-Called Secret Society Inside Show Biz

HENRY COLE

Spencer, Ind. I am in hopes these few lines will start the ball rolling. Every circus fan in the country should send a postal card (costs only a penny) to Sam Gumpertz, of Ringling-Barnum & Bailey Circus. Send a card now, fans, before you forget it, and say, "Hurrah for you, Mr. Gumpertz, and the others. Hurrah for you all for your stand on getting those circus parades back." Let's bring back the old-time circus fever!

Urges Fans To Help Revive Circus Fever

GEORGE CAMPBELL

Port Huron, Mich. Recently in The Forum some old-time minstrels have been referred to, and the finding of some papers of mine which I had not seen in 30 years brought to mind the Scott & Romden Madison Square Minstrels, season of 1884-'85. That is long back some for the "Do you remember?" boys. I have a photo of the band taken at Oakwood Hotel, Green Lake, Wis., prior to opening of the 1884 season and in it are shown Carl Turner, Barney Briggs, Art Amaden, Jimmie Wall, of Howe & Wall; Frank H. Swain, then Pony Morton; Louis Romden, manager; Tom Glenn, Charles F. Salisbury, Joe Romden and John Williams, who was manager of the Oshkosh (Wis.) Opera House. This show also had Clark & Williams, Hughes & Viadoc, C. Scott, Ace LeVoy and a big acrobatic act. I think Swain, Salisbury and Amaden are the only ones now living. FRANK H. SWAIN.

Recalls Scott-Romden Troupe Of Minstrels

Chicago. The Forum is most interesting and is looked to for the truth in show history. Recently someone asked when and where Washburn & Arlington's Wild West opened. It was on May 1, 1890, in Bristol, Pa. Arlington & Washburn had had Tom shows. Arlington in Wyoming met Jim Kidd, a fine rough rider, and Kidd brought two carloads of wild horses that were wild. He also brought a clean-cut gentleman, Charles Howard, who was more like a banker, but he was a rider of unbroken stock. Kidd was one of the first moving picture cowboys. But it was Wichita Jack who was chief of the cowboys. He and Kidd had been to Europe with Buffalo Bill. Every one was a good rider and roper. Jack Murphy (Wild-Horse Jack) was a finished trick rider and fancy shooter, as were also Cody and wife. Another, Dick Turpin, was also a fine marksman. Nearly all wore long hair. The women were all fine riders, such as Mrs. Cody and Mrs. Baldwin. White Eagle Bill ran against horses. The show also had circus acts for a while. Edwards, they say, did the best backdrop from chairs and tables until Joe La Fiere came along. It was with this show that the famous rider of the Ringling Circus, Josie Ashton, first sat a horse.

Joe Gorton's Minstrels and Horn Soloists

Glens Falls, N. Y. The village of Friendship, in the southern part of New York State, was many years the home of Joseph Gorton, founder of Gorton's New Orleans Minstrels. Many moons ago this little community bore the distinction of being one of the most musical localities in the Empire State. Here was a worthwhile while conservatory of music, under capable supervision of Prof. A. N. Johnson, author of works on music, published in Boston. Supposedly Joseph Gorton was a student in this school during his early years, as were many members of his celebrated "Gold Band," universally considered one of the finest musical organizations to travel with a minstrel show either at that early date or later. This feature added much to popularity of this little company of itinerant minstrel entertainers, who were well and favorably known from Maine to California and from Canada to Florida.

Some Queries Are Replied to By DeForest

I was a small boy when I first saw this show in Canton, N. Y., so I recall only certain features of the performance, which in that country was a household topic. In the band was a wizard cornetist, B. F. Benjamin, who played an E-flat cornet marvelously and was accredited the unusual feat of getting 5 Cs on his instrument. Of course, he must

Wise Managers Should Realize Appeal of Flesh

Bridgeport, Conn. As a playgoer in Bridgeport, I'll say that the public here clamors for the return of vaudeville, but the big houses merely please it with a amateur units once a week. Once the neighborhood movie houses did start to put in some vaudeville, but the big houses quickly killed this off by putting back vaudeville until they had crushed the competition, and then they cut the vaudeville out again. Wise theater managers will some day realize that they have to have some vaudeville to fill all seats, as the public is tiring of a steady fare of pictures. Only the "flesh" can have that real and certain appeal. WILLIAM E. BURTON.

More Benders Being Recalled For Kattenberg

New Orleans. I have unearthed some information about several contortionists that might be useful for Burns Kattenberg, of Minneapolis, in his research. He asks about Dracula. I've since learned that this performer's name is Raymond and that he was both a front-bender and back-bender and is still living. He appeared in red-devil suit with a stage setting representing a cavern. I think he was billed as "The Prolificsome

Walter Brown Leonard

Walter Brown Leonard. I became acquainted with the Gorton show during the late '80s, and was in close touch with it during Mr. Gorton's life and even when others were lessees of the title. I recall one of the first companies, which included DeWitt Cook, "King of Clubs", Frank Clayton, Billy Griffin, Eddie Marks, ends; Charley Larkins, Frank Schmitt, J. Walter Wilson, Eugene Elliot, vocalists; Johnny Armstrong, Charley Byrne, John Elliot, hoofers. Young Joe Gorton was a mere boy and was playing euphonium in the band and doing a musical act in the olio.

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have resorted to some well-developed trickery to accomplish this, nevertheless, people were spellbound at this attainment. Another feat accomplished with apparent ease was that of playing "Com-in-Turn the Eye" without touching a valve. He was an outstanding feature until one day while in restaurant in Los Angeles he bit onto a bone which broke one of his front teeth and was obliged to discontinue the achievements which he had made possible by constant and well-directed application. It was said by members of the company at that time that Mr. Benjamin broke down and cried like a child. Another feature was a euphonium soloist, billed as "The Great Frankum." He had been a member of P. S. Gilmore's Band, Theodore Thomas' Orchestra and other celebrated musical organizations of that period. I recall hearing him play a Southern melody with intricate variations in front of the theater after parade, in which he displayed complete control of his instrument.

Joseph Gorton arranged all of his music and was considered one of the leading arrangers of "close harmony" of that day. He directed his band, playing B-flat cornet and was a splendid "business" player and painstaking director. During the first part he introduced what he claimed to be the only "all brass" orchestra existing, "Gorton's Celebrated Cornet Orchestra," which usually consisted of six "mouthpieces." The effect produced by this combination was that of a pipe organ and, as far as I recall, he never used any other combination, nor desired to do so. Premier season was in 1867 and the company was constantly on tour until some years after the death of the founder, altho none were able to make any marked success with the title after his demise. He used only gold-plated Besson band instruments and insisted upon them at all times.

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Demon." This must have been about 1906 or '07 when he was playing vaudeville. Other oldtimers may recall more about him. I also remember the Ronaldos, two men and a woman who may have been their sister. They worked in grotesque makeup with costumes consisting of top hat and tails with the lower part of their bodies clothed in tights. They were front-benders.

FRIED WAEGEMANS.

Cumberland, O. It is always interesting to read in The Forum data about the old-time shows, as to when they were out and who were with them. I have in mind a man by the name of Stephens, who had an interest in a circus known as the Miller & Reynolds Circus.

Later, I believe, Stephens owned all of the circus. This was a two-car railroad show. If any readers of The Forum can give any additional facts regarding this show it will be much appreciated by the writer. HARRY E. MOORE.

Writer Asking About Miller & Reynolds Circus

Saranac Lake

By BETTY HUNTINGTON

Saranac Lake is full of the Will Rogers memorial spirit. Donations from all over town are being received daily, as well as the NVA Lodge contribution.

Our Jimmy (ex-NVA Billboard columnist) writes us that he is getting ready for another Lamb's gambol, in which he is to take part. We know that he'll make good. Good luck, Jimmy.

Plans are being arranged by a newly appointed committee for the Christmas holiday celebration. Dotis (Blonze) Gascoigne, Marie Bianchi and Hannah Zimmerman are on the entertainment end. Oscar Davis will act as emcee for the impromptu program, and Chris Hagedorn and Joe Babrowski will have charge of the decorations.

Mary Louden has left Saranac Lake and is spending the winter with her mother in Paterson, N. J.

Saranac Lake's municipal band has started rehearsals for a series of winter concerts to be held at the Pontiac Theater between shows. Starting February 10, a full program of marches and operatic selections will be presented at the theater under the leadership of George Turner.

William Janney, our latest arrival, had a surprised visit from his charming sister, Mrs. E. H. Bower, of New Jersey.

George W. Oivany Jr., of Saranac Lake, and son of the former Judge G. W. Oivany, former Tammany leader, was found critically shot on the grounds of a deserted hotel near here last week. According to reports, the youth indicated attempted suicide.

Please check on your health to avoid "the cure," but write to those you know in Saranac Lake.

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5.00	50	5.80	1.00
6.00	60	6.80	1.20
8.00	80	8.80	1.60

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Subscribers who request change of address should give together with present address, DISPLAY ADVERTISING—Fifty cents per acre line. Whole year, \$25.00; half year, \$12.50. Last advertising form goes to press each Monday.

No unclassified advertisements accepted unless subscription is telegraphed or mailed so as to reach subscription office before noon Monday.

The Billboard reserves the right to edit all advertising copy.

BASUALDO—Carlos Ortiz, 37, wealthy Argentine husband of Leonora Hughes, formerly of the internationally known dance team of Maurice and Hughes, drowned when his speedboat overturned in Lake Nahuel Huapi in the Southern Argentine Andes December 13.

BROUSHARDT—Eugene (Gene), 43, tenor singer with the Four Monitors quartet, at General Hospital, Minneapolis, December 9 of plural pneumonia and diabetes. He was working with the quartet at the Bowery night club, Minneapolis, when stricken. His wife, Nellie, and Herman Hunt, a member of the quartet, were with him at the end. Body was shipped to Nashville, his wife's home, for burial.

BURNS—Leo, 43, formerly of the dance team of Burns and Moran, in Boston December 6. Burns and Moran were for many years a standard act in vaudeville and also appeared in a number of musical comedies, including several Winter Garden shows, *Midnight Showers*, starring Eddie Cantor, and others.

CARNEY—Jack, known in various lines of show business for the last 20 years, at the Jackson Park Hospital, Chicago, December 6 of heart failure. Survived by his widow and two daughters.

COFFIN—Charles Hayden, 73, retired English actor, recently in London. He toured the United States with Lillian Russell in *La Cigale*, *Girofle-Girofle* and other plays. Later he appeared in pictures and retired four years ago.

COHEN—Max, 46, director of the art title department with Universal Film Studios, December 9 in Hollywood following a heart attack.

ECKERT—Mrs. "Happy Jack," wife of "Happy Jack" Eckert, fat-man attraction with shows for many years, November 30 at Mason, Tenn., after a long illness, including a stroke. Burial at Mason.

EMERY—Roy C., 56, formerly treasurer of the old Auditorium Theater, Kansas City, Mo., at his home in that city November 7 of a heart attack. He was at one time advance agent for Sousa's Band and *The Miracle*. Survived by his widow.

FIEN—Frederick, 48, assistant superintendent of Playland, Rye, N. Y., of heart failure December 6 while preparing the ice for the park's Ice Casino. Deceased was born in New York City, worked for the company which built the *Witching Waves*, went on to Detroit to join the Kling Company, with which he remained for 11 years and then was employed by the Stickler Company, which constructed Nosh's Ark at the park. He remained there as operator of the Ark and later was appointed assistant to Fred Church. He was also chief of park's fire brigade. Burial in Lutheran Cemetery, Brooklyn, December 9.

FREEL—Aitha, 23, actress and wife of Ross Alexander, film actor, suddenly in Hollywood December 7. The deceased, known on stage as Aleta Freila, made her Broadway debut in 1932 in *Three Times the Hour*. In 1933 she appeared in *Both Your Houses* and in 1934 in *The Double Door*.

ORIG—Madame Nina, 90, widow of the well-known composer, Eduard Orig, in Copenhagen recently.

GRIMM—John, 64, musician, in Fort Worth, Tex., December 7. Mr. Grimm, born in Hamburg, Germany, came to the United States in 1901 to play in the

THE FINAL CURTAIN

World's Fair Band at Chicago. Since then he has played in numerous bands and orchestras all over this country. Funeral services December 8 by Reverend L. D. Anderson at Harverson-Cole Chapel, Fort Worth, and burial in Greenwood Cemetery there. His widow survives.

HALPERIN—Sam, 71, father of Nan Halperin, vaudeville headliner, and Hal Halperin, film trade magazine editor, December 6 at Kew Gardens, Long Island, N. Y.

HENDRYX—Ruth, at Chicago December 6 from complications following an operation. She had been with the Hagenbeck-Wallace Circus for the last six seasons and before that was with the John Robinson and Sells-Floto shows. Survived by her parents, Mr. and Mrs. Tom Greenleaf, and sister, Mrs. C. Menick.

HERFORD—Mrs. Oliver (Margaret Regan), widow of the well-known wit, playwright and author, in New York recently. She wrote for a magazine which she and her husband published and later she collaborated with him.

HOTTE—Irene L., 36, wife of Billy Hotte, former trouper and radio entertainer, at her home in East Peoria, Ill., November 29.

JOHNSON—Charles Milton, 56, manager of Bimini baths and swimming pools, Los Angeles, December 2 at North Hollywood, Calif.

KOPPIN—Henry L., 93, father of Henry S. and George F. Koppin, both of whom operated large Detroit theater circuits, including the Woodward Theater Company, until a year ago, December 10 at his Detroit home from pneumonia. The elder Koppin started the real estate business which developed into the theater circuits.

LAWRENCE—Alfred, retired comedian, December 3 at his home at Brady Lake, near Ravenna, O. He was stricken with paralysis four years ago and had not appeared on the stage since. He once co-starred with Grace Cameron at the Colonial Theater, Akron, O., and toured the country with her musical comedy. He was also on the Keith Circuit for several years, and for several seasons was associated with Francesco De Leone's concert company. His widow is the only survivor. Funeral services were held from the Parohild Funeral Home, Ravenna, and burial was in Maple Grove Cemetery there.

LEIBOLD—Frederick J., 67, for 32 years secretary of the Denver Musicians' Union, of a heart attack at the home of a friend in Denver recently. Survived by his widow, Mrs. Bertha M. Leibold. Funeral services and burial in Denver.

LOWERRE—William T., 26, newsreel cameraman, in New York December 10. His widow, a daughter, his parents, four brothers and a sister survive.

MALEY—Mrs. John W., 60, killed instantly December 1 in an auto accident in Covington, Tenn. Her son, Arnold, is an executive on Cole Bros.-Beatty Circus. Deceased, husband and daughter were riding in a car which was hit by another, turning the Maley vehicle over three times. Husband sustained three broken ribs and their daughter was cut about the head. Another daughter, Mrs. Nina Howard, survives.

MALLEM—Bee Eckle, 20, radio and stage entertainer, December 6 at hospital in Jacksonville, Fla., of injuries sustained in an automobile accident. His mother, three sisters and a brother survive.

MENUTT—Jane Louise, 74, December 9 at her home in Van Nuys, Calif., of a heart attack. Funeral services and interment at Forest Lawn Cemetery, Glendale, Calif. Her husband and two sons, William Stevens McNutt and Patterson McNutt, film scenarists, survive.

NICHE—George, 53, former orchestra leader at the Tulane and Greengold theaters, New Orleans, in that city December 8. Burial in potter's field, New Orleans.

POLAND—Louise G., December 5 at St. Vincent's Hospital, Los Angeles, following a major operation. Her husband, Besurgard Poland, film writer, survives.

POMINVILLE—Arthur, 43, for 10 years prominently identified with the George F. Johnson Company, nationally known convention and show decorators, with

headquarters in Detroit, December 5 at his home there. Survived by his widow. Burial in Mount Olivet Cemetery, Detroit.

RAYMOND—Leslie, 41, formerly well known in West Coast radio circles as Brother Bob, suddenly at Palos Verdes, Calif., December 5. His widow and one son survive.

RYAN—E. A. (Blinker), veteran pitcher, at Joplin, Mo., December 2 of heart trouble. Survived by a daughter, Mrs. Henry Collins, Joplin; a brother, C. E. Ryan, and two sisters living in St. Louis.

SAENGER—Gustav, 70, violinist and composer and for the last six years editor-in-chief of music publications for Carl Fischer, Inc., in New York recently.

SANDERSON—Wilfred E., 57, English songwriter, in London December 11. Among his compositions were *Friend of Mine*, *Until*, *Drake Goes West*, *Hills of Donegal*, *Captain Mac* and many others. The first two each sold over 1,000,000 copies. His widow, a son and daughter survive.

STARRETT—Howard E., 70, December 7 in Philadelphia from a heart attack caused by asthma, from which he suffered the last 30 years. He was directing a circus show for the children in Stollenburg's department store when stricken. He had presented shows there every winter for the last 23 years. Mr. Starrett had been in show business since he was 12 years of age and was the owner of one of the first wagon circuses in this country. The last two years he managed a small amusement park in Garnerville, N. Y. He was a member of the Masons and Royal Arcanum. Survived by his widow, Adelaide, of West Nyack, N. Y., and a son, Howard Jr., of Brooklyn, formerly with the *Ziegfeld Follies*. Funeral services in West Nyack December 9. Jack Carver, assistant to Starrett for last three years, will present the store program for the remainder of the season.

SWANNER—William Franklin, father of Raymond L. Swanner, past season with the Gold Medal Shows, in St. Louis November 30 of heart trouble. Besides his son, he is survived by three daughters, Mrs. Otto C. Williams, of Des Moines, and Grace and Clytie Swanner, of St. Louis. Funeral services in St. Louis, with interment in Farmington, Mo.

THIBAUT—Tom, 45, on the stage for the last 31 years with such acts as the Six Stylah Steppers, the Denno Sisters and Thibault, the Seven Mariners and last with the Five Blue Eagles, December 2 in Chicago. Survived by his widow, Elena (Denno) Thibault; two daughters, Mrs. Delvina Powell and Elena Thibault, and three sons, Tom Jr., Arthur and Raymond. Body was removed to his home in Woonsocket, R. I., for burial in the family plot there December 7.

THOMAS—Howard D., 31, orchestra leader, December 12 at the home of his parents, Mr. and Mrs. W. E. Thomas, in St. Louis, after an illness of five days with pneumonia. For the last nine years he had conducted his own orchestras thru the Middle West and South. Besides his parents he is survived by his widow, Maxine Thomas.

VOIGHT—Louis, 73, father of Hubert Voight, film studio publicity executive, December 10 at his home in Los Angeles.

WELKER—Grant, 69, active many years as a director of Stark County (O.) Fair, December 6 at his home near Waynesburg, O. His widow, two daughters and a brother survive. Interment in Indian Run Christian Church Cemetery, Waynesburg.

WERTZ—Clarence, 42, stage and screen actor and stunt man, in Hollywood December 1 of a ruptured appendix. Funeral and burial services at Hollywood Cemetery. His widow and father survive.

WESTERMEIER—Anton, 54, leader of the Junker-Ball Post No. 1963, Veterans of Foreign Wars, band, Kenosha, Wis., in a hospital there December 9. He played for 10 seasons with the Chicago Civic Opera Company, later with the Ravinia Opera Company and the American and Chicago Symphony orchestras. He also served as the director of a Holly-

wood band during the filming of *Birth of a Nation* and *Remona*. Survived by his widow and a daughter.

MARRIAGES

CHASE-POLLARD—Marion Chase, singer, to A. J. Pollard, broker, recently in Virginia Beach, Va.

CRABTREE - COLEMAN—Allen F. Crabtree Jr., cousin of Lotta Crabtree, of theatrical fame, and Ruth Liberty Coleman, daughter of the late Ray Montana, cowboy banjoist, at Prospect Street Church, Cambridge, Mass., November 24.

DUBARRY-LAUREL—Walter DuBarry, manager of the Savoy Theater, Flint, Mich., for the last 20 years, and Lola Laurel, dancer, formerly of the sister team of Laurel and LaVerne, November 16 at East Jordan, Mich.

GARDNER-HISEN—Cheerful Gardner, elephant trainer, originator of many well-known elephant acts, including the head-carry, now superintendent of Hagenbeck-Wallace and 4-Paw-Bells Bros. Combined Circus, to Beadie Hiser, daughter of W. P. Hiser, Texas rancher, at Crown Point, Ind., December 9.

LENOYE - HEFFERMAN—John L. Lenoye Jr., manager of the Princess Theater, Demora, Pa., and Bridget T. Hefferman in that city recently.

LEVY-LEFKOWITZ—Arthur Levy, Columbia Exchange head in Pittsburgh and chief baker of the Variety Club in that city, and Bees Lefkowitz, of the office staff of Warner's exchange in Pittsburgh, in Hamilton, Ont.

LEVY-RAPHAEL—Adrian Levy, publicist with Sol Lesser studios, to Harriet Raphael December 3 at Santa Barbara, Calif.

LOUNSBERRY-HURD—John Mitchell Lounsbury, cartoonist with Walt Disney Productions, to Florence Louise Hurd, artist with Harman-Ising Animated Cartoons, December 7 at the Wee Kirk of the Heather, Glendale, Calif.

MARRHALL-KELTY—David H. Marshall and Hortense Kilty, contralto, in Montpelier, Vt., December 6.

NEWMAN-KEELER—Michael Francis Newman to Helen Keeler, actress and sister of Ruby Keeler, film star, and Marjorie Keeler, stage dancer, December 8 at the home of her parents in North Hollywood, Calif.

NORTH-THOMPSON—Robert A. North and Virginia Dawn Thompson, both of Bridgeport, Conn., in Brewster, N. Y., November 19. Miss Thompson is a singer on Station WLLI, New Haven, Conn.

PASS-McHENDRIX—Herbert L. Pass, concessioner, and Georgia McHendrix, daughter of R. G. McHendrix, manager Majestic Exposition Shows, at Greer, S. C., November 23.

PERKO-SUTTER—John Perko, football star, and Gloria Frances Sutter, Pittsburgh dancer and dance teacher, in Wellsburg, W. Va., December 6.

TRUMBO-JIFFELD—Taylor Trumbo to Georgia Jiffeld, radio actress, December 7 in Ventura, Calif.

COMING MARRIAGES

Ann Darling, screen actress, and Arthur W. Stebbins, nephew of Joseph and Nicholas Schenck, film producers.

Mary Elizabeth Campbell and Max Rosenbloom, film actress and prize fighter.

Mary Armstrong, actress, and Francis Ford, film player.

Harry A. Udinsky, violinist with Johnnie Adams' Orchestra, and Clara D. Shulman, nonprofessional, of Columbus, O., in Dayton, O., December 29.

BIRTHS

A daughter December 8 at Good Samaritan Hospital, Los Angeles, to Mr. and Mrs. Al Parmenter. Father is publicist with 20th Century-Fox studios.

An eight-pound son, Richard, December 6 at Cedars of Lebanon Hospital, Hollywood, to Mr. and Mrs. David Diamond. Father is production executive with Universal studios.

A daughter December 7 in Leipzig, Germany, to Dr. and Mrs. George Greif. Mother is the granddaughter of Madame Ernestine Schumann-Heink, concert star, now appearing in films.

A 6½-pound son December 6 at Hollywood Hospital, Hollywood, to Mr. and Mrs. Irving Sandler. Father is chief property man with Samuel Goldwyn Film Productions.

An eight-pound daughter Thanksgiving Day to Mr. and Mrs. Maurice Levin. (See BIRTHS on page 64)

Sydney S. Cohen

Sydney S. Cohen, a leader in the film business and former president of the Motion Picture Theater Owners of America, died in New York December 12 of a heart attack. He was president of the MPTOA from 1920 to 1924 and chairman of the board of directors for the next two years. He owned several theaters in Middletown, N. Y. In New York City he leased the Empire Theater to EKO and owned the Apollo on 125th street. Together with Harry Arthur, he was a partner in Arco Corporation, which holds a management contract for the Roxy Theater, New York. He operated the Fox, Brooklyn, for a year for the bondholders and advised the bondholders' committee for the Beacon Theater, New York. Recently he had been interested in philanthropic activities. Funeral services were at Central Synagogue, New York. Survived by a son, Richard, and a daughter, Dorothy.

ACTS, UNITS AND ATTRACTIONS

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

Aldrich's Imperial Hawaiian (Academy) Lynchburg, Va. 1.
Aldrich's Oriental Fancies (City) Chester, Pa. 15-19.
Alma, Rose (Midwives of New York) New York, Pa.

Babe, Rudy (Morrison) Chicago, Pa.
Baldwin, Frances (Duo) New York, Pa.
Balfour, Nikita (St. Motie) New York, Pa.

Barnes, Dora (Merry-Go-Round Club) Albany, O. 15.
Barnold, Rich (Bea) Seattle 15-21.
Barthelmy & Graves (Colonial) Detroit 15-17.
Beavers, Louise (Pal) Cleveland 15-19.
Beck Bros. & Dancers (Colonial) Chicago, Pa.

Bell, Jimmie & Nora (Piazza) Pittsburgh, Pa.
Bell, Marie (Merry-Go-Round Club) Albany, O. 15.
Belmont, Belle (Hemp's Cafe) Philadelphia, Pa.
Benn, Billy & Beverly (Mark Hopkins) San Francisco, Pa.

Bert, Bebe, Girls (Pal) Cleveland 15-19.
Bertram, Frank (New Yorker) New York, Pa.
Billette, Three (Hollywood) New York, Pa.
Blackstone (Colonial) Dayton, O. 15-19.
Blackburn, Terry (Normandie) New York, Pa.

Bondie & Carol (Congress Cafe) New York, Pa.
Bones, Major, Amateurs (National) Louisville, Pa.
Bones, Major, Amateurs (Broadway) Springfield, Mass. 15-19.
Boyd, Al (Radio City Rainbow Room) New York, Pa.

Boyd, Gloria (Kit Kat) New York, Pa.
Brasla, Mickey (Greenwich Village Barn) New York, Pa.
Brin, Phil (Star) Buffalo, N. Y.
Broadway Billie (Colonial) Chicago, Pa.

ROUTE DEPARTMENT
Following each listing in the ACTS-UNITS-ATTRACTIONS and BANDS AND ORCHESTRAS section of the Route Department appears a symbol. Those consulting the aforementioned sections are advised to fill in the designation corresponding to the symbol when addressing organizations or individuals listed.
EXPLANATION OF SYMBOLS
a-auditorium; b-ballroom; c-cafe; cb-cabaret; cc-country club; h-hotel; nc-night club; p-amusement park; ro-road house; re-restaurant; t-theater.

Clark's, Harry, Rita Carlston Blondes (Rex) Seattle 22-24.
Clark's, Harry, Rancho Grande Revue (Paramount) Abilene, Tex. 13.
Cord, This (American) Chicago, Pa.
Coudie & Kay (Village Barn) New York, Pa.

Comedy Stars of Hollywood (Capitol) Aberdeen, S. D. 1.
Comer & Anderson (Capitol) Winnipeg, Can. 1.
Conchies, Three (Plymouth) Worcester, Mass. 1.
Congo (Colosimo's) Chicago, Pa.

Dance Portraits (Strand) York, Pa. 1.
Dean, Barney (Riverside) Milwaukee, Pa.
Dean, Burdie (Royale-Francis) Chicago, Pa.
Dean, Jan (Carmen) Philadelphia 15-19.
DeBarry's Birds (Electric) Kansas City, Mo. 1.

DeLain & Dunn (Pal Club) Battle Creek, Mich. 1.
Denise, Diane (Weylin) New York, Pa.
Denning, Ruth (Dan Realy's Broadway Room) New York, Pa.
Deville Revue (Princess) Nashville 25-27.
Dexter & McGinty (Capitol) Winnipeg, Can. 1.

Dolan, Jackie (State-Lake) Chicago, Pa.
Dolger, Lew (Rendezvous) Brooklyn, N. Y. 1.
Dolores (Colosimo's) Chicago, Pa.
Dooly, Jed, Co. (Mattoon) Mattoon, Ill. 15-20.
Dorra, Kay (Oriental) Chicago, Pa.

Dorff, Dorry (Normandie) Chicago, Pa.
Dorson, Adeline (Club Minnet) Chicago, Pa.
Douglas, Mill, Co. (Strand) York, Pa. 1.
Douglass, Milton (Central Park Casino) New York, Pa.
Dove, Evelyn (Condie's Inn) New York, Pa.

Gallagher, Nags (College Inn) Philadelphia, Pa.
Gardner & Kane (Pal) Cleveland 15-19.
Gardner's, Toy Shop (Park) Philadelphia, Pa.
Gay, Sally (Club Lido) Montreal, Pa.
Gay & Merle (Electric) Kansas City, Mo. 1.

Geary, Justine (Dole's) Chicago, Pa.
Gerly, Julia (Club Minnet) Chicago, Pa.
Gerritt, Paul (Palmer House) Chicago, Pa.
Gina & Orlan (Chateau) Milwaukee, Pa.
Gomes & Wilcox (Montmartre) New York, Pa.

Greene, Anne (State) New York 15-19.
Grindel & Eisher (State) Baltimore 15-19.
Grish (Colosimo's) Chicago, Pa.
Gwynne, Jack (Morrison) Chicago, Pa.

Halg, Hal (Grand O. H.) St. Louis, Pa.
Hale, George Everett (State-Lake) Chicago, Pa.
Hale, Ted (Cannon's) New York, Pa.
Hall, Bob (Michigan) Detroit 15-19.
Hall, William (Chicago) Chicago, Pa.

Hansen, Louise (Anne Millstone's) Chicago, Pa.
Harringtons, Four (Piazza) Bellefonte, Pa. 15-19.
Harris & Howell (Michigan) Detroit 15-19.
Harrison & Fisher (Palladium) London 1-21.
Hart, June (Grand O. H.) St. Louis, Pa.

Hart, Tom (Park Central) New York, Pa.
Hawk, Bob (State-Lake) Chicago, Pa.
Hayes, Helen (Kit Kat) New York, Pa.
Hayes, Milt (Hollywood) New York, Pa.
Helen & Bonnie (Club Embassy) Nashville, Tenn. 1.

Lane & Harper (Mattoon) Mattoon, Ill. 15-20.
Langdon & Storey (Capitol) Winnipeg, Can. 1.
Lash, Harry (Riverside) Milwaukee, Pa.
Lawler, Marvin (Wives) New York, Pa.
Lawton, Reed (Hoovert) New York, Pa.

Leah, Irving N. Merry White Revue (Colonial) Lawrence, Mass. 15-19.
Leah, Irving N. Merry White Revue (Colonial) Hartford, Conn. 20-21.
Lila (Beacon) Vancouver, Can. 15-19.
Lilly, Joe & Jules Mackay (Pitt Avenue) New York, Pa.

Lindsay, Fred (Stanley Bar & Grill) New York, Pa.
Little Maids, Three (Howard's Showboat) New York, Pa.
Lillian, Jane (State-Lake) Chicago, Pa.
Lora, N. (Chateau) Milwaukee, Pa.
Lorain (Paramount) Abilene, Tex. 17-19.
Love, Violet (Paradise) New York, Pa.

Lowry, Ed (Century) Baltimore 15-19.
Luther, Nora (Anne Millstone's) Chicago, Pa.
Lynch, Maria E. (Cameron Casino) Syracuse, N. Y. 15.
Mack, Dave (Pirron's) Los Angeles, Pa.
MacDonald, Grace & Guy (Leon and Eddie's) New York, Pa.

MacKay, Carol (Four Horsemen Club) Philadelphia, Pa.
Madoux, Frances (Savoy Plaza) New York, Pa.
Mangawa, Marie (Pitkin Inn) Hollywood, Pa.
Mahan & Hucker (Alexander Young) Honolulu, Pa.
Malina, Luba (Hollywood) New York, Pa.

Mangan, Gloria, Four (Earle) Washington, D. C. 1.
Mann, Sylvia, Co. (Earle) Washington, D. C. 1.
Manson, Vera (Sweetstakes) Cleveland, Pa.
March of Rhythm (Mattoon) Mattoon, Ill. 15-20.
Marian, Joe (Kit Kat) New York, Pa.

Mario & Florio (Biltmore) New York, Pa.
Marks, Anthony (Club Alhambra) Chicago, Pa.
Marlowe, Mary (Madison Casino) Chicago, Pa.
Martin, Billy (Silver Cave) Chicago, Pa.
Martin, Dorothy, & Co. (State-Lake) Chicago, Pa.
Martin Sisters, Three (Texas) Greenville, Tex. 15-20.
Marvey, Gene (Paradise) New York, Pa.

BOBBY MAY

THE JUGGLER
BENT WISHEW (AKA) NAT KALCHEIN (Wm. Morris Office)

May, Bobby (Chez Paree) Chicago, Pa.
May, Jean (Royal Palm Club) Miami, Pa.
Mayan Trio (Mayan) New York, Pa.
May & Carr (Plymouth) Worcester, Mass. 1.
McBride, Jack & Flo (Beacon) Vancouver, Can. 15-19.
McGee, Billy (Club Minnet) Chicago, Pa.

McLure, Vi (Commander) New York, Pa.
McLure, Ray (Texas) Greenville, Tex. 15-20.
Melvin, Joe (Paramount) Abilene, Tex. 17-19.
Meredit, Tiny (Music Box) San Francisco, Pa.
Miami Band (Texas) Greenville, Tex. 15-20.
Miles, Mary (Shubert) Cincinnati 15-19.
Miller & Wilson (Polly Bergers) Paris 1-21.
Mills, Tammy (Place Elysées) New York, Pa.

Moderista, Four (Paradise) New York, Pa.
Morley & Anger (Grand O. H.) St. Louis, Pa.
Mourne & Adams Sisters (Grand O. H.) St. Louis, Pa.
Mourne Bros. (Tower) Kansas City, Pa.
Muller, Hal (Royale-Francis) Chicago, Pa.
Moore, Sadie (Club Alhambra) Chicago, Pa.

Morgan, Grace (Joe Howard's Showboat) New York, Pa.
Morrison, Joe (Harmans Blecker Hall) Albany, N. Y. 15-19.
Mura, Corinna (History Gallant's) New York, Pa.
Murphy, Senator (Oriental) Chicago, Pa.
Murray & Alan (Greenwich Village Nat Club) New York, Pa.
Murray, Johnny (Banker's Tavern) Philadelphia, Pa.
Musical Klowns (Fox) Philadelphia, Pa.
Murray, Chis. Band (Texas) Greenville, Tex. 15-20.
Myers & Nolan (Texas) Greenville, Tex. 15-20.
Myers, Stanley, Band (Capitol) Winnipeg, Can. 1.

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

P
Palmer & Doreen (Grand O. H.) St. Louis, 1.
Parker & Doreen (Grand) St. Louis 18-19, 1.
Parker, Pat (Paradise) New York, 18.
Parker, Marion (Club Alabama) Chicago, 6.
Parsons, Kay, Bayne (Rams) New York, 2.
Pat & Marilyn (Moray's Club) Detroit, 10.
Paula, Florida (Stanley Bar & Grill) New York, 10.
Payne, Chuck (Rex Arms) Minneapolis, 10.
Payne, Frank (State-Lake) Chicago, 1.
Peabody, Eddie (Marble) Chicago, 1.
Pearl, Lew, & Boys (After the Show Club) Chicago, 10.
Perry Twins (National) Louisville; (State-Lake) Chicago 23-24, 1.
Phillips, Joe, & Co. (State) New York 18-19, 1.
Pitts, Kay (Marble) Chicago, 1.
Pitro & Sylvia (Pitro's) Los Angeles, 10.
Pitro & Temple (Netherland Plaza) Cincinnati, 1.
Pitar, Portia (Joe Howard's Showboat) New York, 10.
Pitwell & Nedra (Oriental) Chicago, 1.
Pitwell, Rex, Trio (Texas) Greeley, Tex., 18-20, 1.
Pitward, Ann, & Jack Lord (Paradise) New York, 18.

R
Rancho Grande Revue (Paramount) Atlanta, Tex., 17-18, 1.
Rancho Grande Revue (Paramount) Philadelphia, 1.
Rardin, Joe (Paradise) New York, 18.
Ray, Gilbert & Vicky (Delaware Grill) Tonawanda, N. Y., 18.
Rayne, Hal & Hilda (Sanger) Mobile, Ala., 17-18, 1.
Ray, Allen (Millmore) New York, 1.
Reagan, Don, & Orin (State) New York 18-19, 1.
Reed & Mela (Royale-Francis) Chicago, 10.
Reed, Jack (Normandie) New York, 10.
Reid, Del, Orin, (Katie) Philadelphia, 1.
Reid, Raul & Eva (New Yorker) New York, 1.
Reynolds, Al (Margaret Club) Chicago, 10.
Reynolds, Don, Continentals (Paramount) Atlanta, Tex., 17-18, 1.
Rhodes, Berne (Plymouth) Worcester, Mass., 1.
Richman, Margie (Electric) Kansas City, Mo., 1.
Richards, Tools & Jackie (Sandoggers) Chicago, 1.
Richardson Twins (Rex) Seattle 18-20, 1.
Richard, Earl (Rex Club) Chicago, 10.
Ricker, Al (Kil Kat) New York, 10.
Rice, Carlisle (Beacon) Vancouver, Can., 18-19, 1.
Ridley, Frances (Club Cadix) Atlantic City, 10.
Roberts, Dave (Plantation Club) New Orleans, 10.
Roberts & White (Wife's) New York, 18.
Roby & Gould (Shubert) Cincinnati 18-19, 1.
Roby, Jimmie (Becker's Club) New York, 10.
Robson's Broadway Bandwagon (Rex) Seattle 19-20, 1.
Robt Garden Band (Beacon) Vancouver, Can., 18-19, 1.
Robt, Sam (Epitome) Philadelphia, 10.
Roney Jr., Pal (Orion Terrace) Detroit, 10.
Rosalba & Seville (Terrace Room) Chicago, 10.
Rosa, Jessie (18 Club) Chicago, 10.
Rosa, Pierre & Schuster (Oriental) Chicago, 1.
Rosa, Wally (Club Paradise) Superior, Wis., 10.
Rovinsky, Boys (Kil Kat) New York, 10.
Royalties Four (Banker's Tavern) Philadelphia, 10.
Roy Sisters (Chas Parer) New Orleans, 10.
Royal Charles (Sanger) Mobile, Ala., 17-19, 1.
Ryco, Eleanor & Brynour (Larus) New York, 18.
Ryder, Norma (Cumberland) Md., 18-19, 1.
Ryder, Hamilton, W. Va., 21-22, 1.
Rymer, Jane (Texas) Greenville, Tex., 18-20, 1.
Rymer, Benny (Pal.) Cleveland 18-19, 1.
Ryssel, Jack (Pioneer Club) Detroit, 10.
Ryder Sisters (Club Minnet) Chicago, 10.

S
Samuels, Al (Village Grove Nat Club) New York, 10.
Santana Anita (Royale-Francis) Chicago, 10.
Santana & Elvira (Jimmy Kelly's) New York, 10.
Savage, Jean (Southern) Baltimore, 1.
Schape, Sid (18 Club) Chicago, 10.
Schneidfeld, Franz (Vine Gardens) Chicago, 10.
Seano (Larus's) New York, 18.
Sealey Roy (Hermanns Blecker Hall) Albany, N. Y., 18-19, 1.
Sealey, Jack (KK Club) Raymond, Me., 18-20, 1.
Sealey & Parker (Mallory) Malton, Ill., 18-20, 1.
Seayne & Armstrong (Club Lido) Montreal, 10.
Serrano, Bob (Chateau) Milwaukee, 10.
Shaw, Fred (Meadow) San Francisco, 10.
Shelia, Ethel (College Inn) Chicago, 10.
Shimons, Hilda (1137) Philadelphia, 10.
Shire in State (Capitol) Winnipeg, Can., 1.
Shirley Sisters (Shubert) Cincinnati 18-19, 1.
Shirley Trio (Rex) Seattle 18-20, 1.
Shirley, Fred (Pal.) Cleveland 18-19, 1.
Singers of Fortune (Sanger) Mobile, Ala., 17-19, 1.
Sipalay, Phil, & Overt (Stanley) Pittsburgh 18-19, 1.
Sklar Sisters (Mallory) Malton, Ill., 18-20, 1.
Stanley, Shannon (Capitol) Winnipeg, Can., 1.
Stanley Twins (Chicago) Chicago 18-19, 1.
Star, Florence (Park Central) New York, 1.
Starr, Gloria (Club Alabama) Chicago, 10.
Starr, John (Ray Netherland) New York, 10.
Steele & Strain (Club Stage) Cleveland, 10.
Stee, Lyla (Morrison) Chicago, 1.
Swann, Russell (Waldorf-Astoria) New York, 1.
Swingline, Mrs. Eve (St. Regis) New York, 1.

T
Talbott, Ray (Club Monte Carlo) Shoberghan, Wis., 10.
Tappan, Maxine (Ambassador) New York, 1.
Taylor, Ph (Anne Millstone's) Chicago, 10.
Taylor, Nyla (Farley) Philadelphia, 1.
Till Sisters (Katie) Philadelphia, 1.
Tham (Old Boumanian) New York, 10.
Thomas, Edna (Anne Millstone's) Chicago, 10.
Thompson, Carl (Electric) Kansas City, Mo., 1.
Tom, Al (Hills) St. Charles, Mo., 10.
Torrone, Narda; (St. Morris) New York, 10.

Townsend, The (Montclair) New York, 1.
Tracy's, Jack, Band (Capitol) Aberdeen, S. D., 1.
Travers, Jean (Chas Parer) Chicago, 10.
U
Udell Triplets (Rex) Seattle 18-20, 1.
V
Val & Valerie (Merry-Go-Round Club) Albany, O., 10.
Valdez, Yern; (Trotle Inn) Hollywood, Calif., 10.
Valley, Joan (Maxim's) New York, 10.
Van & Dale (Madison Casino) Chicago, 10.
Vander, Yula (Club Alabama) Chicago, 10.
Velas & Yolanda (Palmer House) Chicago, 1.
Vesnetian Duo (L'Aiglon) Chicago, 1.
Verril & Lee (Strand) York, Pa., 1.
Vernille, Nina, & Don Donaldson (Versailles) New York, 10.
Vernon, Pat (Mayfair Casino) Cleveland, 10.
Vestoff, Floris & Val (Greenwich Village Barn) New York, 10.
Villani, Freddie (Madison Casino) Chicago, 10.
Vintand, Bianca (Village Oxyg Tavern) New York, 10.

W
Waldron, Jack (Hollywood) New York, 10.
Walker, Alan (Wooden Shoe Club) Chicago, 10.
Walker, Karl J., Gay New Yorkers; Brownsville, Tex.; San Antonio 23-24.
Walsh, Mamie (Rex) New York, 10.
Walsh, Mammy (Village Barn) New York, 10.
Ward Sisters (Arabian Supper Club) Columbus, O., 1.
Ward & Yelka (Sanger) Mobile, Ala., 17-19, 1.
Wayne, Carlie (Capitol) Aberdeen, S. D., 1.
Wayne, Lillian (Low Richman's Dixie Club) New York, 10.
Wayne, Clifford, Six (Capitol) Aberdeen, S. D., 1.
Wayne, Erna (Pal.) Rochester, N. Y., 18-19, 1.
Webb, Neils (Normandie) New York, 10.
Weil, Peter (Cocoanut Garden) Chicago, 10.
Wellington, Marelice (Nixon) Pittsburgh, 1.
Weser & Roberts (Capitol) Winnipeg, Can., 1.
Wesley, Edith (Tavern) New York, 10.
White, Olive (Penthouse) Detroit, 10.
White, Teddy (Normandie) New York, 10.
White Brothers, Three (Chicago) Chicago, 1.
Wilbert, Raymond (State-Lake) Chicago, 1.
Williams, Jerry (Man About Town) New Orleans, Emily (Man About Town) Mo., 1.
Winton & Diane (Clover Club) Sharon, Pa., 10.
Witt, Bob (Paramount) Atlanta, Tex., 17-19, 1.
Wolf, Gray, Iron Heart & Little Dear (Capitol) Aberdeen, S. D., 1.
Wood, Ed E. (Paramount) Springfield, Mass., 18-19, Boston 30-Jan. 1.
Woodward, Earl, Jack & Betty (Embassy Club) Jacksonville, Fla., Reg. Dec. 28.
Woodley, Fere (Katie) Philadelphia, 1.
Worth, Billie (Kil Kat) New York, 10.
Worth Sisters (College Inn) Philadelphia, 10.
Worth, Wyle & Howe (Hermanns Blecker Hall) Albany, N. Y., 18-19, 1.
Wright, Barbara (Club Albany) Chicago, 10.
Wright, Charles (Weylin) New York, 1.
Wynward & Wecker (Columbo's) Chicago, 10.

Y
Yost, Ben, & California Variety Night (Hollywood) New York, 10.
York, Arden (Morgue) New York, 1.
Z
Zudella (Palais Royale) Lansing, Mich., 10.
BANDS AND ORCHESTRAS
(Routes are for current week when no dates are given.)
A
Abbott, Charley; (Sportman's Cafe) Chicago, 1.
Adams, Johnny; (Greyhound Lines) Dayton, O., 18.
Adcock, Jack; (Yorktown Tav.) Elkins Park, Pa., 10.
Albert, Al; (Silver Cave) Chicago, 1.
Alvin, Danny; (Gold Coast Embassy Club) Chicago, 10.
Ammon, Albert; (Club de Liza) Chicago, 10.
Anderson, (Stork) New York, 10.
Armand, Johnny; (Woodrow Wilson) New Brunswick, N. J., 1.
Armstrong, Louis; (Connie's Inn) New York, 10.
Arman, Eddie; (Sharon) New York, 10.
Aven, Al; (Greyhound) New York, 1.
B
Bailey, Hal; (Falls City Casino) Indianapolis, 10.
Barron, Duke; (O'Henry) Greensboro, N. C., 1.
Barron, Elmer; (Paradise Showboat) Troy, N. Y., 10.
Bartel, Jenn; (Ambassador) New York, 1.
Barkin, Alex; (St. Morris) New York, 1.
Belsout, Louis; (Chas Parer) Chicago, 10.
Benson-Cook; (The Shubert) Detroit, 10.
Berger, Jack; (Astor) New York, 1.
Berkey, Duke; (Honkey-Dory) Stamford, Conn., 10.
Bernie, Don; (Paradise) New York, 1.
Bernie, Milt; (Eastwood Park) Detroit, 10.
Black, Bob; (Fere Margarete) Peoria, Ill., 1.
Black, Stan & Lee; (Ambassador Club) Spokane, Wash., 10.
Blaine, Jerry; (Continental) Newark, N. J., 1.
Boyd, Zola; (Marlboro) Denver, Colo., 1.
Bradford, Fere; (Chas Parer) New York, 1.
Brandwynne, Nat; (Stork) New York, 10.
Breese, Louis; (Weylin) New York, 1.
Brigode, Ace; (Maze Hall) Cincinnati, 1.
Bring, Lou; (House of Morgan) New York, 1.
Brook, Alfredo; (Versailles) New York, 1.
Broomeberg, Sammy; (Von Thron's) Chicago, 1.
Brooks, Billy; (Katie) Oklahoma City, 1.
Brookers; (George Vanderbilt) Asheville, N. C., 1.
Burch, Henry; (Tropical Gardens) Middletown, Ky., 10.
Burkath, Johnnie; (Casa Madrid) Louisville, 10.
C
Campbell, Jimmie; (Marquette Club) Chicago, 10.
Carlton, Duke; (Club Nightingale) Wausau, Wis., 10.
Carper, Don; (Odd Opera Club) Phoenix, 10.
Chester, Bob; (Washington-Yeare) Sherwoodport, La., 1.

Clancy, Louis; (Dempsy) Mason, Ga., 1.
Coblehan, Cornelius; (St. Regis) New York, 1.
Coleman, Emil; (St. Regis) New York, 1.
Conn, Irving; (Arrowhead Inn) New York, 10.
Continental Oxytel; (L'Aiglon) Chicago, 1.
Cooper, Judy; (Towers) Kansas City, 1.
Coqueland, Eddie; (Casino) Sea Con., I. I., N. Y., 1.
Cornelia, Paul; (Rialto) Cincinnati, 1.
Covert, Mike; (Seneca) Rochester, 1.
Cugat, Xavier; (Waldorf-Astoria) New York, 1.
Cummins, Bernice; (Roosevelt) New York, 1.
Curtis, Jack; (Club Astor) Milwaukee, 10.
D
Daley, Frank; (Meadowbrook) Cedar Grove, N. J., 10.
Dance, (Madeline) New York, 10.
Dantzig, Ed; (St. George) Brooklyn, 1.
Daw, Freddie; (Oranmer) Chicago, 1.
De Barbary, Yoshka; (Dubont) New York, 1.
Decker, Chip; (Veteran Hall) Park Rock-Laway, N. Y., 1.
Demerly, Danny; (Vandy Ballroom) Detroit, 1.
Denny, Jack; (French Casino) New York, 1.
Dickerson, Carroll; (Grand Terrace) Chicago, 10.
Dishan, Harry; (Silver Slipper) Memphis, Tenn., 10.
Dubrow, Art; (Chop House) Hartford, Conn., 10.
Dufon, Denny; (Red Gables) Indianapolis, 10.
E
Emington, Duke; (Fox) Washington, 1.
Elliot, Baron; (Bill George's) Pittsburgh, 10.
Eisenbach, Lee; (Arrowhead Inn) Cincinnati, 1.
Ernest, Steve; (Blue Lantern Club) Detroit, 1.
Ernie, Val; (Maxim's) New York, 1.
Everette, Jack; (Mayfair) Des Moines, Ia., 18.
F
Farley-Riley; (Oxy Club) New York, 10.
Farrar, Bill; (19 Mile House) Cincinnati, 10.
Felds, Al; (Felix Oakes) New York, 1.
Ferdin, Shop; (Palmer House) Chicago, 1.
Funch, Freddie; (Vanity Fair) Kansas City, 10.
Fur-Hilo, Ted; (New Yorker) New York, 1.
Furber, Art; (Tina Club) Chicago, 10.
Furness, Earl; (Savoy-Flora) New York, 1.
Furman, Willie; (Leon & Eddie's) New York, 10.
Francisco, Fran; (Club Moderna) Battle Creek, Mich., 10.
Fretter, Bill; (Red's New Casino) Niles, Mich., 10.
Frisco, Al; (College Inn) Philadelphia, 10.
Frolier, Peter; (Glas Bird Inn) Chicago, 10.
G
Garber, Jan; (Triadon) Chicago, 1.
Garber, Jack; (Lord Baltimore) Baltimore, 1.
Garton, Don; (Seneca Lake Tav.) Geneva, N. Y., 10.
Gasparre, Dick; (Savoy Plaza) New York, 1.
Gendron, Henri; (Royale-Francis) Chicago, 1.
Gendron, Tom; (The Grove) Houston, Tex., 10.
Gilbert, Don; (Terrace) New York, 1.
Gill, Emerson; (Webster Hall) Detroit, 10.
Gillis, Irving; (Pierce) New York, 1.
Golden, Neil; (Queens-Terrace) Woodside, L. I., N. Y., 1.
Goldy, Cecil; (Madison) Minneapolis, 1.
Gordon, Frank; (Noblet) Minneapolis, 1.
Gothelf, Manfred; (Monte Cristo) Chicago, 1.
Grant, Bob; (Savoy-Flora) New York, 1.
Greene, Murray; (Empire) New York, 1.
Grier, Jimmy; (Biltmore) Los Angeles, 1.

H
Hagilton, Charles; (Post Lodge) Larchmont, N. Y., 10.
Hall, George; (Tati) New York, 1.
Halstead, Henry; (Park Central) New York, 1.
Harris, Jack; (Harris Casino) Pittsburgh, 10.
Harris, Buddy; (Jay Young's Chinese Restaurant) Birmingham, Ala., 10.
Harris, Little Jackie; (White House) Newark, N. J., 1.
Harris, Phil; (Adolphus) Dallas, Tex., 10.
Hart, Ruth; (Wonder Bar) Lansing, Mich., 10.
Hauer, Michael; (Seville Tavern) Dayton, O., 10.
Hawkins, Jess; (Merry Gardens) Chicago, 1.
Hayden, Frank; (Congress) New York, 10.
Held, Horace; (Drake) Chicago, 1.
Henderson, Fletcher; (Roseland) New York, 1.
Herman, Dave; (Jack Dempsey's) New York, 10.
Hesberger, George; (Old Heidelberg) Chicago, 10.
Hester, Don; (Mt. Royal) Montreal, 1.
Hill, Harry; (Ingletree) Peoria, Ill., 1.
Hill, Teddy; (Ubangi) New York, 10.
Hines, Earl; (Grand Terrace) Chicago, 1.
Hollander, Will; (Shelburne) Atlantic City, 1.
Holt, Ernie; (El Morocco) New York, 10.
Hope, Hal; (Normandie) New York, 10.
Hopkins, Claude; (Cotton Club) New York, 10.
Hopkins, Josh; (Broad St. Tavern) Pawcckett, N. I., 1.
Hultberg, Henry; (Paest) Rockford, Ill., 1.
Huntley, Lloyd; (Star) Buffalo, 1.
Hylton, Jack; (Fox) Detroit, 1.
I
Janis, Freddie; (Paradise Club) Chicago, 10.
Jarman, Leg; (Showboat) St. Louis, 10.
Jarvis, Art; (Netherland Plaza) Cincinnati, 1.
Jelenik, Eugene; (Hollywood) New York, 1.
Jennings, Ted; (Castle Farm) Cincinnati, 10.
Johnson, Charles; (Royal Paradise) New York, 10.
Johnson, Johnny; (Commodore) New York, 1.
Jones, Ithorn; (Lincoln) New York, 1.
Jordan, Bill; (Wooden Shoe) Chicago, 10.
Joy, Billy; (Madison) Malton, Ill., 1.
Joy, Volter; (Linden Highway Inn) Mishawaka, Ind., 10.
K
Kahr, Art; (Case de Alex) Chicago, 1.
Kane, Albin; (Ersvort) Chicago, 1.
Kassel, Art; (O'Hann) Cincinnati, 1.
Kasler, Al; (Blackstone) Chicago, 1.
Kaye, Frankie; (St. Anthony's) Chicago, 1.
Kay, Herbie; (Edgewater Beach) Chicago, 1.
Kaye, Sammy; (Cabin Club) Cleveland, 10.
Keller, Jack; (Parkway Casino) Bridgeport, Conn., 10.
Keller, Leonard; (Blanchard) Chicago, 1.
Kemp, Hal; (Pennsylvania) New York, 1.
Kerwin, Gene; (After the Show Club) Chicago, 10.
King, Henry; (Central Park Casino) New York, 1.
Klein, Jules; (Baltic) Detroit, 1.
Knapp, Orville; (Cosmopolitan) Denver, 1.

Korlin, Van; (Madison Casino) Chicago, 1.
Kraus, Ed; (Ole Tunnel) Chicago, 1.
Kroll, Nathan; (Vanderbilt) New York, 1.
Krumm, Condy; (Rustan Bear) New York, 10.
L
Lafite, Lee; (Cedar Shore) Bayville, L. I., N. Y., 1.
La Mar, Frank; (Nats) New York, 10.
Lamb, Diers; (Club Lido) Jackson, Mich., 10.
Lansens, Mike; (Ranch) New York, 10.
Lane, Eddie; (Governor Clinton) New York, 1.
Lang, Sid; (St-Hal Club) Chicago, 10.
Larkin, Joe; (Old Field Club) Stony Brook, 1.
L. N. Y., 1.
LaPete, Manly; (Manna-Bar) Ardmore, Pa.
La Salle, Frank; (Wife) New York, 10.
Leifer, Allan; (The Farm) White Plains, N. Y., 10.
Lehrer, Duke; (La Salle) South Bend, Ind., 1.
Lee, Alan; (Edison) New York, 1.
Lehrer, Ivan; (885 Club) Chicago, 10.
Lehey, Howard; (McCurdy) Evansville, Ind., 10.
Lee, Paul; (New Windmill) Pittsburgh, 10.
Levant, Phil; (Schroeder) Milwaukee, 1.
Light, Emma; (McAlpin) New York, 1.
Lideman, Udo; (Gloria Palace) New York, 1.
Lindner, Henri; (Oxy's Paradise) Chicago, 10.
Littfield, Frankie; (Club Del Mar) Galveston, Tex., 10.
Lombardo, Guy; (Arcadia) Philadelphia, 10.
Long, Johnny; (Fox York) Albany, N. Y., 1.
Long, Winick; (Ambassador) New York, 1.
Lynan, Abe; (Hollywood) New York, 1.
Lyon, Bob; (Commodore) Vancouver, B. C., Can., 1.
Lyon, Al; (Ambassador) Los Angeles, 1.

M
McNamara, Bill; (Frolic Inn) Hollywood, Calif., 10.
Mack, Austin; (Harry's N. Y. Cabaret) Chicago, 1.
Madrigals, Eric; (Morrison) Chicago, 1.
Mann, Milton; (Village Barn) New York, 10.
Manshon, Wingo; (Famous Door) New York, 10.
Maple, Nelson; (Ye Olde Tavern) Fort Wayne, Ind., 10.
Marino, Al; (Club Mirador) Homestead, Pa., 10.
Marzell, Paul; (Arcadia) New York, 1.
Martin, Johnny; (Silver Cloud) Chicago, 1.
Mayne, Artie; (Belmont Grill) Bridgeport, Conn., 10.
Meyer, Bobby; (De Wit Clinton) Albany, N. Y., 1.
Mey, Jimmy; (Royale-Francis) Chicago, 10.
Meroff, Denny; (Olymp Club) San Antonio, Tex., 10.
Messer, Dick; (Donohue's) Mountain View, N. J., 10.
Meyer, Jack; (Club New Yorker) New York, 10.
Miller, Dave; (Wicmain Roof) Milwaukee, 10.
Miller, Gene; (Alcazar) Kansas City, 1.
Miller, Floyd; (Joe's Casino) Wilmington, Del.
Mint, Bob; (Desville Club) Santa Monica, Calif., 10.
Morgan, Jerry; (Circle) New York City, 1.
Morgan, Jack; (Hollywood) Tonawanda, N. Y., 1.
Moss, Y. G. (Vanderbilt) New York, 1.
Myers, Chic; (Texas) Greenville, Tex., 1.
Myers, Stanley; (Capitol) Winnipeg, Can., 1.
N
Nance, Ray; (Paramount Club) Chicago, 10.
Nasser, Leon; (St. Morris) New York, 1.
Nassar, Ted; (Roseland) Brooklyn, N. Y., 10.
Nelson, Ossie; (Joe's Casino) New York, 1.
Nevoy, Carl; (Vine Gardens) Chicago, 1.
Newman, Ruby; (Rainbow Room) New York, 1.
Nishaur, Eddie; (Casino Moderna) Chicago, 10.
Nielsen, Paul; (Park Avenue) Detroit, 1.
Nitt, Joe; (Club Havana) Chicago, 10.
Nolan, Buddy; (Meadows) Appleton, Wis., 10.
Noble, Ray; (Rainbow Room) New York, 10.
Norris, Joe; (Eastern Star) Detroit, 10.
O
Olson, Walker; (New Julius) Gardenville, N. Y., 10.
Oliver, Florida; (Anna Held's) New York, 10.
Olson, George; (College Inn) Chicago, 10.
P
Pablo, Don; (Merry-Go-Round) Ft. Wayne, Ind., 10.
Pacelli, Bob; (Oranada) Chicago, 10.
Pachco; (Pierre) New York, 1.
Parker, Lee; (Log Cabin) Ardenok, N. Y., 10.
Parker, Johnny; (Knickerbocker Club) Chicago, 1.
Paul, Don; (Base Lake) Vestaburg, Mich., 10.
Perry, Bob; (Oranmer) Chicago, 1.
Perry, Tom; (St. Morris) New York, 1.
Peterson, Eric; (Seven Gables) Millard, Conn.
Piatt, Earl; (Broad Street Grill) Harrisburg, Pa., 10.
Pellack, Ben; (Roosevelt) New Orleans, 1.
Praga, Jean; (Overcride) New York, 10. (See NOTES on page 33)

Overcome your mike fright . . . Rehearse your new routine . . . Perfect that new dance . . . Gain a finer stage presence . . . Consult the Theatrical Schools Department in our next issue. Or Write Theatrical Schools Editor, The Billboard, 1564 Broadway, New York.

Ringling Controlled Shows Sign Agreement With IABPB

Runs for two years—represents compromise with Alliance settling on \$115 a month for road men in 1936 and \$120 in 1937—raise over current scale

PITTSBURGH, Dec. 14.—The annual meeting between the International Alliance of Bill Posters and Billers of the United States and Canada and circus representatives, which opened on Sunday at the Roosevelt Hotel here and ended in deadlock after a two-day session, was continued in New York on Thursday when all Ringling Bros.' controlled shows signed a two-year agreement with William McCarthy, secretary of the Alliance. The agreement represents a compromise, with Alliance settling on \$115 a month for road men in 1936 and \$120 in 1937, marking a raise of \$5 and \$10, respectively, over the current wage scale. It was also agreed that the shows furnish the men with meals, lodgings and transportation. Previously the union held out for the restoration of its 1929 scale (\$120 a month), which it claims was promised it by the shows as soon as they began operating with a profit again.

The following titles are listed as the shows that have signed the two-year agreement: Ringling Bros. and Barnum & Bailey Circus, John Robinson Circus, Hagenbeck-Wallace and Forepaugh-Sells Combined Circus, Sells-Floto Circus, Sparks Circus and Al G. Barnes Circus. The agreement was signed by Charles G. Snowhill, general agent of Ringling Bros. and Barnum & Bailey Circus.

While all circuses were invited to attend the local meeting, only the following representatives attended: Charles G. Snowhill, Ringling Bros.; Arthur Hopper, general agent for Hagenbeck-Wallace and Forepaugh-Sells Combined Circus; Floyd King, representing the Barnes show; Clyde Willard, representing Cole Bros.; and P. N. Brauson, representing the Tom Mix Circus.

Alliance was represented by Leo Abernathy, president; William McCarthy, secretary; Robert O. Williams, Local No. 46, Cleveland; Harry Varner, Local No. 113, Fort Wayne, Ind.; and Robert Thatcher, Local No. 31, Youngstown, O.

Mr. Abernathy, in a statement to the local representative of The Billboard revealed that he is instructing all Alliance locals not to sign any contracts until they have been officially informed to do so. He believes that more shows will sign by next week, with full results to be published in an advertisement in The Billboard.

The two-year agreement with the Ringling shows will eliminate the annual wage scale meeting next year.

Chicago Circus Notes

CHICAGO, Dec. 14.—Some of the boys have heard the call of Hot Springs and are down in Arkansas taking the baths. Harry Bert left last week with Harry Canale and will be at the springs for several weeks. Mickey McDonald, who was at the springs, has returned to Chicago.

Tom Dolan departed last week for Miami, Fla., where he will spend the winter.

Billy Lorette, clown cop, who has been laid up in the American Hospital, is definitely on the road to recovery. Mrs. Lorette reports, "I want to thank the many friends who have written to Billy or called on him at the hospital," says Mrs. Lorette.

Emmer Myers writes friends here that he will again be with the Barnes show next season.

H. M. Harvey, seen in Des Moines this week, denied rumors that he would not be with Russell Bros.' Circus next season.

Bob Hickey is back in Chicago after having spent two weeks on the West Coast doing publicity for Clyde Beatty. The usual rumors about new railroad shows going out next season are floating around.

Burtis L. Wilson, circus fan, writes from Ada, Okla.: "Baw Jack Earle, 'tallest man on earth,' in El Paso. He and his brother run a jewelry store in that fair city, Oklahoma City, and that grand clown, Paul Terence, playing Jerry the Clown for the kiddies for his third season at the John A. Brown Company. Also our old friend, Bill Penny, of H-W Wild West, with an excellent display of (See CHICAGO CIRCUS on page 37)

Sparks, Execs in New York "Search"

NEW YORK, Dec. 14.—Charles Sparks, owner; Charles Katz, manager, and Irish Moran, publicist Downie Bros.' Circus, invaded New York this week on urgent business in connection with personnel as well as equipment.

Three calls to reach them at their hotel were unsuccessful, but it was learned that Sparks is searching for a big-time name to pilot show's concert. Insiders continue to insist that show will go on rails next season.

New Dining Quarters For Cole; Other Notes

ROCHESTER, Ind., Dec. 14.—Al Dean, Cole Bros. chef, is making ready to move the cookhouse from the office building to the newly completed cook and dining quarters adjacent to the cat barn. It will seat 150 people.

Ralph (Suicide) Clark has arrived at quarters from California and will soon begin rehearsals with his jumpers for a new thriller.

Louie Scott, former electrician with Rice Bros., has reported to Cole headquarters and will be connected with the electrical department.

Friends of Allen King report a letter from the former Cole trainer, saying that he has accepted a position as chief of the secret service of Ford Motors, Detroit.

Capt. and Mrs. Fred Seymour have gone to Jackson, Mich., for a few weeks' visit. Jesse Adkins has gone to Hot Springs for a few weeks' rest.

Bob Hickey has returned from California. Mr. and Mrs. Zaek Terrell have returned after a week in Chicago.

Mart Goodwin is busy with new signs across the front of Cole quarters. The name "Cole Bros.-Clyde Beatty Circus Winter Quarters" supercedes the old line "Indiana Circus Corporation."

Clyde Willard, car manager, was a

Invaluable
Statistical Data
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Year
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Features

In the Next Issue of
The Billboard
DON'T MISS IT!

Willard To Manage No. 1 Car of Cole

ROCHESTER, Ind., Dec. 14.—Clyde H. Willard, who started in the circus business in 1906, has been named manager of Advertising Car No. 1 of Cole Bros.-Clyde Beatty Circus for the 1936 season. During the past year he has been in charge of the opposition brigades of the show.

Willard is a veteran car manager, being in charge of the 101 Ranch show for five years; two seasons with the John Robinson Circus, five years with Downie Bros. and a season with Walter L. Main. He also had charge of opposition for Ringling Bros. and Barnum & Bailey for several years.

He represented the Cole show at the Pittsburgh wage-scale meeting of the circus agents and union billposting officials. After spending a few days in Rochester at the winter quarters, he departed for Greenville, S. C. He will return to Rochester early in the spring.

visitor at quarters last week. W. A. (Waxie) Dyke has started work in the harness department. Capt. and Mrs. Harry McFarlan have returned from a visit in the old home town, Philadelphia. Capt. John Smith and assistant, Frank (Alabama) Campbell, are getting the ring barn in shape for training of stock.

"Slivers" Madison has arrived with three elephants and a number of dogs and ponies from an indoor circus in Evansville, Ind.

Trainmaster McGrath announces completion of the new car-storage yards, with trackage for 70 cars. All Cole rolling stock is now on company-owned rails.

MIGHTY VOAL SHOW, Sylvester Vogel, manager, is wintering at Ft. Smith, Ark. John Vratinas will again have the Slide Show next season. He is operating his Busy Bee Cafe at Ft. Smith. Sailor Clark Morley, tattooed man, is his cashier.

U. S. Troupes Off To Join Show In Australia, Booked for 18 Months

NEW YORK, Dec. 14.—Four troupes, consisting of 14 acts and 22 people, have been booked for a newly formed circus in Australia for a tour lasting 18 months. Show is billed Ivan Broa.' International Circus and is owned and financed by Major W. T. Condon, former director of broadcasting stations, which are operated by the Australian government.

Major Condon has no circus experience and is described by Phil Wirth of Phil Wirth Attractions, thru whom U. S. acts were booked, as a circus fan. Acts are the Nellie Dutton attractions; the Seven Demons, tumblers; Jimmie Campbell's Casting Delcos and Maida and Perez, perch.

Dutton unit left Wichita, Kan., for San Francisco this week with all its acts except the high-school camel, which is banned from Australia because it is a cloven-footed animal. The other acts left New York yesterday for San Francisco and are scheduled to arrive there next Wednesday to catch the S. S. Makura for Sydney, where ship is slated

to dock on January 11. Opening in Sydney will be on or about January 15. The big city dates will be for from four to five weeks, while stands in small towns will be one-nighters, all under a 100-foot top with a 50-foot middle piece. Among physical equipment are two complete electric light plants and a large pedroom. All equipment is being prepared in Australia. There will be an orchestra and a ballet and show will be put on in one ring. No meat-eating animals will be carried with the show, only the hay-feeding type.

Since the tour will be outdoor in entirety, show will follow the climate during the year and a half's run. America's winter is Australia's summer. Other talent is being drafted from Germany, as well as from Sydney, Melbourne, etc. Youngest member in the Delcos act is four-year-old Jimmie Campbell Jr. Doesn't work, however. After numerous cables and long-distanting with Wirth, Major Condon completed negotiations a few days ago by sending \$10,000 for round-trip transportation expenses.

Circuses Set For England

Include Mills, Royal Hall, Crystal Palace, Waverly Market, Bellevue, Stadium

LONDON, Dec. 9.—London and the English provinces are set for a record circus season this Christmas.

Major circuses are Bertram Mills' Olympia Circus, the Royal Agricultural Hall and Crystal Palace circuses, all three situated in London; the Waverly Market, Edinburgh; Kelvin Hall, Glasgow; Bellevue Circus, Manchester, and Stadium Circus, Liverpool. All with the exception of the Olympia Circus, London, and the Crystal Palace are solely booked by Stanley W. Watton.

Programs set as follows: Bertram Mills, December 20-January 16; Con Collette, wire walker; Merkel, the "Human Fly," from Hagenbeck-Wallace Circus; Allison Troupe, Halsey acrobats; Eight Corinthians; Baker Boys, Paulo Family and Maile Wrigley, ridings acts; Beege and Cupie, roller skating; Five Carlos, high-wire act; two Karolla, perch act; Mayay and Brasch, high unicycle riders; Natal, the man-monkey; Pless Brothers, comedy roller skaters; Joe Ramon's comedy mules; Trixie, juvenile juggler; Mroczkowi and Bertram Mills' ponies and horses; Oindri's baby elephants; Patricia Bourne and her lions; Kate Wallenda's seals; the Spyras, comedy contortionists, and Rosello, "the Man in the Moon", last three acts booked by Watton.

Agricultural Hall, opening for a five weeks' season on December 23, will have Hagenbeck's Circus; Georgus and Papp, boxing parody; Olovan and Albertina, riders; Two Cassa, riders; Mons Gautier, high-school horse; Erich Hagenbeck's sea lions; South China Troupe of Oriental Sensationalists; mixed group of mules and zebras; Aloys Peters, "the man who hangs himself"; Walter Kaden's elephants; Silaghi Troupe, comedy bar act; Bersoni Troupe of high-wire walkers; John Schipmann's mixed group of wild animals, and Rudolph Matthes' tigers.

Waverly Market Circus has a four weeks' season starting December 16 with the following acts: Hagenbeck's lions, tigers and sea elephants; Six Kohlers, comedy bar performers; Eight Alfredo, sensational springboard act; Stephenson's Hiding School; Louise's dogs and monkeys; De Villos, club jugglers; Pantzer's midgets; Luxmore Trio, Halsey act; Pauline and Peter, wire act, and Aytan and Atkinson, clowns.

Kelvin Hall Circus from December 9 for seven weeks. Program: Schumann's Liberty horses; Oscar Fisher's elephant revue; Lopez Troupe, comedy bar act; Medrano Sisters, equestriennes; Six Lal Pouna, Chinese acrobats; Pintoro's chimpanzees; Gold Dust Twins, colored comedy novelty; Kaye Family of riders; Three Van Normans, clowns; Ryders Trio, knockabout act; Miss Doris and her strba, and Harry Cosdy, comedy novelty.

Bellevue Circus, December 21, for six weeks: Mixed animal group; Five Carlton Sisters, club jugglers; Naitto Troupe, Chinese wire sensation; Miebe Kohler's performing horses; Condon Pereno, springboard act; Theodore and Charley, French clowns; Bastelli's, comedy trampolines act; Thyra Pflanner, Danish rider; Chocolat and Company, French musical clowns; Skola Brothers, acrobats. (See CIRCUSES SET on page 37)

Arnold Maley's Mother Killed in Auto Smash

COVINGTON, Tenn., Dec. 14.—Mrs. John W. Maley, mother of Arnold Maley, of Cole-Beatty, was killed instantly here December 1 when the car in which she was riding with her husband and daughter was hit by another coming from the side. Details in Final Curtain section.

Arnold Maley and his wife, Emma Wilson, serialist, had been visiting the latter's parents in Atlanta for a few weeks when news of the tragedy arrived. Miss Wilson will join her husband on the C-B show next season. They will remain here until the first of the year and will then depart for winter quarters in Rochester, Ind.

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Chicago, Ill. Newark, Ohio.
(Conducted by JOHN SHEPARD, Editor "The
White Top," 409 Fulton St., Chicago, Ill.)

Col. William S. Sneed motored to headquarters of Cole Bros. Circus at Rochester, Ind., on December 11, consequently no luncheon of the John L. Davenport Tent was held on that day.

At the ceremonial of Syrian Temple Shrine in Cincinnati November 30 there was a circus fanning Bee by Eugene Haerlin, connected with the city government at Dayton, and C. W. Edwards, connected with the county government in Dayton, with two Cincinnati men, John G. Robinson IV and Albert J. Mayer, two latter being Circus Fans.

George H. Barlow III, of Birmingham, N. Y., will put on a circus for the Rotary Club of that city December 26. It will be composed of talent recruited from the forthcoming Martin Bros. Circus.

Burtis L. Wilson, Chicago Fan, is nearing home for the holidays. He left on a business trip early in October. He had many circus contacts in the Southwest.

The Moore News, published by Benjamin Moore & Company, contains a (See CIRCUS FANS on page 37)

Folks Back From Hawaii

E. K. Fernandez business reported big except on Island of Kauai

LOS ANGELES, Dec. 14.—The members of the E. K. Fernandez Circus returned from the Hawaiian Islands December 7. The elephants, stock and other paraphernalia was sent on a freighter. Business was reported as big at every stand, except on the Island of Kauai. The show played both ends of the island for 10 days and business was a near wash-out. Eddie, it was stated, had an arrangement for the big show that was a sure money-getter. In the big top were numerous concessions at the main entrance. Admission was \$1, starback reserved seats 50 cents extra. The Side (See FOLKS BACK on page 37)

Zack Miller's Sales Days

ALEXANDRIA, La., Dec. 14.—Col. Zack T. Miller was here last week seeking to establish a Community Sales Day here. These affairs, where the farmers bring in anything they have to sell and auction them off one day each week, have gone over big in the West, he declared.

60 with 4-30's

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Under the Marquee

By CIRCUS SOLLY

THE FREEMANS (Freddie and Ethel) are spending the holidays at their home in London, Ont.

E. J. ALLEMAN, veteran trouper, is night clerk at the Lowell Inn, Stillwater, Minn.

THELMA MANN, while in Cincinnati last week, called at *The Billboard*. She is still located in Middletown, O.

CAPTAIN WOODWARD has a seal act in vaude on the West Coast. Was a recent Los Angeles visitor.

PEARL HARRIS is asked to get in touch with his sister, Jessie Harris, at Maud, Okla., as she is ill.

HARRY LAPEARL'S dad, J. H. LaPearl, of Kokomo, Ind., has been quite sick of late and Harry and his wife, of Indianapolis, visited him a number of times.

FRED AND IRENE LEDGETT, after a pleasant and successful season with Russell Bros.' Circus, are visiting with Mrs. Ledgett's parents in Sioux City, Ia.

LEWIS BROS.' CIRCUS is wintering on the fairgrounds, Jackson, Mich., instead of Springport, Mich., as mentioned in a previous issue.

BUDDY BENNETT, clown, is in a Los Angeles hospital suffering from a broken hip, sustained in a fall while rehearsing an act on the high wire.

J. E. (BLACKIE) BOWMAN was with Seal Bros.' Circus the last two seasons.

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doing a head carry with Ena, the show's elephant. He is now at Dallas, Tex.

S. W. (BILL) BAILEY is clowning the streets of Memphis for Eka's Carnival and Parke's Miniature Circus during the holiday season.

GEORGE METTLER, who recently underwent an operation at Christ Hospital, Cincinnati, has left that institution.

LORETTA'S ANIMALS and Hughes' dogs are playing a five weeks' engagement at the May Company Store, Cleveland, the second season there.

BUCK MAUGHIMAN has several animal exhibits in toy department of Livingston Department Store, Canton, O., during holiday season.

LAWRENCE CROSS, while at Des Moines, Ia., doing Santa Claus at Younkers department store, is broadcasting over Station KSO on Saturdays at 9:40.

FRANK B. HUBIN was elected vice-president of the 2d Ward Democrat organization of Atlantic City December 4. He will be a candidate for city commissioner of that city next year.

CORINNE AND BERT DEARO, presenting cloud swing and contortion trapeze numbers, and Hodgkin Brothers, comedy acrobats and clowns, were at the Legion Circus, Atchison, Kan.

ROY LEONHART, clown with Downie Bros.' Circus, is presenting numbers at the Snellenburg Department Store Christmas show in Philadelphia. Freeborn Family is putting on several numbers.

W. W. CLARK, who piloted the Rice Bros.-Allen King Circus, is at home in Alexandria, La., with his family. States that his association with Ray Marsh Brydon was very satisfactory.

AERIAL BLACKS landed in Los Angeles December 6 after a successful tour of Hawaii with the E. K. Fernandez Circus. They plan to play fairs again next year.

EDYTHE SIEGRIST and company, after playing several weeks for Bob Morton, motored to Miami, Fla., for the winter, and will fill bookings there. Troupe will return north in the early spring to play Morton dates.

LEW KIRK, clown, last season with Downie Bros.' Circus, is working in Sears-Roebuck & Company Toyland, Youngstown, O., with his dog, Little Mitt, which is receiving much publicity in the dailies.

MCGRATH'S LITTLE WHITE HOUSE, Savannah, Ga. (Charles Bernard's property), had its formal opening under L. P. McGrath Jr. December 5. Julian Ekins is manager. Bernard operated the place for a number of years.

EDDIE WARD JR. was among those present at Evergreen Cemetery services at Los Angeles December 8, conducted

by trouper in memory of departed comrades. He will be with the Flying Concellos on Ringling-Barnum Circus the coming season.

DON TAYLOR, following close of Walter L. Main Circus, drove to Pittsburgh and is at Gimbel Bros.' Store, doing vent act in Barnum's Museum, a massive production. Will be there until Christmas. Is also working clubs at night.

A REPORT was reached Solly that a motorized circus to be known as Ye Olde Fashioned One-Ring Circus of New England, will be launched by Greater Boston man next year and that parades will be given.

THE labor unions of Des Moines, Ia., have combined to put on a big indoor circus for the purpose of raising funds for a new labor temple. There are 18,000 members of the various unions and already a large advance sale of tickets is reported.

DINTY MOORE, of digger machine fame, has left Macon, Ga., to spend vacation with his wife at Cocoa, Fla. He will return to Macon. In the meantime Bill Gordon, his assistant, will carry on and keep the diggers in operation in Macon.

GAY PURDY, clown cop, formerly with the Ringling show, is playing vaude and night clubs out of Erie, Pa., and Buffalo, N. Y. Will again be with Ernie Wiswell's "Lizette of the Sawdust," which will play Eastern parks and fairs next season for George Hamid.

JACKSON & GREEN'S Indoor Circus, a five-act vaude unit, had a successful five weeks' tour of the principal towns of Prince Edward Island, Can. Crossed to the mainland to New Brunswick, en route to Maine, New Hampshire, Vermont and Massachusetts.

CLIFF McDUGALL worked for The Los Angeles Examiner Christmas Benefit Show, which was held December 12 at Shrine Auditorium. Was assistant to Harry Crocker. Cliff will again be in charge of paddock guards at Santa Anita Race Track this winter, starting Christmas Day.

ANDY MALONE and wife, on their way to Miami, stopped off at St. Augustine, Fla., several days and met Dr. E. P. Partello, of Cole Bros.' Circus. He was on his way to St. Petersburg with a beautiful 30-foot cabin cruiser. It is named Sabrina. The Malones had supper on the cruiser.

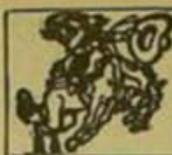
LATE VISITORS to Circus Room, Hotel Cumberland, New York, were Charles Katz, Irish Horan, John Pieckenstein, George A. Hough, George A. Hough III, Sam A. Golden, Joe Siegrist, Max Frankel, Charles Gardner, John Kelly, Gene Belasco, LaRue Diets, Able Adelman, Louis Rosen, Jimmie McOee and Frank Meredith.

AMONG THOSE in the show presented at Snellenburg's Department Store in Philadelphia are Jack Carver; Roy Leonhart, producing clown and acrobat; Freeborn Family, novelty hand balancing; Lillian Kriedello, trained birds and wire walker; George Dover, equestrian director, and Mrs. Edith Dover, wardrobe mistress.

LOUIS E. COLLINS recently visited his friend, Jack Riddle, of the Riddle Circus unit, at his farm near Poplar Bluff, Mo. Says that Jack is busy at quarters, framing his unit and is breaking a wire act that promises to be different. Martinez Boustin, Portuguese wire wizard, is breaking in Lois and Annetta Riddle for the act.

RUSSELL G. KNISELY is with Morris Miller's Museum as agent for the winter. He started at Roanoke, Va., November 30. Kniseley spent Thanksgiving day with friends at Kinston, N. C., Mr. and Mrs. M. E. Howard, who were with him when he operated the Cole & Rice All-American Circus. They have a grocery store in Kinston.

BILLY WALSH, former contracting agent for Downie Bros.' Circus, states that Charles Katz and Irish Horan, of that show, spent a few days in New York under his tutelage, adding: "They became proficient Highland Fling dancers from dodging street cars, buses and taxis, while I am recovering from a nervous breakdown, caused by protecting the lives and limbs of the two showmen from Macon, Ga."



The Corral

By Rowdy Waddy

LET'S HAVE the results of all rodeos staged during the winter months for publication.

WILD BILL SAWYER is wintering at San Francisco and said to be all-to-the-merry.

JOHNNY MULLENS and family will spend the holidays at Hot Springs, N. M. They expect to go to Tucson, Ariz., shortly after the first of the new year.

SAM GARRETT has a nifty riding academy at Burbank, Calif. By the way, there's a lot o' well-known hands in and around them thar diggin's.

TOMMY HORNER and wife (Mildred Mix), at the close of the Boston Rodeo, drove to Brady, Tex., to spend Christmas with relatives of Mrs. Horner.

OUT HOLLYWOOD WAY it seems that Al Stevens, Hank Durnell, Red Sublette and Henry Loebel are in the "car-wrecking business." They've wrecked three during the fall months (nobody hurt).

VIC, DOC AND JOE BLACKSTONE, of Texas, who have been taking down oodles of money at rodeos, are now in Florida. The last show they played was the Savannah (Ga.) Police Rodeo.

CLYDE AND BILL ROGERS, known as the Brahma Twins, are located for the winter in Houston. On Christmas there will be a big family dinner, with all the Rogereses present.

UNDERSTAND THAT Bob Brady, 22-year-old Texan, has been making folks sit up and take notice at California shows when he mounts a bronk. Much in the winnings. Watch him!

PEGGY MURRAY, trick and fancy rider, who has been ill at the home of relatives in Boston, is well on the road to recovery. Her husband, Leonard Murray, contestant, has been at her bedside since she was stricken.

READ THE Letter List in each issue. There might be important mail for you. Quite a number of rodeo folks' names have appeared therein lately. This free mail-forwarding service of *The Billboard* is a wonderful aid toward the boys and girls of the profession keeping in touch with each other.

TEX SHERMAN probably will spend a great portion of the winter at Miami. At the close of the Hagenbeck-Wallace Circus season, with which he was on the press staff, Tex went into New York, brushed the dust off his car and headed it towards the "land of sunshine and oranges." Tex will be back with H-W again next season.

CONSIDERABLE activity around the Harrie-Ekew Western Attractions quarters at Eves Lake Ranch, Woodstown, N. J. Over 50 head of stock is in quarters and it is being grazed daily because of early-spring indoor dates the company has on tap. Additional stock will be added in the spring. Allison W. Meadows, of the company, is now ranging around Nebraska, Montana and Wyoming, picking up bucking horses for spring delivery, advises Herbert E. Maddy, general agent, who states that the organization will be doubled in size for 1936. Col. Jim Eskew is living in one of the two houses on the ranch and is handling the quarters work with the assistance of Pancho Villa Jr., Slim Welsh, Buttons Jonick, Marshall Work and "Lucky Boy" Williams. Several novel features of a Western nature will be added to next season's program, says Maddy.

"PICKUPS" from round the "Water Hole," North Hollywood—Hugh and Mabel Strickland are familiar scenery around this neck o' th' woods. . . . Leonard Ward is foreman of Hoot Gibson's ranch, and Mary Ward is foreman of Leonard. . . . Hank Durnell, Smokey Snyder, Red Sublette, Tom Hollenbeck, Henry Morris, Bob Brady, Rex Bell, Clay Carr, Panhandle Slim, Mentie Montana (See CORRAL on opposite page)



By CLAUDE R. ELLIS
(Cincinnati Office)

IN A Roller Hockey League being formed in New England, cities already granted franchisees include Providence, R. I.; Worcester, Mass.; Lynn, Mass.; Fall River, Mass.; New Bedford, Mass.; and Taunton, Mass. At a meeting December 9 in Boston it was to be decided as to addition of two other clubs seeking franchises to make it an eight-club league. Other cities seeking admission include Newport, R. I.; Brockton, Mass.; Hartford, Conn., and Boston. Al Holmes will manage the New Bedford Whalers with a strong lineup, including Teddy Therrien, Al St. Aubin, Bill Boucher, all players of other days. Jack Bain, in charge in Worcester, will present a club headed by Al Davies, considered one of the greatest scorers in roller hockey. Taunton Club will be guided by Ed Gulligan, veteran sports promoter, and he has signed the colorful "Wild Bill" Duggan, speed rusher, and Bill Jette, who holds all records for goal stops. Preparations are being made in all cities by rink owners, and managers are fast signing players to be in readiness for opening of the season shortly after Christmas and to extend until late April. Officers of the new league are William Turner, Brockton, president; Roy Tremblay, Fall River, vice-president and business agent; Darbe Letourneau, secretary, and Ed Gulligan, general director. Great interest is being shown and great rivalry exists in all cities. After the American League is complete, it is the intention of Manager Gulligan to make a trip to the Middle West and an effort will be made to revive the sport in Ohio, which in other days was wonderful territory. Gulligan is interested in hearing from rink owners in Cleveland, Mansfield, Canton, Akron, Youngstown, East Liverpool, Steubenville, Eanesville, Newark, Columbus and other cities. He is at Auditorium Rink, Taunton, Mass.

JACK DELANEY, skater from Carey's Carman Roller Rink, Philadelphia, and a member of the United States Marine Corps Reserve, will coach a roller hockey team from the Navy Yard. Most of the players who will try for the team are ice-skating champions. Thomas Lavanlo, a sergeant, will captain the team. He is figure ice-skating champion of the State. While the others played ice hockey with high schools, none ever played roller hockey. Other players who will try for the team are Joe Burgess, Sergeant Robert Sack, First Sergeant R. Baker, Corporal Masor and Robert Schellhorn. Delaney will try to have a game between the Naval Reserve and Pennsylvania National Guard of Philadelphia.

HARRY HARTUNG, Carman Rink organist, Philadelphia, will leave that rink after seven years of service to play the new Hammond electric organ in Circus Garden Roller Rink in Kensington, Philadelphia, which the Careys, Malcolm and Jesse, also own. New floor has been laid and the rink will open this month. Some employees of the Carman may be transferred to Circus Garden. At the third roller skating race of the season in

Carman Rink Adolph Staubb was winner; Charlie Breslin, second, and Bill Campbell, third. Breslin's aim had been to win all events in the rink and gain recognition as a leading short-distance skater in the East, until his third race of the season, which was his unlucky one.

WHILE a new Northern Michigan hard-maple floor is being installed, Winter Garden Rollerway, Dorchester, Mass., is closed, but will be reopened on Christmas Day at 2 p.m. Manager Fred H. Freeman has invited all patrons to come in and inspect progress of the work, which will be rushed for reopening on the holiday.

IT IS a waits contest that is to be held in White City Rink by Manager Harry Palmer, and not a graceful skating contest, advises E. E. Shepherd, who says he erred in his report in the issue of December 14.

NEWELL H. CLAYTON, Salt Lake City, plans to celebrate his 50th birthday anniversary skating in Woolley's Rink there. He attributes his good health to skating three times weekly, and has been skating 30 years, starting when about 40. He is a Mormon of pioneer heritage. Gordon Woolley, manager of Odson Rink, has three skating acts that he sends out as advertising.

C. J. PITMAN is operating a rink half-way between Bedford and Mitchell, Ind., to fair returns.

A ROLLER rink in Miami will be opened on May 1, advise Johnny Chesirino, in show biz about 18 years, and Ernie Stallard, who will manage the rink. Report that they have a two-year lease at Northwest 28th street and Seventh avenue and will operate summer and winter. Johnny has made his home in Miami 10 years.

On Rollers in Great Britain
By CYRIL BEASTALL

Queens Cinema, Tredegar, Monmouthshire, which closed some months ago, is about to reopen as Queen's Hall Roller Rink; music license has been granted to Edward Powles and Lewis Pugh, who will operate the rink.

Newcastle-upon-Tyne is to have a new roller rink shortly. Only rink operating in that city at present is Scotewood.

Municipal Rink, Derby, operated by Derby Corporation, with A. E. Turnbull in charge, assisted by Ernest A. Brown, is now in its 27th successive season and doing capacity business most nights. Tom Adkin is floor manager as usual and Charles Spruce skate mechanic. The capable management of this rink (floor space 106 by 34 feet) has made it one of the most prosperous and attractive small rinks in this country.

Glasgow, Scotland, has three roller rinks operating at present, one in Aitkenhead road is small, but the F. & A., on Dumbarton road has floor space of 9,000 square feet and is headquarters of the Glasgow and District Roller Hockey League, which runs all year round. Plaza Rink is the largest, used for dancing during summer.

George Niddrie, former honorary secretary of Bellerus Roller Hockey Club, has taken charge of secretarial duties for Lancashire and District League, in succession to Bob Beech, who has resigned.

On November 16 a special carnival night was featured in White City Rink, Hull. Main attraction of a fine program was an exhibition of pair skating by Jim and Joan Lidstone, Derby, amateur roller-dance champions of Great Britain, and a solo display of fancy skating by Jimmy.

Many distinguished people were present, including the mayor of Hull and six councilors, all being loud in their praises of the prowess exhibited by the youthful Derby pair.

Victoria Rink, Nottingham, opened for the seventh successive season on October 26, again under management of W. J. Fletcher. Floor space measures 100 by 85 feet.

Marine Gardens Roller Rink, Portobello, Edinburgh, Scotland, largest floor north of the Tweed, is now in its fifth season and continues to do excellent business.

Among recent visitors to New Palace Rink, Derby, was Rita Lanester, 10-year-old fancy skater, who gave an exhibition which delighted a large crowd. A young girl of great promise, she executes the 10-step and various waltz steps in first-class style.

CORRAL

(Continued from opposite page)
and Kermit Maynard are familiar waddies around the Stage Coach and Dix Hotel. . . . Bonnie Gray just passed by on old King Tut, jumping horse. . . . C. H. Williams is doing well and rears way back in his new car. . . . Frank McCarroll is working steadily in pictures, also Yakima Canutt. . . . Saturday nights allee samee ruede on Caluenga avenue, and had horses are always ridden out here after dark (hold the rail, boys). . . . Mrs. Ralph Doubleday has a dandy dress establishment on Riverside drive. . . . Tommy Douglas and Ike Liewin are holding down clown alley over at Ace Judkin's. . . . Country Hoffman is also in these parts. . . . Turk Greenough seen strutting his groceries down the drag. . . . The late Edna L. Shaw is missed greatly. It is recalled that many rodeo folks attended her funeral. . . . Mrs. Mary Hollenbeck, of Van Horn, Tex., gave a party and turkey feast on Thanksgiving (some of the hands got to riding bronks in the dining room and nearly ruined the feast). . . . Around Pat Jones' stables it's something like Cheyenne Days every day.

CIRCUS FANS

(Continued from page 35)
writup on George Barlow's miniature circus which was displayed in a window at Binghamton, N. Y., for two weeks. Article is headed "Thousands Stopped! Traffic Was Blocked." A photo reproduction is shown with the writup, in which are depicted many of George's wonderful pieces of circus equipment. President Frank H. Hartless was marooned in Houston, Tex., during the recent floods in that section. We regret to record the death of William Hartless in Chicago December 7. He was a half-brother of our president, Frank H. Hartless. A newcomer into the CPA is Geraldine M. Emos, a teacher, 44 Perkins avenue, Norwich, Conn.

FOLKS BACK

(Continued from page 35)
Show, managed by Henry Kangard, was reported to have taken the most money ever taken by a Fernandes side show. There was a lot of most unusual freaks and the islanders went for the show in a big way. The Girl Revue was stated to have drawn heavily, but the minstrel show was not a big draw. The rides did big business. The Bedniss left for the East, and the animals went back to shows from which they had been rented. There were many Los Angeles folks in the troupe, the Eccalantes, Fina Family and several of the clownes. Those persons encountered since the return were all pleased with the trip and the fine treatment accorded them by Eddie Fernandes. Sidney Belmont was the equestrian director.

CIRCUSES SET

(Continued from page 34)
batic novelty, and Vagaro and Partner, balancers. Stadium Circus, December 23, for six weeks' season: Fossett's Hiding Family, Three Sassenettes, Three Oraces, Duncan's Scotch collies, Bu Bu and Company, Five Wilkes Brothers, Zola Brothers; Ags, the elephant; Ruth and Ella Myles, and Lubin Trio. Crystal Palace program not yet to hand.

CHICAGO CIRCUS

(Continued from page 34)
authentic Indian goods at the same store. Then on to Tulsa, where the old maestro, Micky McDonald, holds forth at the Brown Dunkin Company for his ninth season with Micky's Circus. Rumors are about that Micky will be the next mayor of Tulsa—certainly he would get the kids' votes. Also saw Joe Ambrose, formerly of the Ringling Circus in 1912 and before, clowning in another store. And last, but not least,

Dexter Fellows
(CSSCA)
Tent Tattles

By FRED PITZER

NEW YORK, Dec. 14.—Much credit goes to Prexy Tony Barg and P. Darius Benham for the splendid atmosphere given to the Beaux-Arts Ball night of December 6. It was, as always, a gala event, but a sawdust and spangles affair was something new to the group. Jolly Bill Steinke, as barker, was at his best and many of society's best were high in their praises of him. The most interesting spot to the writer was the quiet humor with which the circus program scintillated. For instance, in describing Display No. 4: "Blood-Curdling Hindu Defeats Nature. A feat never before attempted before breakfast, walking on red-hot coals of fire, to be attempted by Ali Lejaren Singh, assisted by his 1315 wife, Lejaren Hiller, the others having perished in the attempt. Live coals furnished by H. A. Name, 101 Park avenue." Display No. 7 had to do with a lion act. A footnote explained, "Lions by courtesy of Halle Selasme."

Jim Chloupek postcards that Mahel Stark's new book is titled *The Tiger Lady* and is published by Smallfield Publishing Company, Akron, O. And talking of animals, particularly circus animals, the writer is reading again a book which he reads once every year which deals with these quadrupeds. It is chock-full of interesting data. By it I learn that lion cubs are born with faint dark spots covering their entire hide which disappear gradually as they grow; that they are born with their eyes wide open and they must have much care and be attentively watched, as "lionesses have frequently been known not only to kill their little ones thru nervousness, but actually to eat them."

Oreon Kilborn is no longer with the DeGarmo-Kilborn firm. Spring will see him back into the Wall street district again, where he feels at home and which is his natural playground. . . . National President CSSCA John C. Goode stopped in to see the writer recently and chatted about many things. Johnny is revenue collector in Richmond, Va., and it is interesting to hear him tell the different approaches made by different circus advance men for licenses, etc. He says the bigger the outfit the more businesslike they are in their dealings. . . . Napoleon Smith, who tops the scale at 421 pounds 4 ounces, will hereafter be the special cop at the Dexter Fellows Tent luncheons. A special uniform is being constructed for him by one of the leading tent manufacturers. His trousers will have a 30-inch round top and will have the regular bale-ring attachment with which to pull them up. . . . Ches Goldston, national sec CSSCA, can be reached at P. O. Box 1276, Richmond, Va. He is also heading up the national CSSCA press committee and any notes affecting the national organization should be sent directly to him.

that grand old Sis Hopkins character from the Ringling Circus. Meena Miller, Blackie's ex-wife, still as full of pep as ever." Burt advises he will be back in Chi the day before Christmas.

Floyd King, general agent of the Barnes show, was saying hello to the boys here this week.

Beverly Kelley, formerly on the Haggenbeck-Wallace publicity staff, here in advance of a legit show.

Omer J. Kenyon recently closed with the Bob Morton indoor circus and is back home in Des Moines for a short time.

Most of the acts which went over with the E. K. Fernandes Circus to the islands are back in Chicago and report a satisfactory trip.

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Plan on Foot For Act Cirk

Hamid in Chi confab with major park execs for full season of playing time

NEW YORK, Dec. 14.—A complete circuit for acts and other attractions playing parks, pushed on many occasions during the last 15 years, may become a reality next season as a result of a conference of more than a dozen park managers at the NAAFPB convention in Chicago last week.

George Hamid, head of George A. Hamid, Inc., presented the wheel idea to the delegates, who included Edward L. Schott, Coney Island, Cincinnati; A. Brady McSwigan, Kenneywood, Pittsburgh; C. L. Beares, West View, Pittsburgh; John Lucas, Conneaut Lake, Pa.; John J. Carlin, Buckeye Lake, O.; Bob Flarr, Dorney, Allentown, Pa.; Williams-grove, Pa., and Rock Springs, Chester, W. Va., which are bracketed as Inland and Central States.

In another group, constituting the Atlantic Seaboard States (plus Canada), were Herbert F. O'Malley, Mayland, N. Y.; Rex D. Billings, Belmont, Montreal; Paragon, Boston; E. E. Poehl, Willow Grove, Philadelphia; Olympic, Irvington, N. J.; Jimmy Onorato, Steeplechase, Coney Island, N. Y.; Emma Jettick, Auburn, N. Y., and others. Possibilities for group two are Sunnyside, Toronto, and Woodside, Philadelphia. Hamid's Park, White City, Worcester, Mass., comes in on the deal automatically.

Plan stipulates the playing of intact attractions or one-ring circus units (latter idea was in force in group two the past season) for a period of two weeks, some for one week, until the wheel is completed from Memorial Day to Labor Day. Acts would be exchanged between the two wheels where required. Routing would be so made that few, if any, conflicts would occur as regards immediate area, unless out of control due to independent bookings on the part of spots which do not belong to the circuit. Same plan would hold for bands and other regularly used specialties.

A meeting is scheduled to be held in Pittsburgh next month for further discussion of the plan and completion of negotiations and, if successful, the first free-act circuit for parks will be under way.

New A. C. Aud Speed Mark

ATLANTIC CITY, Dec. 14.—Auditorium work crew set a new record in lifting the huge gridiron in main hall after the Lincoln-Howard game Thanksgiving night. Game was over about 11:30 and at midnight removal of hundreds of tons of dirt started. Twenty-six hours later the crew finished sweeping dust and washing the floor. It beat best time by 14 hours. Manager Phil Thompson said in praising Assistant Manager Edward Dougherty, who bossed the job. Speed was necessary to get set for Standard Parts convention.



LATEST PHOTO OF HARRY G. BAKER, re-elected president of National Association of Amusement Parks, Pools and Beaches at the annual convention in the Hotel Sherman, Chicago, December 2-6. The New Yorker's record in his first term for more democratic and aggressive action by the industry was heartily endorsed.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Pre-Christmas and New Year's his burrin' enough for the roadside inns and danceries. Trade motors over from New York City haunts. . . . Freeport being built up with a high-pressure publicity campaign. Stadium will operate on a big-time scale next summer, with a different event carded every night. . . . Bill Falvey, booming Max Rosner, Dexter Park promoter, for managship of the Brooklyn (baseball) Dodgers. Rosner has promoted everything from rodeos to picnics around Long Island, and with plenty of success.

Frank Buck's Jungle spot doin' good trade for what ordinarily is considered the off-season. . . . National Public Links Golf Championship comes to Bethpage Park next summer and, boy-o-boy, ain't the Long Island State Park Commission getting ready to make a fuss over that. . . . Hempstead Roller Skating Rink coming back.

Riverhead Fairgrounds will be the site of the proposed Riverhead High School. . . . Hans Klein, Island swimming pool promoter, doing a little in the way of promoting in Brooklyn and Manhattan for the winter months. . . . John Howe (Far Rockaway) Burton spoke from WOR the other eve on the World's Fair of '39. . . . Saul Mills doing publicity for the musicians over in Manhattan. . . . Nat Kahn finished a brief engagement p. a.ing the Hotel Edison, Manhattan.

ROCKAWAY BEACH: Lou Meisel back from Chi with his boss, Joe Geist. . . . Abe Finkle, now a deputy sheriff and no feller was ever busier shining up his badge and handcuffs. . . . Richy Stever so busy with swimming-pool he has to turn down good offers. Boggiano's, drink spot, closed for the winter. . . . Dick Smythe's cafe enlarging. . . . Gus Becker around, heavier and looking much better for it. . . . Doc Seiderstein back in Manhattan. . . . Stanley Rosenberg, editor of *Argus*, is Stan Ross when he signs with his crk for a date. . . . Bill McShane has put himself in the background for a while and may be expected to spring something surprising shortly. . . . Eddie O'Grady, bartender, is in the city for a while. . . . Jerry Hoyer is going to Florida "so that the tan doesn't get erased."

LONG BEACH: Contract for construction of new Boardwalk expected within next few days. It had better be quick. If this correspondent's humble judgment is of bearing, we think they'll have to work on the promenade at a mad pace to have it ready for summer walking. . . . Sam Cassino, who has had more to do with Boardwalk in the East than perhaps any other individual, is getting ready to build a chunk of the L. B. Walk. A native of Rockaway Beach, he plans to reside here for a while. . . . The benefit show a great success.

Sales Laws Changed in Third Of States, Says Starkweather

Conditional selling statutes far from point of perfection and manufacturers are icarned about "pig in a poke"—convention speaker denounces too liberal credit

CINCINNATI, Dec. 14.—One of the highlights at the initial meeting of the American Recreational Equipment Association in the Hotel Sherman, Chicago, on the night of December 2, prior to convention sessions of the National Association of Amusement Parks, Pools and Beaches was the address on *Conditional Sales Laws Have Changed in One-Third of the States—Watch State Laws When Making Contracts*, by C. V. Starkweather, secretary of the Spillman Engineering Corporation, North Tonawanda, N. Y. He stressed necessity for uniform legislation covering such contracts, urged support of laws looking to this end and declared the industry had been too liberal with credit in the past. His address follows:

Getting 'Em In

ATLANTIC CITY, Dec. 14.—Gay business men to whom convention attending in Atlantic City is a good excuse for a week's good time may pass out of the picture if the procedure adopted by National Standard Parts Association in convention here becomes universal. Delegates usually arrive and register, after which they set about hitting the high spots. But at this confab they were stopped at the registration booth with a book of "in" and "out" coupons, which had to be deposited in a box at each of the sessions at a specified time if they wanted to be eligible for transportation and per diem refunds. Each missing coupon means loss of \$5 a day to a delegate. For the first time in many moons all convention sessions showed 100 per cent attendance.

New Head at Milwaukee Zoo

MILWAUKEE, Dec. 14.—Ernst Untermann, 71, California writer, naturalist and former Milwaukeean, will be director of Washington Park Zoo, beginning on January 1, succeeding Edmund Heller, who resigned last summer. The \$4,000 a year post was handed Mr. Untermann by the park board by a 4 to 2 vote.

Wendler Succeeds Mackenzie

NORTH TONAWANDA, N. Y., Dec. 14.—At a reorganization meeting John Wendler was elected president of Allan Herschell Company, amusement device manufacturer, to succeed James P. Mackenzie, who died on October 20. The new president's son, W. J. Wendler, is vice-president and J. N. Mackenzie is secretary and treasurer. President Wendler has spent many years in the device field and has a wide reputation as a designer and builder.

Atlantic City

By WILLIAM H. McMAHON

ATLANTIC CITY, Dec. 14.—An unusually large staying crowd for this time of year was augmented by more than 15,000 registered for National Standard Parts convention, representing 32 countries. . . . exhibit was Auditorium's largest, with 800 displays in main hall and others in basement and on Boardwalk. . . . brought about reopening of numerous concessions along the wooden way. . . . delegates told that traveling shows were among those to profit by experiments being made with diesel motors in cars and trucks.

Governor Harold O. Hoffman is now a full-fledged Kentucky "colonel," having received his commission from Governor Laffoon. . . . Ex-Mayor Harry Bacharach, head of advisory committee of Press Commission, has been confined to his home several weeks. . . . Frank Gaby, with stooge and vent act, made hit with Steel Pier audience over week-end. . . . Johnny Marvin brought Gloria Price, Al Goddard, Price and Rita and Bud Perry with him to see bill and, altho frequently here before, got good reputation. . . . Eddie Sherman should get credit for one of best all-round bookings of season.

Neal Lang back in town for spell after several weeks of vaude dates. . . . Phil Barr's 500 Club reopened for convention. . . . Ray Levie, resort member of Sea Gulls Ice hockey team, of Auditorium, in Canada for practice, as Gulls prepare to open season here December 30. . . . Al Steinhilber preparing surprise show for next season on Million-Dollar Pier, with announcements coming after first of year.

In 1921 I read a paper pointing out some of the conditional sales features in the various States, and when friend Uzzell (R. S. Uzzell, secretary AHPA) requested a repeat I replied that the subject was of great importance but dry and uninteresting. However, I accepted and will make every endeavor to stay away from minute details, but will attempt to bring out a few things, which, while probably not classified as interesting, are of importance to each one of us who sells on a time-payment basis.

Don't for a moment trust any contract written one, two or three years ago; in fact, from one of our sources of conditional sales information have come 355 new decisions by courts in the period from February to October, 1935. This is proof that conditional sales laws are far from the point of perfection and are changing rapidly, and if we intend to trust our property to a customer and seek protection only from a contract, we are licked before we start, for at the rate laws are changing any contract, no matter how carefully drawn, is more or less a "pig in a poke."

Inasmuch, therefore, as many of us are forced to sell a portion of our output on a contract basis, it behooves us all to exercise every possible precaution and spend plenty of time drawing a specific contract to fit the requirements of the particular State where the customer resides.

For Uniform Act

There is evidence that as time goes on the situation will clear itself and we will know eventually whereof we speak for a Uniform Conditional Sales Law has been drawn and has already been adopted by Arizona, Delaware, New Jersey, New York, Pennsylvania, South Dakota, West Virginia, Wisconsin and, the last to join, Indiana. The difficulty thus far is that even where the Uniform Act has been enacted, deviations and exceptions have been inserted. Much good will eventually come from this Uniform Act, and if any of us ever have an opportunity to help its adoption in any State we should do so. Even now it would seem that decisions of one of the Uniform Law States have rather more than persuasive authority in the other States which have adopted the Uniform Law because a section of the Uniform Law reads: "This Act shall be so interpreted and construed as to effectuate its general purpose to make uniform the law of those States which enact it."

In studying the laws of the different States some most interesting differences are found. For instance, in Oklahoma and several other States, if the property while in the buyer's possession is destroyed by fire, the buyer is responsible to the seller for the unpaid balance, whether stipulated in the contract or not, but in Alabama—get this—when the property is destroyed by fire while in the buyer's possession the seller must bear the loss, and the buyer is not liable for the balance of the price in the absence of provisions to the contrary in the contract, but the parties may stipulate for the loss to fall on either.

Some States—Alabama is one—levy a personal property tax on the owner, not the possessor, of the property, while other States levy such a tax on the possessor. It is therefore important for us to stipulate clearly that the buyer shall pay all such taxes.

The question has come up that if a contract is made and is to be performed (See SALES LAWS on page 42)

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Reviews of the Year

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In the Next Issue of

The Billboard

DON'T MISS IT!



The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard.)

I can't help remembering the interesting discussions I had with Chauncey A. Hyatt, swimming pool sanitarian for Department of Public Health of Illinois, when I was in Chicago for the convention. Most pool men look upon a city inspector as a Big Bad Wolf with only one aim in life and that is to put them out of business. Of course, many sanitation men are strict with tank operators and many, it must be admitted, like to show their authority and complain about insignificant incidents. But Chauncey Hyatt is the pool owners' friend, if there ever was one, and pool men in Illinois ought to be thankful that they have such a man in charge of pool sanitation.

As a matter of fact, the entire Board of Health of that State is vitally concerned with the interests of swimming pool owners, so much so that they took an exhibition booth at the convention to explain sanitary requirements of the State for swimming pools and bathhouses.

"It was merely a courtesy shown by us to visiting pool owners," Hyatt explained when asked how come the State purchased a booth in the exhibition hall. But to my mind, it was to show pool men of the country that Illinois is not forgetting the up and coming aquatic industry, and that, as Hyatt pointed out, Illinois is fast becoming one of the outstanding swimming States. According to the sanitarian, Illinois is probably third in ranking of the States that do the most for swimming. He places California first and Michigan, because of excellent work by the Detroit department of health and sanitation, second. But it seems to be just a case of modesty with Hyatt, for I think Illinois deserves the distinction of being declared the State to do the most for advancement of the sport, during the past year at any rate.

First of all, this State has gotten out a most interesting pamphlet on proper sanitary requirements, which was given to all pool men who attended the meetings. All of which, to be sure, most other States also do. But Illinois seemed to do more for the progress of the sport itself, sponsoring competition, urging commercial pools to publicize activities, even going so far as to have radio time on WGN to further advancement of the industry. When your State does something like that your taxes have not been paid in vain.

It's easy to see why Illinois leads in the swimming field when you consider that most of the men on the sanitation board, as well as in the health department itself, are vitally interested in swimming for its health benefits. Gov. Henry Horner, who sponsored the Illinois exhibit at the convention, is a swim enthusiast. And Chauncey Hyatt knows his job so well and sympathizes with pool owners, for he ran a group of natatoriums in Florida some years back. Prior to that he was a swim coach and aquatic champion and each year finds him making a tour of the country so as to be able to give his State the best experience in swimming pool water control.

A point raised by the writer in this column a few months ago when I made my first visit to Chicago was substantiated by Hyatt, who agrees that there is plenty of room for good outdoor and indoor commercial tanks in that city. Hyatt revealed that there are only five open-air commercial pools in the entire city of Chicago and no more than a half dozen enclosed ones. The latter were all started as private apartment hotel aquadomes which were later operated as commercial propositions, open to the public. Of these, probably the biggest indoor tank in the Windy City is the Sovereign tank.

Of the five outdoor natatoriums, two and two are in the same neighborhoods and the other is so run down that not much attention is paid to it. The lead in swim activities in Chicago has been taken by the two mammoth municipal tanks, Whelan and Cermack pools. But in both of these, according to Hyatt,

there isn't sufficient accommodation for large spectator crowds so that not much can be done in the way of competition, which the State Health Department has been trying to push to further interest in the sport.

Hyatt also agrees that bathing along shores of Lake Michigan, as is the practice along the outer drive of Chicago in the summer time, should be prohibited. First, because there aren't enough bathhouse accommodations and there aren't any toilets along the lake front and, second, because it has been definitely proved that the water there is polluted. In the opinion of the State water official, it is only a matter of time when bathing will definitely be prohibited in that area and when that comes you'll see many commercial and city-owned pools all along the lake front.

To quote Hyatt: "There is plenty of room in Chicago for outdoor and indoor pools, commercially operated by men who use the proper showmanship. The few privately owned tanks that exist do not make money because the proper methods are not used to attract business. It's ironical but most of the bathhouse and showmanship employed by pools in Chicago, and the entire State of Illinois for that matter, is done by the municipal ones, which run meets, special attractions, advertise and in general operate with common sense."

Another interesting swimming figure I met in Chicago, the I did know him quite well before the meetings, is Norman S. Alexander, of Crystal Pool, Woodside Park, Philly. Just as Illinois has done the most for swimming during the past 12 months, it is my belief that Norman has done more for the industry than any other pool operator in the country. His activities in working out the insurance problem for parks and pools are well known by this time, and small wonder then that he was honored with a service award at the recent confab.

But what I'd like to salute this Pennsylvania aquatician for is the able manner in which he planned and conducted the round-table swimming pool discussion on final day of the meeting. That open tete-a-tete was the most interesting and most constructive part of the entire convention. And I'm not alone in that belief to hear the remarks of many park and pool men as they filed out of the room after the discussions.

So much interest was manifested in this open discussion on swim pools that no time remained for the last two topics. Many vitally interesting questions were raised and answered thruout the session. Much discussion was given to the topic on lockers as well as on paints, and many enlightening things were revealed, all of which will be reported in future issues.

QUICKIES—A. W. Hutchinson, affectionately known as "Jock," was the life of the party at the round-table pool session in Chicago. Understand Suturo Baths, Frisco, have just installed a new series of filters.—Most of the pool men at the convention were much interested in inside workings of Jones Beach, L. I., which necessitated A. K. Morgan, its rep at the meeting, doing plenty of talking.—Bob Ferguson, Capitol Beach, Lincoln, Neb., claims to have had one of the first sand beaches in the country, which reminds me to ask which was the first sand beach in the U. S. or in the world, for that matter, or don't you know?—Len Schloss, Glen Echo Park, Washington, D. C., was conspicuous by his lack of conversation during the pool discussions, and when asked, replied: "I've done enough talking at those meetings and now I want to listen for a change."—Pool men insist on calling it the "overflow gutter" instead of "scum gutter" and the industry went on record at the convention for doing everything in its power to eliminate the latter from popular usage, all of which is a good idea.—And one thing that Frank W. Darling, formerly of Playland, Rye, N. Y., and more recently with the Chicago Recreation Board, neglected to mention in his paper on the gigantic plans for a permanent play center on the World's Fair grounds is that a big municipal pool will definitely be built on the island where the midway used to be.

RALEIGH, N. C.—Mr. and Mrs. Wiley Addison Howell will be hosts to a large party of friends on their 50th marriage anniversary on December 23. Mr. Howell is manager of Pullen Park here.

American Recreational Equipment Association

By R. S. UZZELL

TORONTO—I am writing in Toronto but want to confine myself to after-convention reactions. The new courage and outlook prevailing among park men who attended the Chicago convention of NAAPPB is a distinct asset to the industry. In some quarters it has given a new and stronger determination to meet the amusement park's keener competition of today.

Railroads were once so absorbed in questions of finance, extensions and improved equipment that they let slip from their easy grasp of that day the Pullman cars, express and the telegraph. All of these profitable auxiliaries, which once could have been annexed, could not now be had for the price of a railroad system. The amusement park has likewise lost valuable allies by oversight or lack of ambition. Instead of fearing local expositions, why not beat them to it and stage the exposition in the park? It has been demonstrated in some European resorts and on a small scale in the States.

Opportunities Are Plenty

Cincinnati Zoo held a food show or merchants' exhibit and sold all booth space available. It was a success and it can be done. Euclid Beach, Cleveland, could put on a show which would fold up the proposed exposition for Cleveland's water front in 1936. Local merchants would readily support an industrial fair, sponsored by a domestic concern well and favorably known. One park in England sponsors a football team successfully and gets the benefit to its attractions from football fans. I am wondering which amusement park will be first to sponsor a women's soft baseball league.

John J. Carlin, Baltimore, has made progress in all-year operation of his park. His winter sports are getting a profitable patronage. He is not the only city where it can be done. Winnipeg, Can., supports two leagues of ladies' soft baseball leagues of nine teams each. What could Chicago, Ill.

Louis, Philadelphia and other large American centers do? Winnipeg Beach is 47 miles from the city of Winnipeg. It drew 10 trains of 14 coaches each to see the final contest (world's series) between those two leagues of lady ball players.

No amusement park today needs to wait for opportunities to get on the crest of the wave. With little effort they can have something new which their patrons will take with a relish and return for repeats.

Lesson From Milk Man

No, the amusement park is not at the end of the road; it has only stalled on the grade, waiting for a replenishment of fuel. Some did not stop but made the grade and are now leading the procession. Your manufacturers have had the courage of their convictions. All of the old reliables and most of the younger ones have a new and demonstrated attraction to help Mr. Park Man in his rehabilitation.

The park man should be as resourceful as the milk man who was leaving a quart of milk and a pint of cream when a little girl left him a note to leave only one quart of milk as the pussy was dead. The next morning instead of leaving one thing, a quart of milk, he left three things, a quart of milk, a pint of cream and a new pussy. Now the pussy has kittens and he leaves two quarts of milk and a pint of cream.

If more of you would get active you would need more cashiers and additional auto parking space. One park manager booked 90 picnics before going to Florida, whereas last year before he had the place no picnics were booked at the corresponding time. They told him picnics could not be had in that city. He refused to believe that the pussy is dead or that human nature has radically changed.

Schmeck Program Head

We have never had a more democratic convention and the re-election of Harry C. Baker as president for the ensuing year insures a continuance of that consideration for the individual member. Nothing high hat about

(See AREA on page 42)

Attention-Concessionaires

A REAL OPPORTUNITY (Conneaut Lake Park) REASONABLE LEASE (On Conneaut Lake)

SEASON MAY 30th—SEPT. 7th, 1936

Now Contracting for New and Novel Rides and Games, Book Conventions, One-Day Picnics, Group Parties, Rehabilitation Program New Under Way.

WANT Old Mill, Water Shooter, Dodgem, Kiddie Rides, Miniature Railroad. Address WILLIAM KLEER, Gen. Mgr., Conneaut Lake Park, Pa., or Peoples-Pittsburgh Trust Co., Pittsburgh, Pa.



Auto-SKOOTER-Water SHOWMEN

GET THE RIDES THAT PAY YOU BIG DIVIDENDS EVERY YEAR.

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LUSSE BROS., INC., 1293 North Parkhill Street, Philadelphia, Pa., U. S. A.

LUSSE BROS., LTD., Central House, 41 Kingsway, London W. C. 2, England.



WATER SKOOTER

PARK OWNERS AND MANAGERS

If You Have Not Sent Your Advertising Copy for the

41st Annual Amusement Review and

Holiday Greetings Number

WIRE, PHONE OR AIRMAIL IT TODAY

LAST FORMS GO TO PRESS DEC. 21

OVER 500,000 READERS

ANNOUNCE YOUR 1936 REQUIREMENTS FOR CONCESSIONS RIDES BOOKING OFFICES ACTS FIREWORKS

Manufacturers of Nationally Advertised Products

IT WILL PAY YOU TO ADVERTISE IN THE BILLBOARD

Conducted by CLAUDE R. ELLIS—Communications to 25 Opera Place, Cincinnati, O.

IOWA SEASON BIG WINNER

Convention in Des Moines Hears Substantial Profits Are General

Reports to State association are of premiums paid in full, with only small number of losses—improved conditions reflected—large turnout of delegates

DES MOINES, Ia., Dec. 14.—For the first time in several years all of Iowa's county fairs paid premiums in full in 1935. Not only that, but most of them paid all expenses and had a substantial profit left, and only a small percentage of fairs registered a loss. These facts were brought out at the 28th annual convention of the Fair Managers' Association of Iowa on Monday and Tuesday in the Savery Hotel. Fairs of Iowa made an outstanding success, reflecting improved financial condition among urban and rural population, and there is evidence that the improvement is permanent. Such is the opinion of the fair managers, who are in a position to judge accurately because of their close association with every element of the State's population.

The convention was more largely attended than any since 1929. Of the 76 fairs in the State only a few failed to send one or more representatives. And optimism of delegates was not merely on the surface but was of a deeper nature, born of certain knowledge that conditions have improved and undoubtedly will be still better in 1936.

Publicity for Racing

President Clare S. Miller, Tipton, opened the first session at 2 p.m. Monday with a hearty welcome to the delegates. He introduced Henry Brandt, official reporter for the association 22 years, and Nat Green, who has covered the convention for *The Billboard* for eight years. He then introduced C. Jay Bains, secretary of Buena Vista Fair, Alta.

Mr. Bains read a paper on Problems Confronting a Fair Manager. Among other things he suggested that the management of the fair be spread throughout the county, thus avoiding too much centralization in the town where the fair is held and giving the entire county a part in it. With a widespread board membership more people are interested in the fair, he said, and if something special from each town and township can be presented it will make the people of the county feel that it is their fair and not merely a town proposition. He also presented for consideration the encouragement of commercial exhibitors; how horse racing can bring in more revenue; regulation of eating stands; getting away from sameness in entertainment; means of obtaining better midways, and importance of "selling" the fair's program and organization to the public.

All of these points came in for thorough discussion in the round-table talks. It was the general opinion that the horsemen have not done enough to popularize harness racing with younger folks, and Leo C. Dalley offered a motion, which was adopted, that the racing association should spend some money to better publicize racing.

Carnival Is Barred

In an exchange of opinions as to proper price of concession space it was brought out that prices now range from (See IOWA SEASON on opposite page)

Loop's "Red Book" To Tab Undesirables

AITKIN, Minn., Dec. 14.—In a move to eliminate undesirables, Pine Belt Fair Circuit at its sixth annual meeting here on December 5 voted to set up a "Red Book" for concessions and shows that do not prove satisfactory. Each fair will report to the circuit secretary names of showmen and concessioners with whom he may have trouble.

Copies of such information will be sent to each circuit member, and at annual meetings it will be decided whether such information shall be presented to the State Federation grievance committee. Secretary Murray Whitney said every effort will be made to curb activities of shows and games considered undesirable.

Circuit also will eliminate all concession games excepting those that work for 10 cents and pass out merchandise every time. Taboo has been put on money games and all off-color concessions.

It was decided that thrill type of acts will be booked for the circuit, largely of circus type, or a good rodeo. Contract for rides was made with Pink Amusement Company.

President William R. Murphy, Aitkin; Vice-President M. B. Taylor, Bemidji, and Secretary-Treasurer Whitney Murray, Wadena, were re-elected by the 22 delegates present, representing the member fairs in Aitkin, Bemidji, Grand Rapids and Wadena. Dates for 1936 were set.

Project on in De Ridder, La.

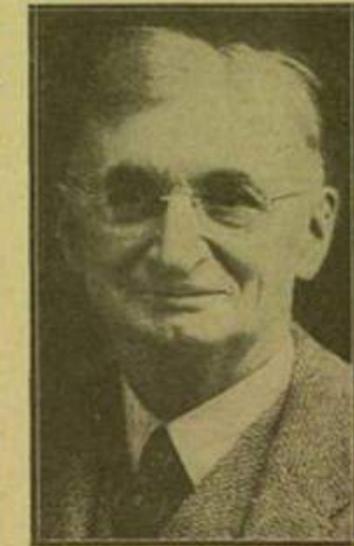
DE RIDDER, La., Dec. 14.—At annual meeting of Beauregard Parish Fair Association President Lee Nichols reported that material was being delivered for a \$6,000 WPA project, and that work had started. Improvements will consist of a new building for Negro exhibits, concrete floors in all buildings, painting all buildings, repairs to lighting and plumbing facilities, leveling and draining.

"Russ" Mixes Humor and History

Response by Secretary J. W. Russwurm, Tennessee State Fair, Nashville, to address of welcome by Homer J. Buckley, Chicago Chamber of Commerce, at 45th annual meeting of International Association of Fairs and Expositions in the Hotel Sherman, Chicago, on December 3.

In behalf of the members of the International Association of Fairs and Expositions, we want to thank you for your welcome and good wishes. You have a wonderful city, with its multiplicity of industrial enterprises, educational institutions, places of amusements, etc. When Chicago was first laid out in 1830 there were 12 families living within her borders. In 1833, three years later, you had 500 people. In 1837 you had 4,000.

It was in this year, 1837, that the first hotel ever built in your city was erected. And what hotel do you reckon this was? It was the Hotel Sherman. In 1866 you had 250,000. In 1870 you had 300,000. In



DR. G. A. MILLS, new president of Marathon County Agricultural Society, sponsoring Wisconsin Valley Fair and Exposition, Wausau, Wis., has been with that event since 1903, when he was made superintendent of speed. He has been a director 20 years, was vice-president of the American Trotting Association 12 years and is former president of the pioneer Central Wisconsin Racing Association.

CNE May Add A Day To Run

Extra time is planned for 1936-'37 and maybe a full week at 1938 Jubilee

NEW YORK, Dec. 14.—Canadian National Exhibition, Toronto, may start a day earlier in 1936 and 1937 and a full week's addition is being toyed with for the 1938 exhibition, which will be the 60th Anniversary Diamond Jubilee Year of the event, which always commences its 14-day run (excluding Sundays) on Fridays. This was revealed to *The Billboard* by Elwood Hughes, CNE's general manager.

If the extra day is added for both years, exhibition will begin on Thursday, and Jubilee Year opener will be a week earlier than heretofore. Mr. Hughes said this year's event convinced him that CNE can attract even more people than it has and the extra day will be an experiment in that direction.

Added week in 1938 will furnish an incentive, he said, to attractions and especially midway showmen. Mr. Hughes said rumors about an independent midway next year are premature. In proof of which he announced that a contract for the carnival attractions has been awarded to Rubin Gruberg, of Rubin & Cherry Shows. Next year will mark Mr. Gruberg's ninth straight year at the exhibition.

More Midway Space

However, contract has been given to Mr. Gruberg personally, and not in the name of his show. This arrangement led into a discussion of future years. Mr. Hughes answered this by saying that what Mr. Gruberg brings to Toronto next August will govern his identification with the midway in 1937 and thereafter.

Mr. Hughes declared there is a definite plan to move the midway layout from its present "bottled up" position to a point lying south of it which will afford considerably more space than now prevails. This would come about for the 1937 show, during which it is expected the midway will be composed of a series of independently gathered rides and shows in limited quantities—perhaps 15 shows of outstanding and unique character "which are not to be seen anywhere else"—and 10 or 12 of best rides available. Mr. Hughes suggested that one, two or three first-rate carnival showmen might be in charge of this kind of midway. In any case, the manager or managers of midway attractions will be on the pay roll of the fair and will assemble attractions from that point of view.

Structures and fronts of a semi-permanent (See CNE MAY on opposite page)

Arkansas Centen Favored

LITTLE ROCK, Ark., Dec. 14.—With members of both houses of the Legislature unanimously voting, thru a mail poll conducted by the United Press, in favor of Arkansas celebrating its Statehood Centennial in 1936 by providing for \$500,000 at a proposed special session, backers of the move are being swamped with all sorts of suggestions for raising the needed sum.

Early Bird

IONIA, Mich., Dec. 14.—Those who read as they run in these parts are already viewing huge signboards advertising the 1936 Ionia Free Fair next August. A number of artistic 24-sheet boards are being placed on main traveled routes. "I am not sure whether it is good business to start advertising the fair at this time," said Secretary Fred A. Chapman, "but as the cost of painting these boards is the same now as it will be next May, I thought we would try out the stunt of advertising our dates early."

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Reviews of the
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And Other Special
Features

In the Next Issue of

The
Billboard

DON'T MISS IT!

Legion Setup For Georgia

State organization plans to operate most of agricultural fairs there

MACON, Ga., Dec. 14. — The American Legion of Georgia is planning to operate most of the agricultural fairs in this state. For a number of years some Legion posts have sponsored fairs with excellent results. In many places they have supplanted old fair associations. Last year about 90 per cent of fairs in Georgia were operated by Legion posts.

Executive committee of the American Legion of Georgia in a meeting here authorized State Commander Ben T. Watkins to appoint a committee from State Legion forces to supervise and co-ordinate existing Legion fairs in the State and to sponsor holding of an agricultural fair in each county where a Legion post is located. Commander Watkins announced appointment of a State-wide committee of three, to be known as the fair and promotions committee of the Legion in Georgia.

McCullar Is Chairman

Attorney C. B. McCullar, Milledgeville, commander of the Second Area of the Legion, composed of 54 counties, for many years secretary of Middle Georgia Fair, Milledgeville, several years president of the Association of Georgia Fairs and for a time secretary of the Association of Georgia Fairs, was named chairman. John Gilchrist, Thomaston, commander of the Fourth Congressional District of the Legion and manager of Legion Fair, Thomaston, and H. K. Wilkinson, Valdosta, many years manager of the fair there, and formerly in outdoor show business, are the other members.

Committee will sponsor a meeting of representatives of posts in Georgia that have had fairs or that are contemplating holding fairs next year for the purpose of outlining circuits and arranging dates.

Meeting This Month

Meeting will be held this month, either in Milledgeville or Macon, and will be similar to meetings held by the Association of Georgia Fairs and Association of Fairs in the Southeast, except that only Legion fairs will participate.

Movement is part of the Legion community service program in Georgia. It already has a permanent setup in almost every county in the State, has a central office and has a membership in each community which the committee can call upon for assistance in the project. Commander Watkins has named a committee of Legionnaires with many years' experience in handling fairs and it will have full charge of co-ordinating forces so far as holding fairs is concerned.

CNE MAY

(Continued from opposite page)

ment character will be built on the new midway. Mr. Hughes said. Fronts will be transformed yearly, but the structures will remain, physical changes being made where necessary. He denied a rumor that J. W. (Patty) Conklin, Conklin's All-Canadian Shows, will be awarded the '36 or '37 contracts for the midway.

"Patty, as everyone knows, is a good friend of mine. Mr. Hughes said. "However, this is business." He intimated that no one will be out of the running following next year's event, and that Mr. Conklin, one of the most popular showmen in Canada and the States, might very well fit into picture as a midway manager. He would announce nothing definite on this point, however. He also said that Rudy Vallee might repeat in the dance palace in '36.

IOWA SEASON

(Continued from opposite page)

\$1 to \$2 per front foot at the smaller fairs to \$3 to \$5 at larger ones. Some secretaries believed too high a price would result in concessionaires resorting to undesirable methods in order to make any money.

Action of a small carnival in cancelling Waukon Fair last summer without

notice was topic of some acrimonious discussion. Some comment on this matter appeared in *The Billboard* some weeks ago. While condemning the action of the carnival in question, Secretary E. W. Williams called attention to the fact that a contract between carnival and fair must be signed by the carnival manager, not merely by the agent, and he urged secretaries to read their contracts carefully and to report any failure of carnivals to live up to them. A recommendation that the show which failed to notify of its intention not to play the fair contracted be kept out of Iowa was approved.

Regarding concessions, Mrs. Page, Central City Fair, struck a new note when she stated she had never had as much trouble with carnivals as she had had with church lunch stands. Jealousy between various churches often developed troublesome angles, she said. President Miller said he had found most carnivals carry out their contracts and do what they promise to do. The trouble with the carnival mentioned was an isolated case, he said.

At this point it was announced that the management of *A Night in Old Mexico*, playing at the Paramount Theater, invited all fair delegates to be guests of the show on Monday night.

J. C. Howe, publicity man of the rodeo in Sidney, gave an enlightening talk on practical publicity for fairs and other events. He gave as the four main considerations showmanship, attractions, executive ability and advertising. "Learn your territory," he said. "Analyze your population. Adopt modern methods of advertising, based on curiosity and desire. Develop advertising that will attract more attention than an old sale bill. Attempt to reach everyone within a given radius of your town. Give away 1,000 tickets for your opening day only. Word-of-mouth advertising will bring the attendance the rest of the week if you have a good fair."

Session on Tuesday

President Miller opened the afternoon meeting with his annual address in which he gave a succinct resume of the 1935 season. Fairs of the State made a splendid record, he said. Their financial condition is greatly improved and nearly all the fairs made a profit. During the season 78 fairs and achievement shows received State aid and more than \$100,000 was paid out in premiums, a large portion of it going for 4-H Club work, in which Iowa is a leader. At conclusion of the president's address 14 representatives attending the convention for their first time were introduced. Marie G. Stokes, assistant secretary of Mississippi Valley Fair and Exposition, Davenport, read an interesting paper on Commercial and Industrial Exhibits in which she pointed out that exhibit space is a wonderful medium of advertising and should be sold as such to prospective advertisers.

"The day has passed," she declared, "when we can expect business men to spend time and money in exhibiting at our fairs just out of loyalty to the fair. Exhibits put up just to help the cause along are nothing more nor less than charitable contributions. I do not believe that any of us want to operate a fair that is looked upon in a community and supported in a community as if it were a charitable organization." In a forceful manner she brought out many valuable points that should be of inestimable value to fairs in building up their exhibits, and she received many compliments on her paper.

One of the most interesting features of the session was the showing of motion pictures of *A Visit to Foreign Fairs* with Iowa's National Dairy Judging Team, presented by E. M. Wright, Waterloo. Scenes of England, Scotland and various European countries were shown and explained by Mr. Wright.

Meyer Elected President

D. D. O'Rings, Waverly, having arrived, the afternoon session was started with community singing. O'Rings leading. Two papers were presented: *Value of Horse Racing at Our Fairs*, by C. D. Moore, Urbana, and *4-H Club Work in Iowa Fairs*, by Harley Walker, Boone. General discussion followed. It was the opinion of some secretaries that fairs do not give horsemen sufficient inducement to make a good showing. Others were of the opinion that horsemen themselves could do much to increase popularity of racing. It was the general opinion that a comprehensive publicity campaign is urgently needed. Mr. Walker gave an inspiring picture of work being done by and for the boys and girls of Iowa thru 4-H Club work.

In annual election John G. Meyer, secretary of Howard County Fair, Cresco, was elected president; A. H. Werner,

secretary of Butler County Fair, Allison, vice-president, and E. W. Williams, secretary of Delaware County Fair, Manchester, will continue as secretary-treasurer. Four district managers were elected: District 2, F. A. Gatch, Greenfield; district 3, L. W. Hall, Eldon, to succeed himself, and district 6, Art Reppert, Burlington.

Banquet and Entertainment

Annual banquet and entertainment was held Tuesday night in the Venetian Ballroom of the Savery. Handled by Secretary Williams in his usually efficient manner, it was a success in every respect. About 400 attended. Dinner was enlivened by community singing led by Mr. O'Rings, with accompanying music by Julie Fisher's Orchestra. President Miller introduced the 4-H Club boy whose best calf won the grand championship at the International Live-Stock Show in Chicago and the boy who assisted him in raising the calf. He also introduced Elmer Carlson, national champion cornhusker. Lieutenant-Governor N. O. Krachel gave a brief address, lauding fairs and their accomplishments. Remainder of the evening was given over to entertainment that included the following acts, presented thru booking agents and attractions people:

Olvi Quartet from the American Institute of Business; Maurine Brunswald, tap dancer; Yoshida Japs, perch act; Rollin Chin, xylophone; Lanigan O'rick, acrobatic and contortionistic dancing and line work; Earl Strouse, roping; Spee Sisters, acrobatic and tap dancing and singing; Nedoff and Mack, dance team from the show, *A Night in Old Mexico*; Rhythmatix, tap dancers, and Al Gerard and his accordion band, featuring Joan Mardell, bronze dancer, and Dexter Duo, roller skating.

Agricultural Convention

State agricultural convention opened on Wednesday at the Savery after a preliminary meeting at the Statehouse to comply with the statutes. President J. F. Mullen, Ponda, presided. Following routine business Josephine Anquist Bakke, girls' State Club leader, Ames, spoke on *Girls' 4-H Club Work*, and the two girls who were this year's winning State team gave a practical demonstration of their work in poise and home efficiency. John Huston, president of Iowa Daily Press Association, Ottumwa, spoke on *The Newspaper's Interest in Promoting Fairs*. Other speakers were Hon. Fred C. Gilchrist and Charles Murtaugh, State comptroller.

Annual election resulted in the old officers of the State Fair Board being re-elected. They are: President, J. P. Mullen; vice-president, P. E. Sheldon, Mt. Airy; treasurer, N. W. McBeth, Ames, and secretary, A. R. Corey, Des Moines.

President Mullen declared that fairs of Iowa are the greatest single avenue of education and competition in advancement of agricultural knowledge and attainment. He urged necessity of mutual activity and co-operation for the well-being of farmer, business man, banker and working man.

Attractions Representatives

Attendance of attractions people was exceptionally heavy. Among those who attended were, in alphabetical order as nearly as possible: Beckmann & Gerety's Shows, L. S. Hogan; Bible Bros' Circus, C. B. Rice; Byers Bros' Shows, Carl Byers, Harry Beach; Barnes-Carruthers, M. H. Barnes, Sam J. Levy, Rube Liebmann; Billie J. Collins Enterprises, Billie J. and Frank W. Collins; Cimijotti's Horses, E. B. and Leo Cimijotti; Congress of Dardavilla, C. W. Hink; J. W. Connelley; Crowley United Shows, G. C. and C. C. Crowley, V. McLenore; De Waldo; John Francis Shows, John Francis; Garrett Public Address System, Bill Garrett; Globe Poster Company, Sunny Bernet, Bill Williams; Grand Art Novelty Company, William Orund; Gold Medal Shows, Oscar Bloom; Hartzer Public Address System, A. L. Hartzer, E. Joy Roberts; Al C. Hansen Shows, Walter B. Fox; Hennessy Bros.' Shows, Orville and Harry Hennessy; Illinois Fireworks Company, George W. McCray; Interstate Fireworks Company, Albert Reeder; Pull Little; Leininger Booking Company, Ed

Leininger; Dee Lang Shows, Dee Lang, Bob Hancock; Midwest Harness and Saddle Horse Association, Mr. and Mrs. Carl Hamilton; Midwest Booking Agency, Jimmy Tucker; McMann Shows, Charles McMann; Clyde Miller Rodeo and Horse Show, Clyde Miller, J. C. Howe; D. W. Mateer; Northwest Amusement Company, Leo Lamb, Eddie Russell; Regalia Manufacturing Company, T. P. and A. F. Echeadoerter, Frank Van Brocklin, Frank Sharp; Elmer D. Robinson; Lew Rosenthal Attractions, Lew and Jake Rosenthal, George Hughes; E. G. Staats & Company, Russell Green, E. E. Smith; Thearle-Duffield Fireworks Company, Frank P. Duffield, Ray Anderson; Texas Rangers Rodeo, Milt Hinkle, Alice Adams; Sol's Liberty Shows, Sam Solomon; Florence E. Reinmuth; United Artists Bureau, Bob Eaton; Station WHO, Irving H. Grossman; Vinton & Bulmer, Myrtle Vinton; Williams & Lee, Billy Williams; World Fireworks Display Company, Paul Porcheddu; Ernie Young Attractions, Ernie A. Young; Capt. E. H. Hugo.

Notes of the Convention

Erick W. Korb, manager of the Savery Hotel, did everything in his power to make the stay of fair men and showmen a pleasant one, and judging by comment, he succeeded admirably.

"Desk" Williams handled all convention arrangements to perfection. He did much of the work of readying the Venetian Ballroom for the banquet and superintended details of seating and entertainment so efficiently that there were no awkward waits and everything moved along smoothly. Show was announced by J. W. Macrellius, no longer in the show game, but still for it.

Probably the oldest showman in attendance was C. B. Rice, Kansas City, whose experience goes back to the 1800s.

Rube Liebmann, who always manages to inject a little humor into the convention, had on his banner this year: "After the 14 years that have just passed by, I can still look Iowa straight in the eye." Rube also announced that he was producing a new show, the *Hitler Revue*, with an all-Jewish chorus.

Three elephants over the desk of the Savery gave the place the appearance of a Showmen's League headquarters.

Alla, Ia., was first fair in the State ever to use fireworks—and Charlie Duffield sold the first order.

Mrs. Blanche Erickson, secretary of Lorimer Fair, was active, serving on committee and gleaming notes to take back home.

Capt. E. H. Hugo, with his wife and daughter, attended. Captain Hugo has been one of the foremost high divers in the country for many years. Right now he's watching oil developments in Texas, as he has more than a hunch that his land down there is going to prove valuable.

Sam Solomon talked to the fair men about playing Iowa, but considered the percentages asked too high and passed up the State.

Wanted Acts, Units, Attractions

Dance, Acrobatic, Aerial, Animal, or what have you? Nothing but the BEST.
MARCH 17-19-19.
SEMINOLE SUN DANCE
West Palm Beach Recreation Commission,
West Palm Beach, Fla.

GOLDEN JUBILEE

JULY 2-3-4, 1936

ARMOUR, S. O.

All kinds of Concessions and Shows Wanted.
Circus, Shows, Free Acts, Booking Now.
Write CONCESSIONS COMMITTEE.

AUTO JOKER

Will selling fast in every State in the Union. Best joke you can pull on your friends that gives a thrill. Beware of imitations; original made here. Red, white and blue wrapper with registered Patent No. 2,549,934. Write for particulars. Also booking fireworks displays for any number of occasions.
ILLINOIS FIREWORKS COMPANY,
Box 722, Danville, Ill.

"WORLD'S GREATEST THRILL SHOW"—14 DEATH DEFYING STUNTS

See 14 Darling Young Men Defy and Leech at Death.

When . . . 2 Speed-Ing Cars Crash Head-On.
When . . . Speed-Ing Car Jumps From Platform, Crashing Through Fleming Beard Wall.
When . . . A Motorcycle and Rider Leap Over a Parked Car—50 Feet Through Space.
When . . . Auto and Driver Crash Over and Over at 60 Miles an Hour.

JIMMIE LYNCH
AND
DEATH
HIS
DODGERS

Open for Independent Bookings in South Until April. Address Texarkana, Tex.

"RUSS" MIXES

(Continued from page 40)

trying to induce Carlyle to come over to America on a lecture tour, he to take the same route that Emerson had taken. He was to stop at the Sherman, as one of the inducements to his coming. Emerson wrote him this hotel—the Sherman—was a four-story building, with a bathroom on every floor. Baths were free, provided you had your own towel and soap. If you did not have your own towel and soap, a small charge would be made, and that you could have hot water for your bath, provided you paid the porter for bringing the hot water up from the boiler room, which was in the cellar. Another thing different in the Sherman from the hostilities of London was that candles were free. Now, what a difference! The Sherman, keeping pace with the spirit of Chicago's growth, now is a hotel with hundreds of rooms and a bath in every room. Just how many times this hotel has been built since 1833 to the present time, I do not know, but I have been informed all have been erected on the present site.

Tribute to Folly

Now, just one thing about builders and then I am thru. We still read about the wonderful builders of antiquity. We read how Pericles, with the aid of Calicles, Ictinus, Phidias took the city of Athens, a city of brick and mud, and made it a city of marble and grandeur. Pericles had a common-law wife, Aspasia by name. It seems she furnished the brains and was the real leader of the world at its most brilliant period, intellectually and artistically. As Athens went, so went the world. As Pericles ordered, Athens went. And as Aspasia suggested, Pericles ordered. So it was that Aspasia was the real ruler. Great as were these builders in their day and time, they do not compare with your builders and architects. Why, I have seen here in this city great buildings moved from one place to another and rolled around with as much ease as a child rolls her kiddie car.

I have digressed a little. It is because of our enthusiasm and the wonders we see here. Should Nostalgia seize us and we sigh for the Hills of Home, this spirit of homesickness is very short lived. We see so much and are so highly entertained and are met with such warm welcome, as we have had here by our distinguished representative of the Chamber of Commerce, that we soon forget everything else save our wonderful surroundings.

To Stultitia, the goddess of folly, are we indebted for our happiness. The bigger fools we make of ourselves, the more we enjoy life. In fact, there is only one form of enjoyment, that is in "Folly"; so, Mr. Chamber of Commerce Man, if we kick up our heels and hoot a few hoots, you will not care, for I am sure our conduct while in your city will be fair to good and that when we come again you will be just as glad to see us as we are glad to be back again.

SALES LAW

(Continued from page 38)

In another State, what law shall apply? Iowa and a few other States are friendly to us in this regard. Their law reads:

"The law of the State where the contract was made." So a conditional sale valid against third persons according to the laws of the State where made will also be valid against third persons in Iowa, even tho not recorded.

This particular ruling saved the day for us recently. A customer was in Kansas, contract made and recorded in Kansas. He moved the equipment, unbeknownst to us, into Iowa and defaulted subsequently with his Iowa landlord, and the landlord attached our property. Under the law just quoted we had no trouble in proving our prior claim.

In North Carolina much uncertainty has arisen concerning a new law which prevents the grantee in a conditional sale contract or his agent or servant from becoming a subscribing witness to the execution of such contract. It is now being sought to prevent the grantor or his agent or servant from acting as a subscribing witness. The attorney-general, and this is interesting, has issued an opinion that under such law the seller is the grantee and the purchaser is the grantor, a construction directly opposed to all definitions of grantor and grantee when applied to the transfer of either personal property or real estate. The courts alone must decide this question. North Carolina also prescribed that contracts to be recorded shall be on 8 1/2 by 11-inch paper of at least 20-pound weight.

Change in Wisconsin

Wisconsin was one of the few States where filing of contracts was required in the office of a city clerk or township clerk, making it difficult to comply. This rule has now been changed, and all filings should be made with the register of deeds of the required county. All contracts must contain the name and post-office address of the parties, and the paper used must be of a white or light colored hue of a certain weight and size.

Tennessee has by court decisions made it necessary that upon repossession by court proceeding there must be a resale duty advertised or the vendor will be liable to refund all payments received. Kentucky has also added this queer slant to its requirements in that by a court decision it is required that upon repossession a resale must be made with reasonable notice of same to the original vendor.

It is obvious from the enormous number of changes constantly being made that one could go on for hours noting items of value and interest. Let it be sufficient to say that, from the citations given, we can do no less than use every precaution at our command in drawing our contracts.

Credit Too Liberal

Frankly and bringing the matter right down to your front doors and ours—I feel the matter of extending credit into the amusement field has been all too liberal on the part of most manufacturers, including my own organization. Nine times out of 10 it isn't the man who made a substantial down payment and then some subsequent regular payments that we have trouble with; it's the man who took a chance on—too eager, perhaps, to build

a larger sales volume.

Rather than worrying too much about contracts, I believe we will do even better if we make our down payment requirements higher and exercise greater care in selecting those to whom we extend credit. Very few of our customers can go into a bank these days and borrow money—and yet bank vaults are bulging with cash. If the risk is not good enough for a bank to assume why

should we assume it? We should therefore grant credit only to good risks, those who in the past have proved worthy of it.

We have quite a list of what we call "all cash or no sale" clients. Our gambling days in the credit field are over. We will, when we can, "give credit where credit is due," but only to those to whom it is due. We have found that if we can produce a good enough risk and make folks want it badly enough, they have the ability to get the wherewithal with which to buy it.

AREA

(Continued from page 39)

Harry. We all pledge him support and will stand behind him and his fellow officers.

Your secretary spent an afternoon in North Tonawanda with George H. Cramer, our new president of the American Recreational Equipment Association. Praxidant appointed the committees for 1936 and made suggestions for the February meeting of our executive committee in New York City. The committees will be announced in the next issue.

Mr. Cramer is a hard worker at anything he undertakes, so we may expect an active year for AREA. We are all organized now and are ready for action. The program committee for 1936 will be announced before close of this year. Herbert Schmeck, of the Philadelphia Toboggan Company, will be chairman. He does things, too, so we are expecting a live, up to date and most appropriate list of manufacturing subjects.

Much Interest in Awards At Close of NAAPPB Meet

CHICAGO, Dec. 14.—Much interest resulted after the final session of the annual convention of the National Association of Amusement Parks, Pools and Beaches in the Hotel Sherman here on night of December 6 in award of prizes presented by the American Recreational Equipment Association.

Entertainment committee, Harry A. Ackley, chairman, was in charge and winners were Mrs. George Palstrom, Chicago; Mrs. H. E. Carman, Chicago; Martin Stern, New York; M. Butler, Chicago; George J. Palstrom, Chicago; Margaret Sheehan, Chicago; Mrs. R. F. Lusse, Philadelphia; Mrs. Ray Stock, Enid, Okla.; and Carl E. Hatch, Chicago.

Williams Operating Dance Pavilion All Winter in Ohio

ALLIANCE, O., Dec. 14.—For the first time in the history of Lake Park, the dance pavilion will continue to operate through the winter, according to Manager H. D. Williams. The pavilion is operating two nights weekly, including Sundays, with traveling bands being presented. Closing of the Trianon Ballroom downtown resulted in the decision of the Lake Park management to operate the pavilion all winter, it being the only available dance spot here this winter.

Lake Park for many years has been operated by H. D. Williams, former Cedar Point concessioner, and has an area of 100 acres, all devoted to recreation.

A. C. Pageant Deficit Paid

ATLANTIC CITY, Dec. 14.—Pageant committee, Chamber of Commerce, reported it has cleared up a deficit of \$47,849 from Atlantic City beauty pageants of years between 1921 and 1931. Appointed in July, 1930, committee collected pledges of \$40,160.96 up to September 1 of this year, according to retiring President Louis St. John, Centre Pier. Balance was paid by John Hollinger, Madison Hotel, with money made on "Walk parade in September during Showmen's Variety Jubilee.

Fair Meetings

South Carolina Association of Fairs, January 6, Jefferson Hotel, Columbia. J. A. Mitchell, secretary, Anderson.

Wisconsin Association of Fairs, January 6-8, Hotel Schroeder, Milwaukee. J. F. Malone, secretary, Beaver Dam.

Indiana Association of County and District Fairs, January 7 and 8, Claypool Hotel, Indianapolis. Joseph L. Ginter, secretary, Crown Point.

Illinois Association of Agricultural Fairs, January 9 and 10, St. Nicholas Hotel, Springfield. J. H. Metten, secretary, Duquoin.

North Carolina Association of Agricultural Fairs, January 13, Sir Walter Hotel, Raleigh. C. S. Farnell, secretary, Mebane.

Ohio Fair Managers' Association, January 14-16, Deshler-Wallick Hotel, Columbus. Mrs. Don A. Detrick, secretary, Bellefontaine.

Minnesota Federation of County Fairs, January 15-17, Lowry Hotel, St. Paul. R. P. Hall, secretary, Minneapolis.

Nebraska Association of County Fair Managers, January 20-21, Cornhusker Hotel, Lincoln. Chet G. Marshall, secretary, Arlington.

Western Canadian Association of Exhibitions, January 20-22, Royal Alexandra Hotel, Winnipeg. Man. S. W. Johns, secretary, Saskatoon, Sask.

Western Canada Fairs Association, January 20-22, Royal Alexandra Hotel, Winnipeg. Man. Keith Stewart, secretary, Fortage La Prairie, Man.

Maine Association of Agricultural Fairs, January 21, Palmouth Hotel, Portland. J. S. Butler, secretary, Lewiston.

Michigan Association of Fairs, January 22 and 23, Fort Shelby Hotel, Detroit. Chester M. Howell, secretary, Chebanig.

North Dakota Association of Fairs, January 23 and 24, Dakota Hotel, Grand Forks. H. L. Pinke, secretary, Minot.

Vermont Agricultural Fairs Association, January 23 and 24, meeting with Massachusetts Association in Hotel Weldon, Greenfield. Glenn W. Rublee, secretary, Enosburg Falls, Vt.

Massachusetts Agricultural Fairs Association, January 23 and 24, Hotel Weldon, Greenfield. A. W. Lombard, secretary, 136 State House, Boston.

Western Fairs Association, January 24 and 25, Hotel Whitcomb, San Francisco. Charles W. Paine, secretary, Sacramento.

Texas Association of Fairs, January 24 and 25, Adolphus Hotel, Dallas. Frank M. Thompson, secretary, Sherman.

Virginia Association of Fairs, January 27 and 28, John Marshall Hotel, Richmond. Charles B. Ralston, secretary, Staunton.

Pennsylvania State Association of County Fairs, January 29 and 30, Abraham Lincoln Hotel, Reading. Charles W. Swoyer, secretary, Reading.

Ontario Association of Agricultural Societies, February 3-5, King Edward Hotel, Toronto. J. A. Carroll, secretary, Toronto.

Association of Tennessee Fairs, February 4, Noel Hotel, Nashville. O. D. Massa, secretary, Cookeville.

New York State Association of Agricultural Societies, February 12, Ten Eyck Hotel, Albany. O. W. Harrison, secretary, 131 North Pine avenue, Albany.

Association of Connecticut Fairs, February 18 (meeting place to be selected) Hartford. Leonard H. Healey, secretary, Hartford.

SECRETARIES of associations should send in their dates, as inquiries are being made.

FAIR SECRETARIES

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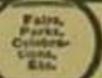
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PCSA EVENT MAKES RECORD

14th Annual Banquet and Ball Draws New High in Attendance

Various branches of entertainment represented—Hotel Biltmore specially decorated—excellent menu and floor show—President Clark, Chairman Wright complimented

LOS ANGELES, Dec. 14.—The 14th annual Charity Banquet and Ball of the Pacific Coast Showmen's Association, held in the Salon De Oro of Hotel Biltmore, marked an epoch in the history of these annual affairs of the PCSA. There were 655 at the tables. This records a new high in attendance. And such a gathering! The most variegated assemblage that has been noted. From the circus, carnival, stage and screen came the great and near great. Many high in State and city affairs, and men prominent in the business world who have come to know the importance of this organization were there with their families. Feature writers of the local dailies, camera men and representatives of news reels came and took shots of the crowd and closeups of many of the notables.

The decorative scheme was much different from that at previous affairs. The whole creation, kaleidoscopic in character, drew many compliments, the idea worked out by a noted Hollywood art director. The Biltmore Hotel was, as usual, specially decorated for the affair, and the banquet menu measured up to the best efforts of its noted maitre'd hotel.

There was a superb dance orchestra and a floor show that outshone any previous one for the annual function. There were 14 acts and 31 numbers. The promise to outdo past floor shows was made good.

Ladies were in conspicuous finery, many stunning creations were given their first showings, and a majority of the men folks in dinner dress. There was dancing until 2:30 a.m., the grand march led by John Miller.

It was an immensely enjoyable occasion and reflected great credit to show-folk.

This was the last function of importance for President Archie Clark, and he said that he made good all that had been promised. Also a major share of the credit for the huge success goes to Will Wright, whose untiring efforts and careful handling of every detail were masterly.

Downtown Dallas Has An Indoor Carnival

DALLAS, Dec. 14.—T. R. Hickman, Terrapin Reese and Denny Pugh are staging a Christmas carnival in this city under the auspices of Elks. The event started Wednesday and will run thru December 24.

The carnival is being held in a mammoth storeroom in the heart of the business section. Tol Teeter's Side Show and several kiddie rides are housed in the building, also six concessions, including a corn game.

Heavily exploited and advertised, the Christmas carnival started off favorably and has indications of having a very successful run. Wednesday, opening day, the Elks staged a night parade thru the downtown streets, which ended at the door to the hall, and Phil Harris and Leah Ray, orchestra leader and singer, made personal appearances the opening night; all to heavy newspaper notices.

Invaluable
Statistical Data
—
Reviews of the
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And Other Special
Features

In the Next Issue of
The
Billboard
DON'T MISS IT!

Glick Execs Busy

BALTIMORE, Dec. 14.—General Manager William Glick and General Agent Lee Schaffer of William Glick Exposition Shows have been busily preparing for next season, making frequent trips out of the city, including Mr. Glick's attendance at the fair men's recent meeting in Chicago. Larry Nathan, second agent, who at present is managing a road show, will return and take up his duties shortly after New Year's. Winter-quarters work at Hagerstown, Md., has started under the direction of Whitey Warren, trainmaster. Hector Gaboury is at winter quarters and planning something new in a monkey circus attraction. Pete and Freddy Loftus, of the Heyday ride, are making Hagerstown their home city for the winter.

Blake at Danville, Ky.

DANVILLE, Ky., Dec. 14.—H. L. (Roy) Blake, directing manager Volunteer State Exposition and who recently took over equipment of Great Superior Shows, some of which has been in storage here, arrived last week from a business trip. Blake stated that he would transport the remainder of the show paraphernalia here by trucks in the near future.

CINCINNATI, Dec. 14.—A telegraphic communication from J. M. Referty, Athens, Ga., advised that the Marks Shows are booked for next year fairs at the following places: Mount Airy, North Wilkesboro, Lumberton, Payetteville and Wilmington, N. C., and Athens, Ga.

Annual PCSA Memorial Service At Burial Plot Very Impressive

LOS ANGELES, Dec. 14.—The annual Memorial Service of Pacific Coast Showmen's Association, conducted last Sunday at the association's burial plot, Showmen's Rest, in Evergreen Cemetery, was outstandingly impressive. Showmen's Rest of the PCSA was established some years ago. The late Walter McGintley donated the first plot of ground, later Felix Burk donated the second plot, and the late Sam C. Haller be-



FRANK P. DUFFIELD, chairman of the magnificent 23d annual Banquet and Ball of the Showmen's League of America, staged December 3 at Hotel Sherman, Chicago.

W. S. Neal Buys Quarters Building

ALBUQUERQUE, N. M., Dec. 14.—Yellowstone Shows recently closed their season of 33 weeks and returned here to winter quarters. W. S. Neal, owner and manager, has purchased the property where the show has wintered the last four winters and will make this the permanent quarters.

Bill Slover is taking out two rides and a few concessions, with plans to operate them thruout the winter. Quite a number of show people are wintering at this city. Among them are John R. Gaves and wife and son, Bill Slover and Mrs. Slover, Mr. and Mrs. Raymond Slover and son, Mr. and Mrs. Dannie Starr, Mr. and Mrs. Ernest and Baby Nell Simmons, Bob Harris, Al Hatfield, Jack Williams, Henry Jensen, Kid Frenchie, Leon Self and the writer, Bill Farrar.

Mr. and Mrs. Ben Mouton returned to San Antonio, Tex. Mr. and Mrs. Al Voght and sons went to Oklahoma City, Okla. Mr. and Mrs. Frank Cliver to Texas, Ark., Tex. Mr. and Mrs. Dutch Ward to El Paso, Tex. Mr. and Mrs. W. S. Neal are planning a trip to Houston, San Antonio and Los Angeles during the next couple of weeks.

quested a considerable sum to be added to the Cemetery Fund. More ground was recently acquired, and there are now spaces for 175 graves and option is held on adjacent ground. There are now 47 showmen's graves there. Many branches of professional entertainment were represented at the Memorial, including carnival, circus, stage and screen. The total attendance was (See ANNUAL PCSA on page 47)

BALLYHOO BROS.'
Circulating Exposition
A Century of Profit Show
By STARR DeBELLE

Tank Town, Ga.,
Week ended Dec. 21, 1935.
Dear Charlie:
We got IT. Everything that we wanted at the fair meet. What a route! Bought the best fairs than money could get. Pete Ballyhoo said: "The jam auction was the best in years. Had enough bid-

ders there to make it lively. The Ballyhoo-Gaff Syndicate outbid them all. They might beat us, but they can't bluff us.
Both shows booked a route of 50 fairs. The entire season booked up solid. Not a still date for either show. Our bids (See BALLYHOO on page 47)

Krause Again Gets Sarasota

Second consecutive fair midway contract during Sara De Sota Pageant

SARASOTA, Fla., Dec. 14.—Ben Krause, owner and operator of Krause Greater Shows, emerged from a conference yesterday afternoon with officials of the Sarasota County Agricultural Fair Association in possession of a signed contract to furnish the midway attractions for the 1936 Sarasota County Agricultural Fair.

Krause was an odds-on favorite to cop the contract, following his splendid performance here last spring, when he fulfilled a contract that called for clean shows and efficient rides, absolutely no graft concessions, with plenty of merchandise to be pushed across the counters.

Following his closing in Tallahassee week before last, Krause went to Tampa and then came to Sarasota, where he contacted Thomas L. Glenn Jr., chairman of the fair board; Lamah B. Dorler, president of the Sarasota County Junior Chamber of Commerce; Leonard Mason, fair manager, and Jack Gurnett, fair secretary.

Contrary to last year's policy the fair association will promote its own exhibits and strictly fair attractions, utilizing the Hingling-Barnum Circus menagerie top and other tops to accommodate the various exhibits. This was the understanding last year, with Krause furnishing a fair manager to direct the locals in the manner in which to stage the fair.

The fair will be the companion event to the 1936 Pageant of Sara De Sota and will open February 18, running thru February 22, with the pageant using the last two days.

Savidge Back From Trip

WAYNE, Neb., Dec. 14.—Walter Savidge, of the amusement organization bearing his name, returned a few days ago from a 4,000-mile pleasure and business trip. While in Los Angeles he purchased a new special-built housecar. The "home on wheels" is attractive and is replete with modern interior furnishings. Work at the Savidge Amusement Company winter quarters will start soon. Another truck with trailer will be added to the motorized transportation equipment.

Aiton Again With Barfield

ORLANDO, Fla., Dec. 14.—Thomas Aiton arrived here a few days ago and advised that he had contracted to again be with C. E. Barfield, of Barfield's Cosmopolitan Shows, next season as advance agent.

Letter of Thanks From ACA Counsel

The following letter to the outdoor editor of The Billboard was received from Max Cohen, general counsel of the American Carnivals Association, from his office in the Central Trust Building at Rochester, N. Y.:

"MR. AL C. HARTMANN,
The Billboard,
Cincinnati, O.
"My Dear Mr. Hartmann:
"Please be advised that at the first session of the association's annual meeting held in Chicago a resolution was adopted unanimously instructing me to write your publication, thanking you for the kind contributions of space devoted to the association's activities, and particularly to the weekly space furnished for the ACA column.
"I am, of course, very happy to comply with the resolution as adopted."

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NO TWO ALIKE**

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Fairs, Rodeos, Fraternal Orders,
Beaches, Pools, Parks
We will submit designs, created
exclusively for your show.

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POSTER PRINT
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DIVISION**
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1000 BINGO

Heavyweight cards, black on white. Wood
marks printed two sides. No duplicate cards. Put
up in the following size sets and prices:
25 cards, \$5.25; 50 cards, \$6.75; 75 cards, \$8.50;
100 cards, \$10.15; 150 cards, \$12.50; 200 cards,
\$16.25; 250 cards, \$17.50; 300 cards, \$21.00. Re-
maining 700 cards sold 100 cards each, \$7.

Set of 20 Lightweight Bingo Cards, \$1.00.

1500 KENO (LOTTO)

Made in 15 sets of 100 cards each. Priced for 2
sets across the road—no set down. Light-
weight cards. Full set of 1500 cards with wood
marks, \$8.00.

All Bingos and Lotto sets complete with wood
marks, tally and direction sheet. All cards
size 3 x 7.

THIN BINGO CARDS
Bingo cards, black on white, size 3 x 7. Thin
cards such as used in theaters, etc. They are
marked or punched in plastic and then discarded.
500 numbered cards, per 100, \$1.25, without
marks. Set of markers, 50c.
Automatic Bingo Shaker, real glass, \$12.50
Bingo Stanchion, cloth size 24x36 (1/2 in.
up)
Bingo Record Sheets, 24x36, 20 for \$1.00
For free sample cards and more info, see 247
page and show, you over C. D. S. Station.
Instant delivery. No check accepted.

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19 W. Jackson Blvd., Chicago

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IN FLASHY COLORS
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Write for Big Free Catalog, showing
several hundred stock designs in color.

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ARMORY. Lighthouse Commission Wanted. Ad-
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BRIGHT LIGHT SHOWS booking Shows, rides
and legitimate Comedians of all kinds for seasons of
1936. WANT Circus Acts for all winter's work.
Actual Photos with. Address JOHN G. COONS,
15 North Lee St., Cumberland, Md.

BE WISE—BUY FROM DIZE
MR. CARNIVAL OWNER, Now is the time to place your order for your
best equipment for spring delivery. By doing
so now you will save money. Prices will be higher in the spring. We manufacture all styles
and sizes of Tents, Concessions & perfect fit in construction style Tents. Both workability and
materials guaranteed. Prices are right. Write to your requirements.

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AMERICAN LEGION INDOOR CIRCUS
NANTY-GLO, PA. DECEMBER 23-28.
All Good Shows working full time. \$250.000 Percol December 24. Big advance sale of tickets.
WANTED—Platform Acts, good work under 12 ft., selling for winter rates. (Phone and Contact Men, Eats,
Arts, Circus, Tents, Blankets, Grocery, Ham and Bacon and Toy Shops, Poles, Photos, Trusses, Troupes,
Prize Awards, Troupes, Cars, Appl. Novelties and legitimate Comedians of all kinds. Inlra, Pa.,
as follows. ALSO WANTED First Prizes Candy Agents. Address E. S. COREY, P. O. Box 9218, John-
stown, Pa. No time to write—1935.

Showmen's League of America

CHICAGO, Dec. 14.—The big rush is
over and things have settled down to
usual routine. Thursday's meeting was
well attended, with Vice-President Joe
Rogers in the chair. Secretary Streibich
and Past Presidents Edward A. Hock,
Sam J. Levy and C. R. Fisher also at
the officers' table. Committees showing
early action and all reports encouraging.

President Patty Conklin left for a
short vacation in Florida. Will return
here in January. . . . Brother Sam
Solomon in town for the meeting and
responded ably when called upon for
remarks. . . . Application of John Mc-
Niff presented and ordered posted until
next meeting.

Brothers Dave Tennyson and John
Ogallan left for a few days' business
trip. . . . Brother Harry Ross is De-
troit bound and may go on east after
the first of the new year. . . . Brother
Abe Gorman off for Florida. Says he
expects to line up some new members.
. . . Everyone delighted with the able
manner in which meeting was handled
by Vice-President Rogers.

Big New Year's party in the making.
Brother M. J. Doolan, chairman, to work
in conjunction with the house and en-
tertainment committees.

Wire of good wishes sent to the Pa-
cific Coast Showmen's Association on
the night of its Banquet and Ball.

Chairman Frank Duffield read very
encouraging report of the Showmen's
League Banquet and Ball.

Returns of Cemetery Fund Drive still
coming in and the final result will be
very encouraging.

Brother Gilbert Noon in for a call.
Paid his dues and left a donation to
Cemetery Fund.

New by-laws and League buttons or-
dered, and will be sent to the brothers
as soon as delivery is made.

Brother Dave Mulve writes that he
had a wonderful time but glad to get
home and settle down to usual routine.
. . . Many pleasant comments on the
Banquet and Ball. Seems that every-
one had a wonderful time.

The big Patty Conklin testimonial
of the big night of the year. Wonder-
ful crowd and a fine time. Testi-
monial presented to Patty by the
League. Sorry the big out-glass punch
bowl was broken just as he reached for
it. But taking it all in all, "what a
night." Conklinville Biedler was full
of the news of the affair. Entertainment
above par and it seemed that every-
one was there. Frank Duffield had
a large caricature drawing of Patty, and
Neil Webb arranged for photos of this
for future use. Past President Sam J.
Levy in charge of the gong and it hung
in place for several days after the event
—saying it for future use also.

Brother Pinkey Blits and A. R. Cohn
recovered from their operations and
back with the boys at the rooms. . . .
Late reports are that Brother H. M.
Shoub is very low, condition serious.
Brother Ben Feinstein still at the hos-
pital; Dr. Max Thorek giving him the
best of care and will not permit him
leaving until he has received full at-
tention.

Brother John Lorman so slated with
his success in the recent bridge tourna-
ment he is planning another event for
the near future.

Christmas close at hand and Brother
Courtemanche has rearranged the large
wreath which he donated some years
back. It's his annual duty to put it in
shape.

St. Louis

ST. LOUIS, Dec. 14.—St. Louis and
The Billboard office in this city were
visited by many showmen and affiliated
interests en route back to their homes
from the Chicago meetings and the
Iowa fairs meeting. Among those com-
ing thru, all of whom stopped off for
one or more days, were Fred Beckmann,
Barney S. Gerety, of Beckmann &
Gerety's Shows; Walter A. White and
James C. Simpson, of Johnny J. Jones
Exposition; Denny Howard, of America's
Model Shows; Larry Long and Phil Lit-
tle, prominent concessioners; Harry and
Orville Hennies and Mr. and Mrs. Noble
Fairly, of Hennies Bros.' Shows; Dee
Lang and Bob Hancock, of Dee Lang
Shows; Oscar Bloom and C. S. Noel, of
Gold Medal Shows; Ben Mathis, of
Warren Tank Car Manufacturing Com-
pany; Paul Jones, publicity director
State Fair of Texas, and John Francis,
of Greater American Shows, and others.

Mr. and Mrs. Joseph Scholibo are vi-
siting relatives of Mrs. Scholibo here
until after the holidays.

Many St. Louis showfolks will go in a
body to the Heart of America's Show-
men's Club "doings" in Kansas City
during the holidays week. Arrangements
are now being made to charter a special
railroad car to take them to Kansas City.
Those who have not been contacted are
requested to get in touch with The
Billboard office here if they plan going
to K. C. . . . L. S. (Larry) Hogan, gen-
eral agent Beckmann & Gerety's Shows,
arrived yesterday from the Iowa fairs
meeting and plans remaining here for
the next 10 days. . . . Tom Kearney,
prominent turfman and friend of show
people here, is recovering from his
lingering illness and is able to be at
his store.

Oscar Bloom, owner Gold Medal Shows,
returned yesterday from the Iowa fairs
meeting. Will reside here for the win-
ter, except during the holidays, which
he will spend with his family in Chicago
Heights. . . . Mr. and Mrs. Dee Lang
and Bob Hancock also returned from the
Iowa fairs meeting and will again so-
journ here for the winter. . . . Lee
Sullivan, president of El Bridge Com-
pany, visited The Billboard here Wednes-
day when in the city on a business trip.

Mrs. Morris (Boots) Feldman, who
was ill in hospital here last week, was
able to return to her home and is
rapidly on the way to recovery. . . .
Frank S. Hanaaki, concessioner, advised
from Kinder, La., that this is his fifth
winter in that city fishing and hunting.
. . . Charles Thomas Goss, "champion
— and star salesman for
Standard Chevrolet Company, returned
from a trip thru Illinois following the
Chicago meetings. Mr. and Mrs. Noble
C. Fairly, who are guests of Mr. and Mrs.
Goss, will remain another week, then to
Kansas City.

Mayor Price Lindsey of Carrollton, Ill.,
spent Thursday and Friday here and
visited The Billboard office several times.
Besides handling the affairs of his city
as mayor, Mr. Lindsey operates two
hotels and is a director of the Green
County Fair. He was formerly in show
business and for many years played fairs
with his balloon ascension. . . . John
Sweeney, concessioner with the Dee Lang
Shows the last several seasons, left
Thursday to visit relatives in Boston
until after the holidays, the first time
in 14 years he has seen his folks. . . .
C. S. Noel, general agent Gold Medal
Shows, left for his home in Liberty, Mo.,
where he will stay until after the hol-
idays. . . . Sam Gordon and Teddy Webb,
who are operating a holidays candy
store here, are enjoying a nice business.
Both were with Beckmann & Gerety's
Shows last season. . . . Tom W. Allen,
former carnival owner, has a promotion
working in Belleville, Ill. Associated
with him in the venture is Al Bauer, of
walkathon note.

Philadelphia Pickups

PHILADELPHIA, Dec. 14.—Sam Tassell
has taken larger offices. His present
booking of Days of '49 will take him
well into January. He has had engage-
ments for the American Legion at
Lynchburg, Va.; Disabled War Veterans
at Atlantic City and Warner Bros.' Club
in this city. Johnny Keeler has rejoined
him and they are looking forward to a
successful winter season.

George Dover will be connected with
Barfield's Cosmopolitan Shows next
season. Expects to leave shortly for winter
quarters.
James A. Kitchen, for many years

root-beer-barrel operator at fairs, is now
permanently located in the city at his
old profession.

John Marks, owner Marks Shows, was
a visitor here during the week. Reports
that after a bad start the season ended
up all right. States that he has bought
some new rides and will have a much
larger show than he has had for several
seasons.

Joe Payne, who returned to the city
lately, is opening a poolroom in the cen-
ter of the city. He operated one for a
number of years but, for the last four
years has been wintering in the south.

Kansas City Pickups

KANSAS CITY, Mo., Dec. 14.—Mr. and
Mrs. Elmer Velare, who were visiting
here several days, returned to Tampa,
Fla., where Royal American Shows are
wintering.

Mr. and Mrs. Mel Vaught spent sev-
eral days here.
Orville and Harry Hennies were here
for a few days recently prior to going
to Chicago.

Bodney Krall spent a few days in the
city while on his way to Waurika, Okla.
Willie Levine went to the hospital for
a minor operation.

Harvey Miller, of Hennies Bros.'
Shows, passed thru on his way to win-
ter quarters at Houston.

Jean Berni was removed from hospi-
tal to the home of his sister and is
recovering from an operation.

J. L. Landea and his wife, Peggy, re-
turned from San Antonio, Tex., where
they had been visiting.

Mrs. Toney Martone returned from a
visit in California and San Antonio,
Tex.

Great American Folds

TRENTON, N. J., Dec. 14.—Manager
Johnny Tinsley and W. E. Weaver, gen-
eral agent, tried to keep the Great Amer-
ican Shows going all winter, but due to
extremely cold weather and business very
bad, brought the tour to a sudden clos-
ing at Waynesboro, Ga., week ending
December 7. Herbert Tisdale remained
on the lot until everything was down
and loaded by Frank Meadows, train-
master, and everything was shipped to win-
ter quarters in Greenville, S. C. Trou-
perish was shown by Zenida Zan (Lee
Erdman) when he furnished meals to
about 20 performers. Mr. and Mrs. En-
gals furnished transportation on their
trucks and trailers to many who were
heading south to join other shows. Vic-
tor Lasher and Thomas Meyers were
made honorary members of the fire de-
partment when they assisted in saving
lives in a local fire. Photo Brown's Or-
chestra played Home, Sweet Home, which
brought tears to all showmen on the
grounds. Johnny Tinsley will have a
crew of men in winter quarters, paint-
ing and overhauling all rides and shows
for next season, under George Bennett
and Frank Meadows. Idaho Red and his
Redheaded Cowgirls will winter at a
hotel in Greenville, entertaining in the
tea room. Photo Brown's Cotton Club
Revue will play clubs and theaters in
and around South Carolina. Ralph
Decker will open his streets of Paris at
a club in Miami. Benny Wolf with his
concessions at Million-Dollar Pier, Mi-
ami. Jack and Sonia Norworth return
to Toronto, likewise Albert (Dumny)
Rives, The Billboard and mail man, Tom
Scully opening his indoor museum in
Atlanta, Ga. Stack Hubbard's show will
open in a museum at Baltimore. Jack
Sumner wintering in Rocky Mount, Va.
Mrs. Benny Wolf in Hartwell, Ga. Ed-
Dixie Lee and Mr. and Mrs. Paul Mar-
ley will be in Philadelphia. Cora Rob-
bly and Jack Elliott to New York City.
Herbert Douglas to West Chester, Pa.
Sensational Flying LaBelles, free act
in Philadelphia. Peggy Doyle and Micky
Brown joined the girl show at Jack
Leeper's Congress of Living Oddities in
Baltimore. Don Black to Woodruff, S. C.
Herbert Tisdale visiting friends with
Jeanette Terrill's Shows. Some shows,
rides and concessions joined the Terrill
Shows, including Branda Brothers, cook-
house; Zenida-Zan's Snake Show, with
Bill Staakes, front man, and Tom Meyers
lecturing; Doc J. J. Kelly and Indianapolis,
Mr. and Mrs. Engal's Loop-o-Plane and
Dave Stock's Kiddie Ride and Ferris
Wheel. The writer will winter at Trenton.

BOBBY CORK
NEW BERN, N. C., Dec. 14.—Kam
United Shows have again been awarded
contract for next year to furnish amuse-
ments for the Greater Kinston (N. C.)
Fair.

Chop Suey

By W. H. (BILL) RICE

EL PASO, Tex., Dec. 14.—Harry Taylor, A. F. Bauer and Tom W. Allen have a promotion running at what is claimed the home of the original street fair in this country, Belleville, Ill.

Johnny Bejano, one of the eldest pit-show men, has a very good museum in San Antonio, located on Houston street. Business big. Kent Hosmer has a coin-machine parlor near by.

Steve Burke, who operated a winner of the San Diego exposition, Bingo, spent a few days in El Paso but left for Houston. No available good location.

Fred Payne, of Wilkes-Barre, Pa., will be with me after first of the year as contest manager.

Dot Brown Robinson writes from St. Louis: "Now with a millinery manufacturing company." Diving girls do get to work in the winter.

Joe Walsh promoting a new benefit proposition with Shrines temples and Knights of Columbus in the New England States.

Jim (Kid) Schneck, 67 years, writes of many of my old friends on the J. George Lora Greater United Shows at Harlingen (Tex.) Fair, which was a success for everyone. Alice Melville Strout was top money with her gal show. Carey Jones joined from the Hames Shows after being at the exposition at San Diego all summer. Flying Millers had a beautiful act for the free attraction. J. Carl Walker's show, from Beckmann & Gerety's Shows. Leonard and Della McLimore selling tickets on rides. Verne Newcomb promoted many special events. Maude Dee Danville with her Tequilla. Kentucky Ralph Ray and his wife, Millie, concessions. Kenyon and wife with cookhouse. Marie Miller, a visitor from Chicago, who walked up the midway with Earl Strout and his big hat (taken for a Texas Hanger), was thought by her friends to have been taken by the law. Jim concluded by saying, "An enjoyable time was had by all."

Ben Austin, the veteran general agent, wants to know why I don't tell about my first show transported by goats, so here goes: When a very small boy I organized, with neighborhood kids, the Great Trans-Atlantic and Pacific Shows. Admission, 1 cent. Reserved seats and concert, 10 pins. Most of us had goats, also carts of some kind. So we transported our outfit to various locations on the roadside. The tent was a wonderful thing, being made of old gunny sacks, flour sacks, pieces of burip, sheets (borrowed) and rags. We made as many as four locations in one day. Parade before each performance, consisting of a band made up of drums, tin pans, kazoos, cages of animals (rabbits, cats, dogs, turtles, a talking crow and also a lady reptile charmer, with a live garter snake around her neck (lost her one day when she was discovered by her mother—also lost the snake, which escaped into the grass as the "charmer" was being chased). The performance consisted of various animal acts, broomstick trapeze, contortionists, magicians, etc. The wardrobe was made of mothers' long stockings, undershirts and such colored cloth as could be had. The adults got a great kick out of our show and some days we made over a dollar. Advertising was painted with bluing and handbills printed on our little hand presses. A kindly newspaper man printed our route, giving locations and time of performances. Sure wish I had some of those clippings.

Johnny J. Jones Exposition At Fairs in Central South

COLUMBUS, Miss., Dec. 14.—Arrangements were completed this week to bring the Johnny J. Jones Exposition to the Columbus Radium Fair in 1936, J. H. Manser, superintendent, announced following his return from Chicago this week. "The contract will be signed by a representative of the Jones show in the near future," Manser stated. Manser also said that the Jones organization had also been signed for fairs at Memphis and Jackson, Tenn.

Mrs. Nellie Murphy Back

NEW YORK, Dec. 14. — Mrs. Nellie Murphy, widow of Frank J. Murphy, of Frank J. Murphy Shows, who died last August, has returned from Miami and is making her home with James J. Murphy in Brooklyn.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Dec. 14.—Reflecting upon the events which took place at the second annual meeting of the association recently at Chicago leaves the undeniable impression that carnival leaders have come to the realization that the association is for the betterment of the industry and is a real necessity.

Truthfully, we were deeply impressed with the enthusiasm displayed at the sessions held at Chicago, and the increase in membership alone convinces us that the industry is beginning to accept the association in the light in which it was planned.

A list of new members was given in the story on the sessions in last issue.

The final session was devoted to a discussion of various matters pertaining to the industry and included the subjects of transportation, both railroad and motorized, and like subjects, as well as some discussion on the subject of group insurance.

By resolution adopted, the association authorized us to investigate the possibilities of group insurance of benefit to all the employees in the industry, which subject will have our careful attention during the coming months and a report thereon will be submitted at the next annual meeting. The social advantages of group insurance are a matter of common knowledge and we feel that if adopted it will reflect to the credit of the industry and everyone connected with it.

A letter of interest to shows playing in the East has been received from Hugo Seidenberg's organization, and members interested are requested to communicate with us.

Los Angeles

LOS ANGELES, Dec. 14. — Troupers have been much in evidence in the haunts of the showfolks. Many came for the memorial service and also for the annual charity banquet and ball of the Pacific Coast Showmen's Association.

J. Frank Hatch, formerly well known in the carnival field (owner of the shows bearing his name), is a West Coast visitor from New York and is being shown around Los Angeles by John A. Pollitt.

E. R. Bagby noted downtown. J. Ed Brown made a short visit here and left for San Diego to resume duties preliminary to the re-opening of the San Diego exposition. M. M. Sutton in from La Habra. Will be in show circles again next year after several years' retirement. A. E. Lind in from Columbus, O. Arranging to present midget auto races. Cal Lipas back for the winter. Had hunting trip in Arizona.

James Schute, of Foley & Burk Shows, in for the winter. Harold Boyd another to join the winter colony. Returned from a visit to Virginia, Ill. Ralph H. Deering plans to leave for visit at Waterford, Me. Mike Collins in from Cheyenne, Wyo. Will be with the "Coast defenders." J. A. Fromm going to Irondale, Mo., for a visit. On his return will be with one of the carnivals wintering here. Mike Krekos, of West Coast Amusement Company, down from Oakland for the PCSA ball. John F. Murphy will make a trip back to "Kerry Patch," Boston, for the holidays. Joe Doran in from Alamosa, Colo., for the winter. W. J. Currow in town for a visit. Will winter in San Diego.

R. L. (Dick) Morris is going back to Marshall, Mo., for a visit. Joe McDermott goes back to Reading, Pa., for a visit to the home town. M. A. Manna and Jess Jordan to make an auto trip to Chicago. "Pickles" Picard going north for a short visit. Billy Axelrod, retired concessioner, in business here—bureau of information. Harry Horowitz in town. Undecided as to whether he will winter here or go to Palestine. Frank L. Medors goes east for a trip. Will be with the Crafts 20 Big Shows again next season. Harry Phillips back from Polack Bros. Circus. Will reopen with that show January 6. Carl H. Somits in Sacramento on a promotion for Polack Bros.

Mill Runkle has entirely recovered and is back with Jimmie Simpson at the Balboa Brewing Company. Doc Hall still ill in Kingsbury, Calif. Recent X-ray showed spinal disorder. Local showfolks will have him come to Los Angeles, where required treatment will

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New York, N. Y.

be provided. Iron-Jaw Mott with the showfolk colony at Hotel Bristol. Recently organized "Safari Club" growing rapidly in membership. John Miller battling an attack of the flu—at home in Santa Monica. "Texas Bob" Godwin somewhat improved—at Government Hospital, Sausalito, Calif. Chief Myers up from the Riverside (Calif.) Indian Reservation for a short stop.

Mr. and Mrs. O. H. Hilderbrand back from a short trip and have taken an apartment in Hollywood. Mr. and Mrs. Charles J. Walpert back and have an apartment in Los Angeles. Jimmie Dunn leaves for a visit with Leo Barnes at Maricopa, Calif. Mrs. Joe Olacey practically recovered from injuries received in auto accident. Mrs. Elmer Itansom goes to a local hospital for observation. Isaac (Baldy) Miller noted among the troupers wintering in this city. Mr. and Mrs. Archie Clark leave after the PCSA ball for annual trip to the desert and Palm Springs. Chris Olsen has a novelty shop here for the pre-Christmas season. Rosa Ogilvie working in a down-

town department store for the holidays. Paul Sturm plans a visit to Clarkburg, W. Va., his old home town. T. L. Wilton in from Omaha. To winter with the West Coasters. Charley Dodson working with novelties in a downtown department store. T. Dwight Pepple enthusiastic over his new promotional idea. Tillie Palmatier showing improvement. Is now able to be around. Suffered a stroke two years ago. Rudy Jacobs on a tour with his spook show and illusions. Playing theaters in Southern California and Arizona. Harry Seber touring the North.

ST. LOUIS, Dec. 14.—One of the leading buyers of new rides and canvas during the Chicago meetings was Hennies Bros. Shows, which purchased a Ride-O from C. V. Starkweather, of Spillman Engineering Corporation; a deluxe model Kiddie Ride from Allan Herschell; a set of Scooter cars from Luase Bros., and several tents of the green variety from Mr. Smith, representing Fulton Bag and Tent Company.

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MIDWAY CONFAB

By THE MIXER

THE HOLIDAY GREETINGS NUMBER next issue!

PETE HENRY, well known in Middle West carnival circles, is at work on an indoor circus date in Iowa.

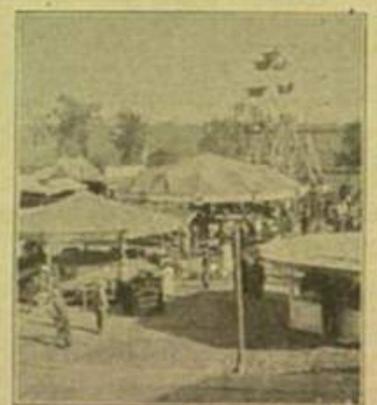
JOE KARR has booked his cookhouse with Majestic Shows for next season, to open in April in the South.

HARRY ZOLMER has a small company—two shows and some concessions—playing spots in Georgia.

Mathematical summary of a "good time Andy": "Have good business this season?" "100 per cent." "How's your present finances?" "Subtract 100 per cent from my gross receipts."

LOUIS BRIGHT, of Big State Shows, has been enjoying his vacation among homefolks at Mount Pleasant, N. C.

GEORGE GOFFAR, concessioner with Knapp & Dehnert past season, is executive connected with Sulphur Springs Park, near Tampa, Fla., for the winter.



A PORTION of Big 4 Show's midway snapped a few weeks ago at Warrenton, Ga.

AFTER CLOSING with Silver State Shows at Carlsbad, N. M., Ray Glauum rambled back to Denver. He was working night-club dates.

WILLIAM J. (BILL) HILLIAR, late in advance of Barney Lamb's traveling museum, arrived in Cincy early last week for a short stay.

THE MANAGEMENT of the Strawberry Festival, Bowling Green, Fla., advises that Krause Greater Shows have been booked for the midway.

BOB LOHMAR didn't make the Des Moines fair meeting as he had intended, but beat it to Morton, Ill., his home town, instead, for a short visit.

ESTHER-LESTER, past season with D. D. Murphy Shows, has been working the annex of Almont's World's Fair Museum in Virginia, with which Clay E. Ramsey is lecturing.

There were wedding anniversaries of two carnival managers and their wives during the recent meetings in Chicago. Mr. and Mrs. C. Guy Dodson, their 30th; Mr. and Mrs. John M. Sheasley, their first.

H. N. (BLACKY) OOLBY recently completed his third season on the staff of F. H. Bee Shows. He will spend the holidays with his mother at Providence, Ky.

STARR DE BELLE, of "Ballyhoo Bros." Shows, and Dr. R. Garfield were leaving Norfolk, Va., last week-end to join J. Sam Houston's Museum at Jacksonville, Fla.; later to Miami to sojourn for the winter.

AFTER THE season's end for Bruce Greater Shows Manager W. H. Harris

started visiting trips to cities in the North, including Chicago, for the amusement men's meetings.

L. S. (LARRY) HOGAN solved his Christmas card problem by purchasing some nifty calendar cards while he was in Des Moines for the fair men's meeting in Chicago.

TOM HALE closed with Mohawk Valley Shows at Palatka, Fla., and stored his corn game. Tom and his wife and son plan vacationing for the winter at Bonita Springs, Fla.

AFTER THE RECENT closing of Bright Light Shows at South Hill, Va., Charles H. Keys, assistant manager, and R. E. (Doc) Robertson, general agent, went to their homes in Cumberland, Md.

BEN WALLACE and Harry Clark are planning a small carnival and a medicine show for next season, with Wallace in charge of the midway company and Clark handling the med opry.

A FLORIDA SHOWMEN'S LEAGUE has been in process of organization at Miami, with Bill Bartlett, Fred Baker and L. Shepard actively engaged in the project.

MR. AND MRS. MEL VAUGHT, of State Fair Shows, left Chicago after the meetings with Pete Kortez. Probably to visit for a while with Pete and Mrs. Kortez on their traveling museum in Oklahoma.



EDDYTHA TENNYSON, daughter of Dave Tennyson, well-known showman, Miss Tennyson is a student at Sacred Heart Hospital, Louisville, Ky., and adeptly carried a leading role in a papant presented at that institution recently.

BOB ST. CLAIHE and Jack Doty have been working on some indoor event promotions in the South for staging after the holidays. Until Christmas Bob is handling demonstrations and sales in department stores.

L. G. SKIENE, who is wrestling in and around Kansas, advises that he will again have the Athletic Show with Greater Exposition Shows next season, also that Lou O'Brien and John Gable will again be with him.

A PROFITABLE season with their concessions was enjoyed by Mr. and Mrs. Pete Smith, who have been visiting at the home of Mr. and Mrs. Kenneth Smith at Shenectady, N. Y. They plan spending the winter in Georgia.

A FEW DAYS after returning to Norfolk, Va., from the meetings at Chicago Mel G. Dodson rambled southward on a rest-up and fishing trip. His big brother (Ouy) remained to look after work at winter quarters.

B. E. (TEX) MUELLEL, who recently joined Big 4 Shows as general agent, has

purchased a Packard coupe and house trailer. The missus has the cookhouse and cigaret gallery on the midway. Tex says business "ain't so bad" in Georgia.

A PRESS AGENT who really had a good time during his first attendance at the fair men's and Showmen's League meetings, Floyd (Whitley) Newell, after the doings Newell rambled over to Beloit, Wis., for a visit with homefolks.

AMONG "THOSE PRESENT" at the recent Auto Show in Kansas City were Roy Dolan and Ivan J. Champion with one of their "name on a pennant" units. Will make some of the Florida winter fairs, including at Tampa.

NICK CERVOLAR, who was with Roy Lollar's corn game the past season, has gone to his home in St. Louis for the winter. Incidentally, Roy purchased a new car to replace the new one he wrecked recently.

Otto Stephens, whose Merry-Go-Round and Eli Wheel recently closed a 21 weeks' season, has his employees use small white cards to pass to local merchants, reading: "This purchase made by an employee of Stephens Rides. . . . Now playing your city." Otto says: "I think it helps a lot and will use them again next season."

MR. AND MRS. BEN MOTTIE, of cookhouse and other concessions note, since closing a successful summer and early fall season with Dixie Exposition Shows, have been enjoying fishing and other pastimes at a tourist camp at Gibesonton, Fla.

OKLAHOMA JACK, past season with Crafts 20 Big Shows, again has his cowboy items concession at a department store in San Bernardino, Calif. Along with sales Jack gives kiddies rides on Shetland ponies. Says he will be back with Crafts next season.

MR. AND MRS. D. E. FENCKE, who recently closed their second season with Bill H. Hames Shows, are taking a rest-up and visiting their son in Houston. After New Year's will return to the Hames winter quarters, as D. E. will add two shows (a total of three) for next season.

GEORGE (BOP) TIPPS recently arrived in Cincinnati from the South. Is again engaged for the winter in an executive capacity with the House of David Basketball Team, with which he has been connected several winter seasons.

W. (DOC) MAYFIELD infoed from Chicago that he recently returned from the Hawaiian Islands. Would have stayed there this winter, but some legal proceedings in this country in which he was interested were slated January 13. Says he will return to the Islands next fall.

AMONG SHOWFOLKS fraternizing among homefolks and acquaintances in and around Danville, Ill., has been the veteran high-wire performer Fred DeBell. Fred has had a three-act (Frederic DeBell & Company) the last five years. This year had 16 weeks with Dick Gildorf over Boston way; in fact, was within 100 miles of "Bean Town" for 12 weeks. By the way, Mr. and Mrs. DeBell had their 3-year-old daughter with them this year—which probably means that ere long there will be a juvenile entertainer on the high-up cable.

"PICKUPS" FROM Corey Greater Shows—George G. Smith, lot superintendent, is again in the coal business for the winter at Cumberland, Md. . . . R.

Will Wright, well-known showman and chairman the 14th annual Charity Banquet and Ball of the Pacific Coast Showmen's Association, attended the Monday night meeting (December 9) of PCSA and had a large ticket sale. While unlocking the front door of his apartment, two men, one with a "gat," asked Will to "reach up," and he did, not reluctantly. The other man got behind Wright and gave him a "frisk." Did not attempt to take a diamond stickpin or watch, but got \$23.

Will afterward said there was some satisfaction in several hundred dollars he had in another hideout being overlooked. He also stated that the men were very "gentlemanly"; asked politely if he was sure that was all the money he had, and at his affirmative reply they said "good night, don't squawk!" and rushed to a car parked up the street.

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NEW 124-PAGE CATALOGUE now off the press. Most comprehensive line of Apparatus and Supplies in the World. Catalogue, 50c. None free.

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\$40.00 Babette Theatre Curtains, good condition.
\$25.00 Curtains French Men & Gals, Low Price.
\$30.00 Gamine Buffalo Robe, good size.
\$75.00 11 Wax Seemings Child Booth, Glass Case.
The Rack Puncher, Paper, Handmade, with Plug List.
WE BUY EVANS WHEELS, GUESS-WEIGHT MATCHES, All kinds show Property, WEIL'S CURIOSITY SHOP, 20 S. 24 St., Philadelphia, Pa.

WANTED

Concessions and small Shows with own outfits, for Free, Tex., now till Xmas Week. Big 40 Shows—money making, including those to be ready for next season. Agents for Shows, on Sunday-Worked. Work every day. Other openings. Also Man to look after California. All address.

R. CHATELAIN, Free, Duval Co., Tex.

IMPORTANT OUTDOOR CONCESSION
with large attendance in Greater New York for re-formation, including those to be ready for next season. Established over twenty-five years. Only responsible, experienced concessionaries with outstanding track record. Ability should answer. BOX 674, Billboard, 1504 Broadway, New York City.

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

G. Bakestraw, superintendent transportation, is at his home in Du Bois, Pa. . . . William Scott Cover, who had the Chairplane on the No. 2 Corey Shows, is back in his home city, Johnstown, Pa., and will be affiliated with the Embassy Theater there for the winter. . . . Manager E. S. Corey is booking and whipping into shape his fraternal indoor circus unit. . . . Samuel Collier, who has his sound system and truck booked with Corey Shows, is in the hauling and moving business at Johnstown.

Here's a bouquet to Edward (Spike) Howard: What an active individual! Not only has "Spike" been for years an exhibition strong man, an athlete, an athletic instructor and a wrestler, but he has also scored into the limelight in Philadelphia and other Eastern cities thru giving of his blood for transfusions. According to an article in a Philadelphia daily, Howard recently shakled up his 141st blood transfusion to "save the life of John Colab, a patient at Pennsylvania Hospital. His arms were tapped for 1,000 c.c. to make three transfusions." What a man!

condition were noted this week and doctors now predict recovery thru a slow process. Buddy Willis a recent arrival here after a season on a Whale Show that closed last week in South Texas. Mr. and Mrs. F. Percy Morency (Alyne Potter) are now living here. Since coming from the East early this fall they had been making their home in Fort Worth. Mrs. Ketta Lindsay underwent a minor operation early last week.

St. Louis Show Women Start Meetings Season

ST. LOUIS, Dec. 14.—The first meeting of the winter of the Missouri Show Women's Club was held on Friday of last week at the new headquarters of the club in the American Hotel in this city, with Vice-President Kathleen Hiebe presiding in the absence of Mrs. Catherine Oliver, who is spending the winter in Texas.

A splendid report was made by Secretary Mrs. Grace Goss, who visited many outdoor shows during the past season with her husband, Charles, and who on these trips secured quite a few new members for the club. Past Treasurer Mrs. Gertrude Lang acted as treasurer in the absence of Mrs. Norma Lang, who was out of the city on a business trip with her husband, Doc. Short talks were made by many members, and reports of the Chicago meetings were given by Mrs. Grace Goss and Mrs. Viola Fairly, who, with Noble C. Fairly, was a guest at the home of Mr. and Mrs. Goss.

The entertainment committee, headed by Chairwoman Nelle Allen and which also has Mesdames Rose Fitzgerald, Marietta Vaughan and Vera Hancock, promises many festivities during the winter months.

Plans were laid for the fifth Anniversary Banquet and Ball in January and the annual Valentine Ball in February.

BALLYHOO

(Continued from page 43)

so big that the fair managers have decided to let us set all dates. One fair secretary said: "We don't have to sell a ticket to win, the Ballyhoo Brothers' guarantee covers all of our expenses and still leaves us a nice surplus."

This gives the show the best route of its career. We will also furnish the midway amusements for both the Republican and Democratic conventions. But not knowing what cities the two parties will chose for their meetings, it is impossible for us to announce the dates or places. It is hindering us in making our yearly railroad contracts. But all moves will be paid long before winter is over. Have offered both parties the use of the center of our midway, and will furnish 100 lengths of blues and put on a double public wedding to help draw crowds.

In the meantime plans will go on for the Pete Ballyhoo for President and Old Hickory Gaff for Vice-President Drive. The show will play its own convention and pick its own spot. Their "Share the Brass Plan" should win. Will depend on from 30 to 50 votes from each showman.

Many innovations have been promised the fair officials. Will feature our lighting effects. Transformer wagons will be equipped with mechanical cable spreaders. By pushing a button the cable will be spread and buried. Sunday morning the button will again be pressed and the giant reels will start revolving, winding it up untouched by human hands. A saving from five to eight hours.

Have been planning on giant naval searchlights for the center of the midway. We don't claim to be the originators of the idea, just another one of the followers.

Show heads for Florida from here. Now in its 50th week and no thought of closing. MAJOR PRIVILEGE.

P. S.—Those interested in our fair route may secure same by inclosing \$1 bill and photograph. One or the other will be returned on request. M. P.

ANNUAL PCSA

(Continued from page 43)

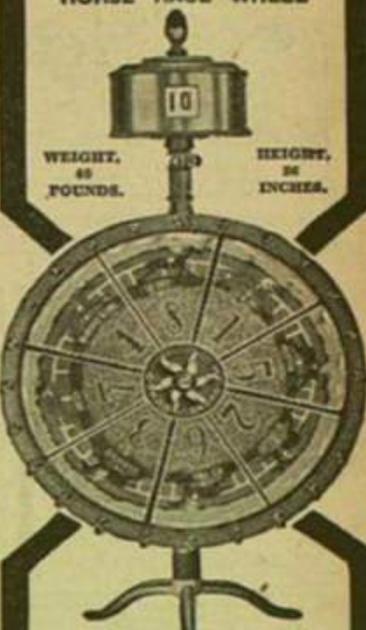
approximately 500. Daily newspapers had writers and photographers at the service.

The program was handled by President Archie Clark and Past President J. Ed Brown of PCSA, and all details were carefully planned and carried out. The opening number was provided by the C. H. Cleveland Boys' Band, of San Pedro, adopted as the official band of

PCSA, under leadership of I. W. Lattimore, a former trouper. Archie Clark and J. Ed Brown officiated at the laying of the wreath at the monument that marks Showmen's Rest. President Clark said, in part: "My brothers, we lay this wreath at this monument as a gesture of our esteem and in loving remembrance of our departed brother showmen who sleep the last sleep in Showmen's Rest." Then Joe Bruneseu, stinging newsboy of Hollywood, recited the poem *Young Fellow, My Lad*, by Robert W. Service, in a most impressive manner. Joe's appearance by courtesy of the New Orpheum Theater. Past President Brown then introduced Sister Almee Semple McPherson, who was hustled into a waiting automobile at close of her Sunday morning service by C. P. (Doc) Zeiger, Frank Babcock and John A. Pollitt and came with no prepared talk and without notes, but delivered extemporaneously a heart-touching address. She spoke feelingly of the many troupers who in the midst of important situations have received telegrams announcing death of dear ones but who measured up to the best traditions of mankind, keeping chin up and carrying on that the "show might go on." This she likened to the Nazarene, and His sacrifices and passing onto others that His work might go on. Mrs. J. Alvin Bailey sang two hymns. After another number by Cleveland's Boys' Band Rev. Ed. W. Morse, of the First Christian Church, an ex-trouper, paid tribute to the departed showmen who rest in Showmen's Rest. Then came *The Star-Spangled Banner* by the band, and the bugle corps from the band, in pairs at a distance, sounding taps. Then the lowering of the flag.

The graves of showmen were strewn with flowers by relatives and friends. Among out-of-town persons whose presence was noted: J. Frank Hatch, pioneer carnival owner, now a broker in New York; J. Ed Brown, San Diego; A. E. Lind, Columbus, O.; Captain Woodward; M. M. Sutton and wife, of La Habra, Calif.; Mr. and Mrs. John Miller, Venice, Calif.; C. C. Latham, of Whittier; Mrs. Dora Branson, Mrs. M. M. Quay and Mrs. William Henry, of Culver City; Cheris Jondro, New York; Charles Dodson, New York; Mr. and Mrs. J. A. Walters, Detroit; M. Bamiro, Mexico City; J. M. Settle, Vancouver; B. M. Musgrove, Oklahoma City; Stanley P. Dawson, Great Kills, N. Y.; J. P. Snyder, Park Ridge, N. J.; Newreel cameramen took shots of John Miller, John Backman, Minnie Fisher and George Tipton and a special-posed shot of Almee Semple McPherson and President Archie Clark, also group picture of showfolk at the services.

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WEIGHT, 40 POUNDS. HEIGHT, 36 INCHES.

Put your connection in the lead with this money-making WHEEL. EVANS' COUNTER HORSE RACE WHEEL is small, compact and beautifully painted in colors. Front of wheel glass covered. The Fair Mutual Device with changing odds makes it the favorite on any spot. Write for details today.

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FOR SALE

Have 5 Best Underframe 50" FLAT CARS, with past all inspections. Address
MIGHTY SHEESLEY MIDWAY, INC.
JOHN M. SHEESLEY, Manager
Yadkin Hotel, Salisbury, N. C.

Heart of America Showman's Club

KANSAS CITY, Mo., Dec. 14.—John H. Castle has been selected by members as president of Heart of America Showman's Club for 1936. Mr. Castle is a former Kansas Cityian, born and reared here, and entered the show business in this city 25 years ago. The other officers nominated are as follows: John Francis, first vice-president; George Hawk, second vice-president; Dave Stevens, third vice-president; Harry Altshuler, treasurer; O. C. McInnis, secretary; Dr. J. L. Freeman, physician; Harry Duncan, chaplain. New members on board of directors, J. L. Landes, Ed Strauburg, Joe Rosell, Elmer C. Velare and Paul Parker.

The club voted to present outgoing presidents with gold life-membership cards.

The program booklet is well under way and will be off the press in time to be distributed during the holidays and at the banquet and ball December 31 at the Coates House, at which time the new officers will be installed and the gold card presented to J. L. Landes, the outgoing president.

The banquet and ball, from present indications, will have record-breaking attendance. J. L. Landes is in charge of the ticket reservations.

The following were voted members of the club: Harry Pittmaester, Sam Ansher, Dewey Thomas, Dan Post, J. Stevens, Tom Martin, Ed Phillon, Paul McDonald and W. G. Buchanan.

Dallas

DALLAS, Dec. 14.—This week was a "home-coming" week, showfolks coming home from the meetings in Chicago.

Fred Beckmann (Beckmann & Gerety Shows) arrived Monday from Chicago. Spent a day here visiting friends and business acquaintances and then proceeded to his home in San Antonio.

J. T. McClellan (McClellan Shows) is in the city visiting at the homes of his brother and daughter. His grandson, Jimmy, is in school here and has a difficult time trying to keep up with his studies and at the same time show "Granddad J. T." the town.

Phil Little, who attended the Chicago meetings, will stay in the North to attend other fair meetings scheduled for the next few weeks.

Paul Jones, another Dallasite who attended the meetings, returned the latter part of last week.

Fred Bond motored to San Antonio early this week to visit at the winter quarters of Beckmann & Gerety's Shows.

Lee Walters and Jack Troy were callers at the local office of *The Billboard* Monday. They are en route to the Northern States for a winter's work.

Patsy Kincaid, 8-year-old niece of T. H. (Red) and Louise Hickman, who was injured in an automobile accident on November 4, is reported still unconscious in a hospital at Texarkana, Tex. However, slight favorable changes in her

WANT TO SELL
Waltzer and Lindy Loop

In First-Class Condition.
MRS. JULES VEVA,
1040 20th Ave., East Moline, Ill.

★ FAIR SECRETARIES ★

Before you sign up for 1936, we submit:

- ★ **DEPENDABILITY** 16 years successful operation of midways for Elks, Masons, K. of C. and largest churches in the East.
- ★ **HONESTY** Merchandise concessions honestly operated; owner-management—financial responsibility.
- ★ **FINEST EQUIPMENT** 10 Riding Devices — Diversified Shows, attractively framed—real entertainment features.
- ★ **3 FREE ACTS** Magnetic attractions, superb showmanship. Brings 'em in and thrills 'em.

WRITE FOR FULL DETAILS

MR. SHOWMAN: If you have new ideas that require financing or equipment, communicate with us.

DELUXE SHOWS of AMERICA

"All that the name implies." 32-36 GREEN ST., NEWARK, N. J.

KRAUSE GREATER SHOWS

Will open the winter season at Eustis, Fla., week of January 6, at the Lake County Fair, and will play Fairs in Florida until middle of April. WANT One Feature Show, either Monkey Circus, Dog and Pony or other show that can be featured. Want one or two other good shows not conflicting. Opening for one Flat Major Ride, either Tilt-a-Whirl, small Whip or small new Rideco, or any other major ride. Also opening for Legitimate Concessions.

Address Lafayette Hotel, Tampa, Fla.

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FORMS CLOSE (in Cincinnati) THURSDAY
FOR THE FOLLOWING WEEK'S ISSUE.

AT LIBERTY

5c WORD (First Line Large Black Type)
1c WORD (First Line and Name Black Type)
1c WORD (Small Type)
Figure Total of Words of One Rate Only
No Ad Less Than 25c.
CASH WITH COPY.

ACTS, SONGS AND PARODIES

HOKUM SONGS—FREE LIST, JOLLY BERT STEVENS, Billboard, Cincinnati, O. de28

MODERN DANCE ARRANGEMENTS—STANDARDS and Medleys, VIC VICKERS, Easton, Md.

SPECIAL DANCE ARRANGEMENTS, 75c—B. D. FERRY, Bowling Green, Ky. de21

AGENTS AND DISTRIBUTORS WANTED

AGENTS—FAST SELLING BAR SPONGE—SELLS 30 taverns on sight. Korge sold gross first three days. Saves on laundry. Sample, 75c. Box 50, \$20.00. **JIM RYAN DISTRIBUTING CO., Watertown, Wis.**

AGENTS—SELL PARTY, HOME, SCHOOL AND Commission Games. Big season ahead. 4 Sample Games, \$1.00. Descriptive literature and wholesale prices. **ANDERSON GAME CO., Des Moines, Ia.**

ATTENTION, SUBSCRIPTION SALESPEOPLE—Individuals or with crew, America's best Poultry journal wants agents east of Mississippi River. Write for proposition. **C. L. ROYSTER, 538 So. Clark St., Chicago, Ill.** x

BRAND NEW! BIGGEST MONEY MAKER YOU ever heard of! \$10 day calling on taverns. Particulars. **ALKANOX, 1337 West 18th, Chicago.**

CARTOON BOOKLETS—REAL STUFF, \$2.50 hundred. Samples, 25c. **RAY, Box 83, 516 N. New York.** de21

CARTON CUTTERS, SAMPLE 50c—STOPS cutting of hands when opening carton boxes. **NATIONAL, 2222 Chestnut St., Philadelphia, Pa.**

CARTOONS, CARDS, NOVELTIES, GENEROUS Samples, 30c. **BUK, 57a W. Box 2, New York.** jdl

GOOD INCOME SILVERING MIRRORS—PLAT- ing and Refinishing Lamps, Reflectors, Auto, Beds, Chandeliers by new method. Outfit furnished. Write **GUNMETAL CO., Ave. G, Decatur, Ill.** tfr

MEN WANTED AT ONCE TO CALL ON STORES with biggest line 5c and 10c necessities. Self-selling counter displays: Aspirin, Razor Blades, Handkerchiefs, Household Cement, 100 different items, many new, exclusive. Up to 125% profit. Experience unnecessary. Big catalog free. **PROCOFAX, Dept. 131-50 1955 S. Troy, Chicago.** x

NO PEDDLING—FREE BOOKLET DESCRIBES 107 money-making opportunities for starting own business, home, office. No outfits. **ELITE, 214 Grand St., New York.** de28x

FITCHMEN—SOMETHING NEW, WRITE **CLEARTEX CO., 395 9th St., Oakland, Calif.**

PROFITS SELLING FUN BUSINESS CARDS— Surprise Letters, Clever Novelties, etc. Samples, list 20c. **NATIONAL SPECIALTIES, Box 5008, Cincinnati.**

SELL MEN'S NECKWEAR—WONDERFUL proposition. **ASTOR-A, 39 East 28th, New York.** de21x

STREETMEN, DEMONSTRATORS, HOME workers—Hand-made Evolving Baskets, changing into dozen different beautiful home articles, have the appealing, compelling motion that fascinates money class men and women. Make, sell your own! simple, easily. Write for details. **KENTUCKY NOVELTIES, Owensboro, Ky.** x

SUNDRIES—FREE ILLUSTRATED CATALOG, 1,000% profit. **NALPAK, 3225 Crystal, Chicago.** tfr

WHERE TO BUY AT WHOLESALE 500,000 AR- ticles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS, 925 Broadway, New York.** de28x

100 PROFITABLE MAIL ORDER AND LOCAL Business Ideas; free literature. **FRUITT PRESS, Elburn, Ill.** jdl

ANIMALS, BIRDS AND PETS

ALL KINDS SNAKES, ANIMALS AND BIRDS— **SHAKE KING, Brownsville, Tex.** de28

IMMEDIATE OR CHRISTMAS DELIVERY— Bull Pups cheap. **BULLDOGS, Dallas, Tex.** de21x

OUTSTANDING HIGH-SCHOOL HORSE FOR sale. Address 941 Oakland Ave., Cedar Rapids, Ia.

PEY RINGTAIL MONKEY EIGHTEEN DOL- lars. **MRS. OBERT MILLER, Madison, Ind.**

PLENTY SNAKES, ALLIGATORS, ARMADILLOS, Monkeys, Parakeets, Lion Cubs, Puma Cubs, Coyotes, Otters, Prairie Dogs, Coat Mounds. Write **OTTO MARTIN LOCKE, New Braunfels, Tex.**

SPITZ, MALES OR FEMALES, 6 MONTHS OLD, \$15.00. C. O. D. **SILVER KENNELS, Hammondville, O.**

WANTED—ANY KIND OF ANIMAL OR BIRD; must be a bargain. **T. A. PARKS, Louisville, Miss.**

BOOKS

PERSONAL MAGAZINE—CATALOG, PHOTOS, Cartoons, 15c. **BOX 290-B, New Haven, Conn.**

BOOKING AGENTS

ACTS, ORCHESTRAS, WANTING IMMEDIATE work. We book the best spots in the Middle West. Write **HOWARD WILEY ATTRACTIONS, Wurlitzer Bldg., Dayton, O.**

BUSINESS OPPORTUNITIES

ASTONISHING COURSE BRINGS MONEY! SUC- cess! \$1.00. **SUNDQUIST, Hotel Arthur, Los Angeles.** x

BARBECUES—INTERIOR AND EXTERIOR models. **FEELLESS STOVE CO., Columbus, Ohio.** jdl

SELL BY MAIL BOOKS, NOVELTIES! BAR- gain! Big Profits! Particulars Free! **ELFCO, 525 South Dearborn, Chicago.** tfr

TURN IDEAS INTO CASH; FREE LITERATURE —**MARTINEZ-S, San Bernardino, Calif.** de21

CARTOONS

ENTERTAIN WITH TRICK CHALK STUNTS and Gag Pictures. Catalog free. **BALDA ART SERVICE, Oshkosh, Wis.** jdl

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers, may not be advertised as "used" in The Billboard.

A-1 CONDITION—MATCH PLAYS, \$32.50! Rockets, \$12.50; Champions, plug model, \$10.00; Autobanks, \$10.00; Autocunts, \$10.00; Marble Jaxx, \$7.50; Chicago Express, \$10.00; Sport Lines, \$7.50. 1/3 deposit, balance C. O. D. **COX VENDING MACHINE CO., Salisbury, N. C.** de28x

ACE, 535; SILVER STREAK, 38; GUARANTEED excellent condition. **BRIDGMAN'S, Paris, Ill.**

ACTION, \$6.50; FRISKY, \$12.50; MERRY-CO- Round, \$4.50; large Majik Key, \$4.70; Signal, \$5.50; Live Power, \$4.50; Subway, \$5.50; large Major League, \$7.50; Krickerbocker, \$5.50; Forward Pass, \$6.50; Trade Lite-A-Line, \$17.50; Sportman, \$17.50. **BOYLE AMUSEMENT CO., Oklahoma City, Okla.** de28x

ALL TEXAS OPERATORS, ATTENTION—WE buy Used Automatic Pin Games for cash. **BOYLE AMUSEMENT CO., Oklahoma City, Okla.** de21

BARGAINS—MERCHANDISE VENDERS, Amusement Games, Diggers, Supplies. **NOVIX, 1193 Broadway, New York.** de28

BARGAINS—FRISKY, \$10.00; HIGH HAND, \$22.00; Genco Baseball, \$11.00; Sport Lite, \$9.00; Domino, \$9.00; King Turf, \$15.00; Mustangs, \$10.00. **MUNVIG, 145 Park Row, New York.**

BARGAIN IN USED AUTOMATIC PAY TA- bles. Rapid Fire, \$16.50; Pup-Take, \$16.50; Lorie Blast, \$20.00; Wahoo, \$8.50; Ivory Golf, \$28.50. 25% with order. **FRANK FOSTER, Nooks, Tex.**

CALL C. O. D. 5c PLAY, JACKPOT, FLOOR machine, like new, \$55.00, \$30.00 down. **BALDE C. O. D. CHARLES BALLOU, R. 2, Warwick, Lakewood, R. I.**

CANADA—LARGE STOCK PIN GAMES, SLOTS, Cranes. Close-out prices. **KING VENDING CO., Fort Erie, Ontario.** de28

COIN-OPERATED MACHINES BOUGHT, SOLD —**JARL, 1704 Leavenworth, Omaha, Neb.**

FOR SALE—EXHIBIT'S MERCHANTMEN, factory reconditioned, one year guarantee. Flap Chute, model 34, \$125; Roll Chute, model 34, \$145; Roll Chute, model 35, \$175; Streamline, model 35, \$220 (slightly used). F. O. B. Chicago or New York. All in perfect working order. **BOX 616, Billboard, 1564 Broadway, New York City.** tfr

FOR SALE CHEAP—SOME HIGH-POWERED coin-operated Phonographs equipped with special-made high-volume power packs, multi-selector and visible slots. 415 Sunset, Dallas, Tex.

CASH FOR SLOTS—ANY MAKE, NATIONAL PREMIUM, 1322 Dodge, Omaha, Neb. de21

DIGGERS FOR RENT—LARGE DICGER, MER- chandise concern will rent all types of Diggers to reliable operators and concerns throughout the country on straight or profit-sharing basis. No investment needed, but applicant must furnish best references and have good territory. Airmail applications. **BOX 657, Rockford, 1564 Broadway, New York City.** tfr

FOR SALE—WAHOOS AND ROCKETS, OR will exchange for Mills Escalators or Sky-scrappers. **AUTOMATIC VENDER CO., 152 Houston St., Mobile, Ala.**

FOR SALE—5 MYSTERIOUS EYES, USED 1 week, \$47.50 each, one Ranger, \$49.50. **CONSOLIDATED GAMES CO., 112 Cortland Ave., Syracuse, N. Y.**

IF IT'S SQUARE DEALING AND SAFE BAR- gains in Coin Operated Machines of all descriptions see **YENDES' SERVICE CO., 1813 W. 3d, Dayton, O.** 20 years in business. de21x

I HAVE FIFTY JACKPOT MACHINES, ALL working, including two Mills Silents, eight Dukes, two Duchesses, the balance Jennings Primers, Mills Bull's-Eye. The entire lot for only \$500.00. Bring your truck. **C. W. NATION, Barrow, Fla.**

LATEST MODEL MUSESCOPE MAGIC FINGER, used eight weeks, \$190.00. **COINOP GAMES COMPANY, 467 E. Walnut, Springfield, Mo.**

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MODEL A TRAFFICS, \$30.00; QUICK SILVER, \$15.00; 2 Mills Quarter Escalator Front Vender or Jack Pot, Serials over 290,000, \$37.50 Each; Spark Plugs, \$35.00 Each, and Rockaway Five Jacks, \$7.50 Each. **N. W. WELCH, 1500 7th St., Parkersburg, W. Va.**

OPERATORS FURNISHED BATTERIES, MAR- bles, Gum Clocks, Parts, etc. Trade in your old games. **SILENT SELLING CO., 548 Massachusetts Ave., Indianapolis, Ind.**

PACES RACES FOR SALE—CANNOT BE TOLD from new, latest serials with Ash Trays, 25c, one \$375.00; Sc, one \$325.00. **CHARLES PITTLE, New Bedford, Mass.** de28

FACES RACES—TEN-BALL PAY AND TICK- et Tables. **COLEMAN NOVELTY, Rockford, Ill.**

FACES RACES FOR SALE, ONLY \$250.00 EACH —**JOHN ZARKOS, 314 Adams St., Jefferson City, Mo.** de28

PENNY SMOKES, USED ONLY ONE WEEK, \$8.50. **B. M. Y. NOVELTY SALES, 1483 E. 23th St., Cleveland, O.**

RCA VICTOR, 5c PLAY, AUTOMATIC PHONO- graphs, world's finest bankrupt Closeout at \$99.00 for quick sale. **F. K. SALES CO., Cambridge, O.**

REAL BARGAINS IN RECONDITIONED MA- chines. All types at prices you will be willing to pay. Write for new list. **BADGER NOVELTY, 2546 N. 30th, Milwaukee, Wis.** de21x

SEND STAMP FOR LIST OF USED MACHINES —Get on our mailing list. You save money on machines and supplies. **GOODBOY, 1824 East Main, Rochester, N. Y.** jdl

SLIGHTLY USED—4 DICOMATICS, 1 BABY Shoe, 1 Feet, 1 Seaburg's Grand National. The lot \$50.00 cash. **C. F. LOCKHART, 320 Evans Bldg., La Salle, Ill.**

WANTED—NEED 50 MERCHANTMEN, ALL models, at once. Will pay highest market price for equipment in good condition. Quick action necessary. Airmail quantity, model, serial number and prices to **BOX 669, Billboard, 1564 Broadway, New York City.** tfr

2 ELECTRO HOISTS—PERFECT CONDITION, \$50.00 each. Trade for one-shot Pay Tables. **AUTOMATIC SALES, 2925 Stickney, Toledo, O.**

54 EACH—35 MASTER LE PISTACHIO MA- chines. **BOX C-489, Billboard, Cincinnati.**

YOUR CHRISTMAS GIFT—BUY SOME OF these guaranteed, slightly used machines that look and work like new. 2 Turf Flashes, \$20.00; 3 Traffic B's, \$25.00; 5 Prospectors, \$45.00; Barkers, \$15.00; Traffic C, \$10.00; 2 Sportsmans, Visible, \$40.00; 4 Seaburg Audiotones, \$85.00. Will trade any of the above machines for Mills Blue Front Venders. **J. J. HARVEY, 1100 Harp St., Raleigh, N. C.**

20 PENNY SMOKE MACHINES, GROTCHEM made, used two weeks, \$175.00. **R. LOOK-HOLDER, R. F. D. No. 6, Kalamazoo, Mich.**

35 ONE-SHOT AUTOMATIC PAY TABLES— Some used only one week! seven Quarter Chutes. Write for prices. Jobber for Star Electro Hoist. **STEWART SALES CO., Box 764, Longview, Tex.** de21

150 MUSESCOPE CRANES, PRACTICALLY new. All rolled fronts. Some of these machines only few weeks old. Reply at once, as these machines will be sacrificed for cash. **BOX 675, care Billboard, 1564 Broadway, New York.**

COSTUMES—WARDROBES

INDIAN RELICS, BEADWORK, CURIOS, WEAP- ons; Catalogue 5c. **INDIAN MUSEUM, North-branch, Kan.** x

MESS JACKETS, BLUE, GREEN, BLACK, \$2.00; Sashes, \$1.00; Tuxedo Suits, \$10.00; Costumes, Scenery. Free lists. **WALLACE, 2416 N. Halsted, Chicago.**

FORMULAS

FORMULAS—ALL KINDS, GUARANTEED; catalog free. **KEMICO, B-66, Park Ridge, Ill.** tfr

FORMULAS, PLANS, IDEAS—LITERATURE free. **H. BELFORT, 4042 N. Keeler, Chicago.** de28

NEWEST GUARANTEED FORMULAS—BIGGEST catalog free. Special prices, leads. **GIBSON, Chemist, 811-8704 No. Racine, Chicago.** x

SUCCEEDED WITH YOUR PRODUCTS—LEARN how. Formulas, Processes, Analytical service. Catalog free. **Y. THAXLY CO., Washington, D. C.** de21x

VALUABLE FORMULAS AND TRADE SECRETS, \$1. **BROWN LABORATORIES, Fort Dodge, Ia.**

FOR RENT, LEASE OR SALE

DANCE HALL FOR RENT, 40x60 FT. LARGE lobby and check room. **W. W. CRICC, Earlville, Ill.**

FOR SALE—AT SACRIFICE, GAS STATION, Home and Residence on William Park. Ideal location and a money maker. Write for full description and location. **J. E. LEWIS, 404 S. 13th St., Indiana, Pa. Phone, 477-M.** x

FOR SALE—NEW GOODS

BALL GUM, FACTORY FRESH, 12c BOX— **AMERICAN CHEWING, Mt. Pleasant, Newark, N. J.** de28

BARGAINS—GENERATORS, MOTOR GEN- erators, Exhaust Fans, etc. Ask for conditions on your needs. **ELECTRICAL SURPLUS COMPANY, Dept. 50, 1885 Milwaukee Ave., Chicago.**

BUILD YOUR OWN 4 FOR DIME PHOTO MA- chine. Camera (without lens) together with plans for building cabinet, now only \$10.00. Enlarger for making 3x4 and 5x7 size enlargements only \$10.00. **OLSON SALES CO., 909 E. Walnut, Des Moines, Ia.**

PHOTO OUTFITS, 4 FOR DIME STRIPS—WE are the pioneer builders of dependable outfits. Photostrip Jr. model complete, \$140.00. All Supplies, Enlargers, Visualizers at cut prices. **WARABSH PHOTO SUPPLY, Terre Haute, Ind.** de21x

SAVE ON DIRECT POSITIVE SUPPLIES BY buying from one source. Rolls, 11 1/2" x 250", \$4.75; 5x7 Enlarging Paper, \$5.40 gross. Stock absolutely fresh. **Mounts, Mirrors, Cameras, Booths, Visualizers, etc.** Catalog on request. **MARKS & FULLER, INC., Dept. 1, 44 East Ave., Rochester, N. Y.** x

FOR SALE—SECOND-HAND GOODS

BUDDHA OUTFIT—PAPER DEVELOPER, ROSE, \$10.00. 219 E. McCarty, Indianapolis, Ind.

CORN POPPERS—ALL KINDS. LONG-EAKINS... CRISPETTE, Potato Chip, Caramel Corn, Burners, Paris, Supplies. NORTHSIDE CO., 2117 25th, Des Moines, Ia. de21x

FOR SALE—SECOND-HAND SHOW PROPERTY

ADULTS AND KIDDY CHAIRPLANE, CARAVEL, Aeroplane, CALVIN GRUNER, Pinckneyville, Ill. ja11

BALROOM AND STAGE LIGHTING EFFECTS—Crystal Showers, Spotlights, etc. NEWTON, 253 W. 14th St., New York. de21x

BUG HOUSE, COMPLETE, INCLUDING 2 Slides, Roulette Wheel, Blower, Rocker, Sliding Stairs and 8 other features, together with all Shafting and Pulleys. OLYMPIA PARK, McKeesport, Pa. ja11

CIRCUS BLEACHER SEATS, ALL SIZES, NEW and Used, out or indoors, with or without foot rests. PENN BLEACHER SEAT CO., 1207 W. Thompson, Philadelphia, Pa. ja11

FERRIS WHEEL, \$400.00; CAROUSEL, JUMPING, \$400.00, 804 Jamaica Ave., Brooklyn, N. Y. de21

FOR SALE—WAX FIGURES, OUTLAWS, GANGSTERS, \$50 each; Tangley Calliope, \$200; National Calliope, \$100; P. A. Sound Systems with Generator, \$150. Want Uniform Show, SHOWMAN, 408 W. Sixth St., Gastonia, N. C.

FOR SALE—PORTABLE SKATING RINK, COMPLETE; new outfit in tent, floor 40x90. AUTOMATIC VENDER CO., 152 Houston St., Mobile, Ala.

FOR SALE—ONE NICKEL-PLATED TIGHT Wire Rigging, all complete with chain, block and all accessories. WILEY FERRIS, Chester, Va.

JUST ARRIVED FROM WAREHOUSE PURCHASE—50 Sets Drapes, Cycloramas, Tie-On Drops, Spotlights, 800 Chorus Costumes, Guaranteed or money refunded. THEATRICAL EQUIPMENT & RENTAL CO., 3433 Carnegie Ave., Cleveland, O.

LOOP-O-PLANE—DELINQUENT CONTRACTS; also one late type Single, warranted good condition. MARION FINANCE CO., Salem, Ore. de28

SEE ADVERTISEMENT CARNIVAL PACES—WELL'S CURIOSITY SHOP, 20 South Second, Philadelphia, Pa. 1fn

HELP WANTED

ADVANCE AGENT—TO BOOK AND EXPLOIT in theatres the largest Illusion and Mental Show in the business. Must be sober and able to finance yourself until commissions come in. GORDON THE GREAT, City Hall Square Hotel, Chicago.

AT LIBERTY ACROBATS

ACROBAT—PHILIP PIANTONE, EXPERIENCED, reliable, weight 145 lbs. Write 1919 Washington Blvd., Chicago, Ill. Telephone, Secley 2419.

ACROBAT—Fool Tumbler, Flip-Flaps, Bow Backs and Full Twister. Head Balancing and Head Bumping, also "Understanding." Good connections, weight 145, reliable, well trained. Address: TONY BOKK, General Delivery, San Francisco, Calif. ja1

BLACK WIRE, Juggling, Circus, Fleety, expert, neat, excellent. Have car. Go anywhere. KANERVA, 125 6th Ave., E., Duluth, Minn. ja11

YOUNG MAN, experienced, capable, honest, independent, double traps, etc. Drive. Go anywhere, single, when reliable. Further details, P. NICKELL, 181 Carter St., Rochester, N. Y.

AT LIBERTY AGENTS AND MANAGERS

ADVANCE AGENT—CAR, SOBER, RELIABLE, experienced, wants book attraction suitable schools and theatres, percentage. Available immediately. Southern States. Write stating ad. H. BURTON, General Delivery, Tallahassee, Fla.

ADVANCE AGENT—CAN CONTRACT ANY kind of show. Know territory from coast to coast. Just closed five years' engagement on road. Also do four outside demonstrations—Blindfold Drive, Mechanical Man, Buried Alive Under Two Tons of Sand, Strait-Jacket Escape. Can join up at any time. J. B. LEIFER, Billboard, 1564 Broadway, New York.

AT LIBERTY—Advance and Exhibitor man, has any attraction, incl. literary, management, Turk and good. Close connections. W. CLAWFORD, General Delivery, Miami, Fla.

AT LIBERTY BANDS AND ORCHESTRAS

PIKE BURRITT and ORCHESTRA—FIVE TO ten men, union, plenty of doubles, P. A. system, fronts and uniforms. Have good library. Wire or write PIKE BURRITT, Seneca Falls, N. Y.

AT LIBERTY CIRCUS AND CARNIVAL

PSYCHIC READER—Young man with proven ability, good appearance, educated, single, wishes to receive reliable offers. Write PAUL GROTH, General Delivery, Charlotte, N. C. de28

BOOKER FOR MAGIC ACT IN SCHOOLS. COING South steady work for producer. DONALD D. AUSMAN, Clay, N. Y.

GIRL WANTED—HILL BILLY COMEDIENNE, Sing, Play Musical Novelties, Standard act. Write MOUNTAINEERS, care Billboard, 1564 Broadway, New York.

MAGICIAN—PERFORMER, DOUBLE PIANO, either sex, Percentage, Hall show, small towns. HARRY LEVY, Norwich, N. Y.

HELP WANTED—MUSICIANS

ALL SAXES and TRUMPET MEN—LOCATION. Write all. LOUIE CLANCY, Dempsey Hotel, Macon, Ga.

SAXES and BASS WHO DOUBLE—UNION. Write all immediately. PIKE BURRITT, Seneca Falls, N. Y.

TENOR SAX MAN DOUBLING CLARINET FOR ten-piece orchestra. Must be good reader and sober. Good proposition. Write or wire at your expense. MONTE DORAM and HIS ORCHESTRA, Paris, Tenn.

MAGICAL APPARATUS

NEW 124-PAGE ILLUSTRATED CATALOGUE Mental Magic, Mindreading, Spirit Effects, Hocuses and 31-page 1935 forecasts. Graphology sheets, books, crystals and lucky pieces. Most complete line in world. New catalogue, 30c. None free. NELSON ENTERPRISES, 198 S. Third, Columbus, O. de21

PUNCH, VENTRILOQUAL and MARIONETTE Figures, Lists free. PINXY, 64 W. Erie, Chicago.

VENTRILOQUIST—PUNCH FIGURES, ACTS. KENNETH SPENCER, 1345 First Ave., So., Minneapolis, Minn.

MISCELLANEOUS

CHRISTMAS PRICES—BEAUTIFUL FINISHED Hunting Blowing Horns, 14", price \$3.00; now only \$1.50 prepaid. Wall ornamental Steer Horns, decorated set, regular price \$10.00, now only \$5.00. SPECIAL PRODUCTS CO., Box 516, Laredo, Tex. ja1

ROLLS DEVELOPED—TWO BEAUTIFUL DOUBLE weight professional enlargements and 8 guaranteed never fade perfect tone prints, 3c. coin. RAY'S PHOTO SERVICE, La Crosse, Wis. ja1

ACME PORTABLE SUITCASE PROJECTOR, with sound on film attachments, everything complete, ready to operate, \$190.00. Special Road-Show Films of all kinds. We handle everything for the amusement field. WESTERN FEATURE & SUPPLY CO., 1018 S. Wabash Ave., Chicago, Ill. de21x

EXHIBITORS NEW 500-WATT STEREOOPTICON, \$25.00. GRONBERG MANUFACTURERS, Sycamore, Ill.

M.P. ACCESSORIES FOR SALE

ACME PORTABLE SUITCASE PROJECTOR, with sound on film attachments, everything complete, ready to operate, \$190.00. Special Road-Show Films of all kinds. We handle everything for the amusement field. WESTERN FEATURE & SUPPLY CO., 1018 S. Wabash Ave., Chicago, Ill. de21x

EXHIBITORS NEW 500-WATT STEREOOPTICON, \$25.00. GRONBERG MANUFACTURERS, Sycamore, Ill.

NO STOP MOVIE MAGAZINE—ONE PROJECTOR does the work of two. Write BOX 430, Des Moines, Ia.

NOW AVAILABLE—THE FINEST SEMI-Portable Sound Projector on the market. Only \$295.00. Dealers write for proposition. ZENITH THEATRE SUPPLY CO., 308 West 44th Street, New York.

UNUSUAL BARGAINS IN USED OPERA Chairs, Sound Equipment, Moving Picture Machines, Screens, Spotlights, Stereopticons, etc. Projection Machines repaired. Catalogue \$5 free. MOVIE SUPPLY CO., LTD., 544 S. Wabash, Chicago. ja4

M. P. ACCESSORIES—FILMS WANTED TO BUY

HIGHEST PRICES PAID FOR USED STILL Movie Equipment. Send description. FOTOSHOP, 136 1/2-D West 32d, New York.

M. P. FILMS FOR SALE

COMEDIES, CARTOONS and WESTERN SUBJECTS in sound. All guaranteed perfect condition. Send for large list. ZENITH THEATRE SUPPLY CO., 308 West 44th St., New York.

FOR SALE OR TRADE—SEVERAL SETS OF Sound on Film Pictures, 35 MM. MEL REILLY CO., Waterloo, Ia.

RELIGIOUS SPECIALS—NEW SOUND ON FILM Passion Play, "Crispus," \$175 each. "Danter's Inferno," \$125. "Jesus Nazareth," \$150; Rome, Oberammergau, Bethlehem and Jerusalem Religious, Scenes, Talkie, \$20 each. Other Talkie Features, Shorts, \$5.00 up. 16MM. Silent Film, sacrificed, \$5.00 reel. 35MM Silent, dollar reel. Complete Talkie Program Rented Anywhere, \$25 weekly. New Holmes-Delroy Talkie Portables, 20% off terms. WALDO FILMS, 6 Waide Bldg., Cincinnati.

SOUND ROAD-SHOW SPECIALS—ALSO Western Action Features. Write APOLLO EXCHANGE, 117 So. 9th St., Newark, N. J. de21

SUPERSEDED PANCHROMATIC 16 MM. FILM, 100 ft., \$3.75. Other films from \$2.19. Bargains in new, used equipment. Send for circular. FOTOSHOP, 136 1/2-D West 32d, New York. ja1

TALKIES, SILENTS, PROJECTORS, 10c COIN for lists. CAPITAL PRODUCTIONS, Rose-Gale, Kansas. ja11

16 MM. FILMS BOUGHT, SOLD, EXCHANGED—Catalogue, 10c. FOTOSHOP, 136 1/2-D West 32d, New York.

M. P. (TALKIES) FILMS PHANTOM EXPRESS, ALL-TALKING, 16 MM. (SOP), 7 Reels, 275.00. KOPP, 1411 24th N., Minneapolis, Minn.

ROADSHOWS—WESTERN and ACTION Talkies. E. L. FAWKS, Crawford, Tex. ja11

PARTNERS WANTED

PARTNER—SMALL CIRCUS OR TENT SHOW. BOX C-496, Billboard, Cincinnati. de21

SALESMEN WANTED

CORN MEDICINE DEMONSTRATOR WANTED—Experienced. GENERAL PRODUCTS LABORATORIES, Pittsburgh, Pa. de28x

SCENERY AND BANNERS

A-1 BANNERS FOR SIDE SHOWS—MANUEL'S STUDIOS, 3544 North Halsted, Chicago. ja4

SCENERY, BANNERS, WALL PAINTINGS—Artistic, inexpensive. ENKESBOLL STUDIOS, Omaha, Neb. de21

SIDE-SHOW BANNERS—COMPARE OURS with others. NIEMAN STUDIOS, INC., 1216 S. Halsted St., Chicago. de21

TENTS FOR SALE

NEW SIDEWALL, 6-60 OZ. WHITE GRILL, hand made, foot \$24.00; 10 feet \$42.00; 100 feet long. Tents, all sizes. KERR, 1954 Grand Avenue, Chicago. ja11

THEATRICAL PRINTING

NEARGRAVURE—125 LETTERHEADS and ENVELOPES, \$1.39; 250, \$2.49; Embossed, \$2.19; \$3.49, delivered. SOLLIDAY'S, Knox, Ind. ja1

WINDOW CARDS, 11x14, 100, \$2.10; 14x23, 100, \$2.50, 50% deposit, balance C. O. D. BELL PRESS, Winton, Pa.

WINDOW CARDS FOR DANCES, RADIO artists, road shows, theatres. Beautiful colored designs, 14x22, 8-1/2 by, your copy complete, hundred, \$3.00. TRIBUNE PRESS, Fowler, Ind.

100 WINDOW CARDS, 14x22, 3 COLORS, \$3.75; 1,000 4x9 Dodgers, \$1.25; no C. O. D. BERLIN PRINT, Berlin, Md. de21

100 ENVELOPES, 100 LETTERHEADS, \$1.00 postpaid. Dodgers, your copy, priced right, samples. Stamp appreciated. PROGRESS SHOPPRINTERS, Bedford, Ind. ja11

200 WINDOW CARDS, 5x; TICKETS, 5x PER 1,000. DOC ANGEL, Ex-Trouper, Leavittsburg, O.

500 GUMMED STICKERS, 25c—LIMIT 4 Lines. APPLTON, Ironwood, Mich. ja1

1,000 ENVELOPES, \$2.00. SAMPLES, 3c. SAVAR, 429 Market, Philadelphia, Pa. de28

5,000 COLORED DODGERS, 3x8, \$2.75; 6x9, \$4.50; 5,000 Merchants Tickets, \$3.00, postpaid. STUMPPRINT, S. Whittier, Ind. ja4x

WANTED TO BUY, LEASE OR RENT

NO. 2 FERRIS WHEEL, ALSO 8-CAR WHIP—WM. PALMER, P. O. Box 9601 Sulphur Springs Park, Tampa, Fla.

WANTED TO LEASE RIDES—WILL PAY CASH advance. P. M. RUMBLE, Petersburg, Ind.

WANTED—STOMACH WORMS, CORNS, Shifts, BOX 165, Philadelphia, Pa.

RADIO PRODUCTION MAN—MUSICAL Director, Arranger. Can produce talent shows that sell. Modern individual arrangements for Modern Quartet, Trio and Orchestra. Handle Staff Orchestra or Ensemble. Extensive library. Program Director write and produce dramatic continuity. New contest ideas that mean real business. Any substantial offer considered. BOX C-509, Billboard, Cincinnati.

AT LIBERTY—A-1 Lecturer. Not only talk on and demonstrate anything and just it open. See in or near Chicago. Address 160700B, Apt. B. 41, Home St., Hammond, Ill. ja1

TYPIST-CLERK wants position with theater, circus or carnival. Single, reliable, honest, union. 211, Oak double steps. E. J. ELLER, Box 41, Lodi, Calif. ja11

AT LIBERTY MUSICIANS

ALTO SAX FOR SEVEN-piece band. Read good and phrase modern. Write RALPH TAYLOR, Box 513, Hershby, Neb.

A-1 DRUMMER—SIGHT READER, ABSOLUTE!—guarantee ability. Strictly business, sober, neat appearance. High-class Presentation, Theatre Unit, snappy Hotel Revue wanting own personal drummer, catching all cues and effects. Available on, after January 5. Willing to relocate. Write care salary, length engagement. MUSICIAN, 307 Grand, Toronto, Can. ja1

ALTO SAX—READ AND HOT JAM FLEETY, Steady, sober, dependable. Non-union. No dog. Write only truths. MOORE, 911 Western Ave., Pittsburg, Pa.

AT LIBERTY—SINGING GUITAR, DOUBLING regular Guitar. Also vocal. Plenty experience. Union. Sober and dependable. Prefer South, but will go anywhere if proposition is good. Write what you have to offer, skip the bunk. Want to leave present job around January 15, or later. GUY RAYMOND, Woodman Manor, Ft. Atkinson, Wis.

AT LIBERTY—TWO SAX MEN, ALTO MAN doubles Flute, Clarinet, Tenor and Baritone. Tenor man doubles Clarinet and arranges, fast take off. Both are young, reliable. Name band experience. Must know immediately. Wire or write EDDIE WHEELER, Joyland Park, Lexington, Ky.

BASS HORN and VIOLINIST—EXPERIENCED radio, dance, concert. Young, single, dependable, no parties. PAUL KINKER, 1529 Viewport, Portsmouth, O. de28

GUITARIST—EXPERIENCED, YOUNG, NEAT, reliable. Like folk, 1884 Chorus. VIC DAY, 138 W. Sixth St., Mansfield, O.

At Liberty Advertisements
Be WORD, CASE (First Line Later Blank Type).
In WORD, CASE (First Line and Name Blank Type). (No Ad Less Than 25c).
Figure Total of Words at One Rate Only.

EXPERT HORSE TRAINER WISHES TO SECURE position as trainer with reliable circus. Age 26, weight 145. Address MERLE RIEGER, 941 Oakland Ave., Cedar Rapids, Ia.

AT LIBERTY—Circled Canadian Clown and Seesaw specialty. Address ERWIN NINKER, P. O. Box 825, Oyster, Wyo.

AT LIBERTY—Mario and Maria, Impassioned Act, Mental, Punch, Magic if necessary. Join at once. Write HARRY LEONARD, care W. J. Taylor, Route 1, Souderton, Pa.

MUSEUM AND STORE, and this Summer, Fire Art, Blow Torch in Eggs and Mouth, on Face, Mail List in Month, Reading Wax on Tongue. Several other tricks in line. Join Tongue Art with "General List." Write with 10c stamp. Go any place. DR. W. MAXFIELD, 2885 W. Monroe, Chicago.

PANAMASIKA'S BIRD CIRCUS, the Original; Tomtomville and Ginepore Act that makes every body talk. Don't overlook the Famous Panamasika's Bird Arriving Bird, GEO. E. ROBERTS, Mer-Panamasika's Radio, 515 W. Dow Ave., Philadelphia, Pa. Telephone, 843000, 555.

RAJAH DUD—Swording Ladder, Swinging Ladder, Loop Flight with Music, Grand 5 ft. for circus for coming season. Good act. Address Gilman, 37a. de21

READER AT LIBERTY—Wide experience, straight make-up or percentage. Go anywhere. ALBERT SOLO, 5004 W. Chandlerfield St., Philadelphia, Pa. de21

AT LIBERTY DRAMATIC ARTISTS

CHARACTER, GENERAL Business, also Scenic Artist. Age 40, weight 150, height 5 ft. 9 in. Experience and ability. Have car; go anywhere. JACK GOULD, Box 641, Homer, La.

AT LIBERTY—A-1 GENERAL BUSINESS MAN. Direct if necessary. Play anything cast for except leads. Quick, sure study. Been with the best. Age 39, weight 170, height 5 ft. 11. Write full particulars. CHAS. LAUGHTON, General Delivery, Thomsville, Ga.

AT LIBERTY—Twin, Characters, General Bookings, Single and Double Ringing and Talking Specialties. Piano and Drums. Can see Radio and Little feet. Single act. Man—Age 48, 5 ft. 6, weight 150. Woman—Age 39, 5 ft. 6, weight 120. Good wardrobe, sober, reliable. Have a number of scripts. How, what you wish to see. Have car. W. LEROY, Bismarck, Ill.

AT LIBERTY—Twin, Characters, General Bookings, Single and Double Ringing and Talking Specialties. Piano and Drums. Can see Radio and Little feet. Single act. Man—Age 48, 5 ft. 6, weight 150. Woman—Age 39, 5 ft. 6, weight 120. Good wardrobe, sober, reliable. Have a number of scripts. How, what you wish to see. Have car. W. LEROY, Bismarck, Ill.

AT LIBERTY—Magician, Mentalist, Spirit Show for tent, theater, auditoriums. Van truck, twenty trunks. MAGICIAN, 2020 N. W. 20th St., Miami, Fla.

AT LIBERTY M. P. OPERATORS

PROJECTORIST—10 YEARS' EXPERIENCE, handle any sound and any equipment, make own repairs. Go anywhere; satisfaction guaranteed. C. P. HALE, 520 E. Front, Monroe, Mich. de28

PROJECTORIST—Long experience, Western Electric, B. C. A., handle any equipment, better reliability. Available immediately. GLENN SMITH, Girard, Kan.

AT LIBERTY MISCELLANEOUS

SECRETARY—YOUNG man, age 28, single, reliable, experienced, wishes position with a reliable circus, carnival or theatre. Write JOHN L. REYNOLDS, 123 N. Poplar St., Charlotte, N. C. de28

KEMPF BROS.' WORLD'S FAIR MODEL CITY and Famous Alpine Village Miniature Attractions available after Christmas. Museums, Razans, Acrobats, Food, Industrial Expositions, etc. Capac, Mich.

List of names and addresses for the letter list routes, including Miller, Arthur; Parker, Chas. M.; Smith, Roland; Warner, J.; and many others.

Advertisement for 'DRAW CROWDS - - - GET MONEY' featuring 'TANGLEY AIR CALLIOPES' and 'Muscatine - TANGLEY CO - Iowa'.

ROUTES (Continued from page 33)

Continuation of the letter list routes, including 'Rainbow Hamblers: (Piana) Haverhill, Mass.' and 'R. F. Fyankle: (Cozy Grill) Chicago, Ill.'

Advertisement for 'BARFIELD'S COSMOPOLITAN SHOWS' with the text 'WILL OPEN AT ORLANDO, FLA., DECEMBER 30.' and 'WANT to Book or Buy a Merry-Go-Round...'.

DRAMATIC AND MUSICAL

List of dramatic and musical events, including 'Anything Goes: (Grand) Chicago 23-28' and 'Barrymore, Ethel: (Case) Detroit 16-21'.

Advertisement for 'Out in the Open' by Leonard Traube, featuring a drawing of a landscape with a tent and trees.

Advertisement for 'C. F. ZEIGER UNITED SHOWS WANT' with contact information for 'Belleville Hotel, Los Angeles, Calif.'

MISCELLANEOUS

Miscellaneous news items, including 'Acc-III Community Shows: Barnersville, Ga.' and 'Buck Circus Revue: Jackson, Wis.'.

Section titled 'Catching Up' with the text 'SORRY this corner couldn't be with you last week...'.

Continuation of the 'Catching Up' section, mentioning 'Have for a couple of mad dashes across the street for food...'.

Advertisement for 'BELLEVILLE ON PARADE' with dates 'JANUARY 23-24-25-26, DAY AND NIGHT'.

Advertisement for 'REID GREATER SHOWS - WANT' with contact information for 'Earl A. Reid, Manager'.

Mighty Sheesley Midway

Article about William Sheesley and his wife, mentioning 'SALINBURY, N. C., Dec. 14.—"Captain John" Sheesley...'.

Continuation of the 'Catching Up' section, mentioning 'Where were we? Oh, yee, the huge arena in the still hazy sky...'.

Continuation of the 'Catching Up' section, mentioning 'Throughout the week we managed to sneak in chats ranging from three seconds to three hours...'.

Advertisement for 'METROPOLITAN SHOWS WANT' with contact information for 'Photo Gallery, Fitz-Till-Whin, Popcorn and Legitimate Concessions'.

Advertisement for 'LOUD SPEAKER SYSTEMS' with contact information for 'Radio Laboratories, Brooklyn, N. Y.'.

Advertisement for 'Hartmann's Weekly Broadcast' featuring a drawing of a man in a suit.

INDEPENDENT BURLESK

List of burlesque acts and venues, including 'Big Revue: (Worcester) Worcester, Mass.' and 'Chita Delle: (Werba) Brooklyn 16-21'.

Motor Transportation Dept.

Article about the Motor Transportation Department, mentioning 'letters concerning difficulties and complications you encounter while traveling...' and 'Here's a hot shot from Bernard Friendlander...'.

Continuation of the 'Catching Up' section, mentioning 'IT IS good to note that a number of park managers are giving serious thought to becoming interested in circuits for acts and other attractions...'.

Wholesale Merchandise

PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

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

Big Demand for Seasonal Items

Merchandise men should not overlook the advantage of using seasonal premium items for gaining greater attraction above that of the ordinary premium merchandise.

The present holiday season allows for the use of much toy merchandise which is certain to increase play in their various premium uses than would any other, even more expensive merchandise, at this time.

Many pin game operators are now using miniature automobiles, ranging in price from \$5 to \$25, depending upon the locations in which they are placed, to get the best play for their games. It has been found that for a weekly high score prize this sort of toy is best suited and will immediately increase the play on any game.

Sportlands are also covering their shelves with toys. The appeal of this merchandise to their customers who are now gathering in points for some items which they have already chosen for their Christmas donation to the family is most noticeable.

Salesboard men have also adopted the use of seasonal items on the average boards and are featuring a display of attractive toys for the winners. Furthermore these salesboards are found to be in demand at this time and it is also learned that most of the boards are created by the operators themselves to suit the territory in which they are featuring them.

Digger operators have inserted small chrome gadgets of one type or another for whose removal they give some larger toy which can not be fitted into the machine itself.

This use of seasonal merchandise is certain to gain greater revenue for the premium merchandise men at this time than at any other during the year, the other seasons should also be taken into careful consideration.

Scales Are Natural Catch Merchandise

The bathroom scale has proved itself one of the best "catch" merchandise items in the premium industry. The reason for the word "catch" is simply that it catches eye attention and creates desire of possession.

It has been proved among intelligent merchandise purchasers that very few men of themselves will think of purchasing a bathroom scale for their homes. This same is said to apply to the women as well. But, once noting the scale on display, it becomes one of the best catch merchandise attractions in the business.

Furthermore the scale opens outlets for salesboard men which have never

(See SCALES ARE on page 56)

December Trade Is Highest Since 1929

According to a recent Roger W. Babson report, general business this December is way ahead of any year since 1929, with factories running on double and triple shifts and employment on a steady increase. What is even more significant profits are better and there is no sign of a letup in sales, other than the purely seasonal items for the Christmas period.

Altho total business is listed at 12 per cent below normal it still is as a general average thru all industries 25 per cent above the same period last year. All of which means the man who patronizes the salesboard, digger machine, sportland, etc., will have more money to spend in coming months and will be on the lookout for premiums of a little higher quality and will spend more money to get these items than has been the case for the past few years.

A Growing Premium Outlet

THE coin-operated machine field offers a new and profitable market for premium and novelty merchandise of all kinds. Coin-operated amusement games have grown to be a national industry of large proportions during the past few years and the use of merchandise awards with these games has been an important factor in appealing to the public.

Manufacturers in the coin-machine industry are now producing three types of amusement devices that offer an outlet for premium and novelty merchandise.

The modern pinball, bagatelle or marble games came into being during the depression and rapidly spread to all parts of the world. These games have proved to be one of the most popular mechanical amusement devices of the decade. Offering a fair amusement value in a game of 10 balls, with definite elements of skill, the games are a high-grade product of manufacturing ingenuity. The amusement value of these games is greatly increased by offering the opportunity to win a prize. The addition of a prize adds zest to the game and is in keeping with the time-honored principles of games of skill.

Successful operators of pinball games have learned the value of merchandise prizes in connection with games of skill. Within recent weeks reports have been received that indicate the quality of merchandise items being used. An operator in St. Louis reports having purchased 135 midget radio sets to use as prizes with his games. An Ohio operator uses midget radio sets as a prize feature for 50 locations where a weekly "tournament" prize is given. A large operating organization with headquarters in Indianapolis, and operating in 14 States, uses midget radio sets and other quality items as high-score prizes with the games. In general, operators of amusement games use quality products ranging in value from \$5 to \$20.

A second type of coin-operated machine that depends largely on the appeal of the premium merchandise offered is known as the digger or crane. These are high-grade machines, now well known to the public, with every machine requiring a quantity of small novelty items. There are a number of firms that specialize in designing and making items especially for this market, indicating something of its importance.

During 1935 a third type of amusement device has been introduced in various forms which also depends largely on the merchandise awards displayed. These machines use the principle of the target or some other skill arrangement and dispense the prize automatically to the player. The fact that new and expensive machines of this type are appearing on the market indicates an increasing field for small novelty items of flash and appeal.

Other fields of development within the coin-machine industry, such as the modern sportland or game rooms, also feature merchandise items. The sportlands display merchandise of all kinds, including small novelty items and useful specialty items for the home, such as clothing, etc.

The use of premium and novelty merchandise with the various types of coin-operated games is based on well-known principles of skill and amusement. It is a market that has reached large proportions and will continue to grow as it is cultivated. The experience of operators of amusement games who have used merchandise prizes has proved beyond a doubt the value of such prizes in building up patronage. Proper items and original ideas on how to use them will keep this market booming.

SILVER SAM.

Family Interest in Electric Appliances

One of the finest lines of merchandise to attract the interest of the complete family has been found to be electric appliances by the premium merchandise men.

For some time there has been a definite trend to this sort of merchandise, wherever it can be used, because of this family attraction feature. It is believed that no other items in the premium category seem to have as much fascination for the entire family, which ranges from little brother, sister, father and mother, up to great-grandfather, as the new electric appliances.

Their attraction has been greatly enhanced for the premium men because of the fine modernistic designs which are being used at this time and also because of the gleaming metal itself and the guarantees which are being placed back of these items.

The local electric companies everywhere have also made these items profitable to the premium trade for they have been featuring them in all their advertising locally and have also been obtaining better prices for this merchandise than that which the premium men have been using for its disposal.

There are many fine items in the electric appliance category and the prices are sufficiently reasonable to gain the necessary attention from the public in general.

Among items recommended at this time to the premium trade is the good old staple electric iron. Tho in the past few years the electric irons which

(See FAMILY INTEREST on page 56)

Cigaret Case Combos Lend Flash to Displays

One premium in the smaller merchandise class which will always continue as a sure-fire stimulator is the cigaret case combination, proving more popular each day.

The jewelry effect of these items is not to be overlooked. The average premium merchandise user knows their value for getting play from almost any angle.

Some of them are rather expensive but it has been experienced that regardless of their cost the public likes the better items among the cigaret case combinations and is willing to pay for the difference to obtain them.

This merchandise has a great appeal to men and women and is also very good flash for districts where the younger set is attracted and where this sort of merchandise will get the greatest action.

Salesboards and diggers have been the greatest outlet for this merchandise in the premium division. The diggers have been the most progressive in the use of the attractive cigaret case combinations and have proved that they can attract a greater number of players with fine displays of this merchandise.

Salesboards have been built around beautiful displays of cigaret case combos and some of these are still the most attractive in the business.

Jewelry Sales Up

Business and orders on higher grade as well as popular-priced jewelry are continuing good, with both groups showing the best holiday totals since 1930. Wholesalers are estimating the carry over to be extremely light this season, indicating that the spring lines, when introduced shortly following the holidays, will meet with the best reception in years. Rings and stone-set merchandise are reported as going exceptionally well, with dress pins, clips, bracelets, earrings and novelty dress ornaments followed closely in popularity.

Sponsors Use Offer Appeal; Radio Premium Biz Growing

The use of premiums in connection with radio advertising has become a definite part of the advertising setup with a majority of firms featuring programs over the major networks. The employment of premiums has grown to such an extent that it was recently estimated that some 60 per cent of NBC's chain sponsors are offering attractive novelty gifts as an inducement for listeners to write in expressing their opinions of the sponsor's program and product. An even higher percentage of Columbia sponsors are said to be offering premiums—and all this apart from the so-called "contests"—the above percentage applying to straight offers only.

The employment of premiums has become known as the one sure basis permitting the sponsor to gauge the appeal of his program. In fact, the effectiveness of the premium is now so generally recognized that as soon as a new program has been laid out the usual question is, "What shall we offer our listeners?"

The result has been to greatly widen the variety of premiums available to listeners and to open a steadily growing market for the supply house and manufacturer. Many firms in the field are already taking full advantage of this

new outlet and others are conducting special campaigns in an effort to gain a foothold in the new field. That this field will become even larger in coming years is practically a foregone conclusion.

Premiums in general use are mostly those confined to the household or utility type, usually something that the letter writer can make good use of in his or her home.

Further value attached to the use of premiums in radio advertising lies in the fact that the premium is readily adaptable as a key whereby the advertiser can determine to a practical certainty whether his program is appealing mainly to men or women, or both; and in many cases the sponsor can determine by the "pull" of his program whether or not he is getting results in certain sections of the country. In other words, the advertiser is able, thru the proper and intelligent use of premiums and novelties, to obtain a quick picture of how his program is going over, with whom, and in what territory he can best spend money to advantage in pushing his product with local dealers, etc.

It is known, for instance, that Procter & Gamble chart their coverage thru the medium of their offers over the air. It is possible in this way to determine, where a firm features a wide variety of products, the listeners prefer a tooth paste, a preparation that sweetens the breath, or the more useful household necessities such as soaps and other daily utilities.

All of which brings to the premium and novelty house a steadily increasing opportunity for added business in a field that was not even dreamed of a few years back.

The following are a few examples of advertisers featuring the use of premiums in direct offers to listeners over the air:

PILLSBURY FLOUR MILLS CO.—Today's Children, Blue Network, daily except Saturday and Sunday, 10:30-10:45 a.m. Silver-plated Dessert Server.

PRINCESS PAT, LTD.—Princess Pat Players, Blue Network, Monday, 9:30-10 p.m. Vanity to hold loose powder and lip rouge; vanity is filled with powder and rouge.

PROCTER & GAMBLE—Vic and Sade, Red Network, daily except Saturday and Sunday, 3:30-3:45 p.m. Silver-plated cake plate.

THE WANDER COMPANY—Little Orphan Annie, Blue Network, daily except Saturday and Sunday, 5:45-6 p.m. and 6:45-7 p.m. Photo-frame, a silver-plated 3x4" frame on base.

PROCTER & GAMBLE—Pat Barnes, Red Network, Monday, Wednesday and Friday, 12-12:15 noon. Genuine Bayberry Candle, 8" high.

PROCTER & GAMBLE—Icory Stamp Club of the Air, Blue Network, Monday, Wednesday and Friday, 7:15-7:30 p.m. Stamp Album, 132 pages, capacity 4,000 stamps.

H. C. BRILL, INC.—Jack, June and Jimmie (CBS). Two-dram bottle Park Avenue Perfume.

CORN PRODUCTS REFINING CO.—Lullaby Hour of Charm (CBS). Five fur coats a week.

YELLS & COMPANY—Brad and Al (CBS). Printed sports handkerchief.

GENERAL MILLS, INC.—Jack Armstrong, All-American Boy (CBS). Assortment of stamps and 32-page booklet on stamp collecting.

GOLD DUST CORPORATION—The O'Neills (CBS). Pair of silk hose and dish towel.

S. GUMBERT COMPANY—Marion, the Voice of Romance (CBS). Desert glass and silver-plated holder.

HECKER H-O COMPANY, INC.—Bobby Benson and Sunny Jim (CBS). Maps, bicycles, telephone sets, etc.

ILLINOIS MEAT COMPANY—Radio Gossip Club (CBS). Luncheon sets.

KOLYNOS SALES COMPANY, INC.—Just Plain Bill (CBS). Silver-plated cake and sandwich tray.

LIBBY, McNEILL & LIBBY—Og, Son of Fire (CBS). Free gift book listing over 300 articles and statues of Og, Nada, Big Tooth, Ru and Three Horn.

MOHLAWK CARPET MILLS, INC.—Five Star Jones (CBS). Nine-piece salad set.

C. F. MULLER COMPANY—Bill and Ginger (CBS). Set of toy animals.

OAKITE PRODUCTS, INC.—Don Alvarez, Guitar Player, and Elaine Evans (CBS). Silver cleaning plate.

Party and Holiday Goods



Miniature Hats Are Going Big

B42N55—4 Kinds, Assorted. Per Gross 2.00
B42N56—4 Kinds, Assorted. Per Gross 4.00

Crepe Paper HAT Assortment



B42N03—12 Kinds, Assorted. Per Gross 2.00
B42N05—Assorted Party Crepe Paper Hats. Per Gross 3.25
B42N11—Over 100 Different Styles. Per Gross 4.00

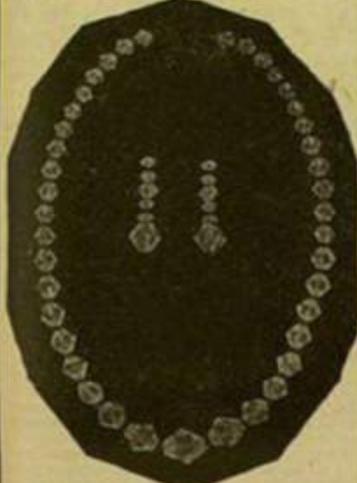
MISCELLANEOUS
B22N10—BLOWOUTS. 18 Inches. Per Gross 1.25
B12N40—RACKETS. Per Gross 3.00
B12N04—BALL CLAPPER. Per Gross 4.00
B17N48—SERPENTINES. Per 1,000 Rolls 2.00
B17N42—BULK CONFETTI. 50 Lbs. Least Sold. Per Lb. 6c

HORNS

RAINBOW PAPER HORNS.
Conical Shape, Brass Reed. Blow easy and loud.
No. Size. Packd. Gross.
B14N7 15 1/2 Gross \$2.25
B14N8 16 1 Dozen 2.75
PAINTED TIN HORNS, straight, tapered shape, bell end, wooden mouthpiece, brass reed. Finished in solid colors, red and blue.
No. B12N06—Length, 8 Inches. 4 Dozen in Box. Per Gross 3.25
No. B14N05—Length, 18 Inches. 2 Dozen in Box. Per Gross 7.00
B14N60—Spill of Carnival Horn. Length, 7 Inches. Per Gross 4.00

N. SHURE CO. ADAMS AND CHICAGO

LA TAUSCA \$6.50
3-PIECE CRYSTAL SET OFFERED
SPECIAL HOLIDAY PRICE
Per Set \$1.50 10 for \$13.50



No. 290—Marvellous Cuttings, Gorgeous in Look! Is the True Description, Assorted Styles, Strung on Chain, in Gift Case. Per Set 1.50

SEND FOR OUR CATALOG.
ROHDE - SPENCER COMPANY
Wholesale House,
223-25 W. Madison, - Chicago

SNAPPY XMAS CARDS
Two "Hit" Views, Each in Env. Per 100, \$1.25. Samples, 25c.
10 XMAS CARDS in 10c. En. box 1.10
21 CARDS in 10c. box set 10c. Samples postpaid, 10c and 25c.
WRATHS—8", beautifully illustrated, Dozen 35c.
HOUSE-TO-HOUSE (ITEMS)—Sunshine, Blazes, Annie, Turkey Cards.
25% Deposit, Balance C. O. D.

19-BOX CHOCOLATE Deal & Salesboard
Costs You \$5.25 Brings \$25.00

Handsome Cellophane BERRY High Quality Hand Ribbed.

CHAMPION SPECIALTY CO.
314-G Central Street, KANSAS CITY, MO.

QUICK MONEY—SELLS ON SIGHT!
FORTUNESCOPE
A New Mysterious Fortune-Telling Game! Try your own fortune to attract the crowds. Try **FORTUNESCOPE** the Biggest Hit of the Day. New, Novel, Different. It Tells, Predicts and Advises. It Shows, Thinks and Surprises. **FORTUNESCOPE** is the game boy of all time. It makes people fall into their pockets for the 25c to buy one! Compatible with New York Descriptions.
ORDER LOYS \$ 1.50
5 GROSS 14.50
5 GROSS 14.50
Sample, 15c. Postpaid.
MODERN FEATURES, INC.
240 Fifth Avenue, New York City.

FAST SELLING SPECIALTIES FOR DEMONSTRATORS

..... PITCHMEN AND NOVELTY WORKERS

SEND FOR A COPY OF OUR LATEST CATALOG



B17D0—The Old Reliable Glass Gutter Knife. Per Gross, \$12.00.



NOVELTY SWISS DANCERS
\$5.00 Per Gross
With Instruction Sheets

XMAS CARDS ASSORTMENTS

EXCEPTIONAL VALUES
B5945—12 Assorted Xmas Cards in Box. Per Dozen Boxes, \$1.10
B5946—20 Assorted Xmas Cards in Box. Per Dozen Boxes, \$2.50
B5947—24 Assorted Xmas Cards in Box. Per Dozen Boxes, \$2.35
B5948—21 Assorted Xmas Cards in Box. Per Dozen Boxes, \$4.50

B2108—For Jumping Out, with Rubber Tube and Ball. Per Gross, \$6.75.
B2455—Moveable Hand Wheel Watch, Each in Box. Per Gross, \$4.00.
B5707—Knick Knack Dangling Flipper, Each in Glassine Envelope. Per Gross, \$4.50.



B2402—Hurst Gyroscopic Top. Per Dozen, \$1.30; Per Gross, \$15.00
B2109—Black Greeting Mouse, Sporting Eyes. Per Gross, \$3.75
B2210—Mechanical Swimming Doll. Per Gross, \$8.50.
B1767—Cupids 3-Blade Toothpick Kites. Gross, \$1.40.
B1768—Cupids 5-Blade Toothpick Kites. Gross, \$1.45.

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

GET A LOAD OF THESE

WITHOUT A DOUBT—THE BEST BUY IN RADIO TODAY.

This 1935 Sensational Airplane Dial Radio attracts all who hear and see it. Yet a production makes this buy possible. Take advantage now before prices advance. There's nothing in the market today costing 3 times as much that can touch it.

5 TUBE RADIO S R C A L I C. TUBES

With Dynamic Speaker.
Beautiful 2-Tone Walnut Cabinet, 10" wide, 7" high, works on A. C. or D. C. Current. Super-Tone Quality. Powerful Dynamic Speaker. No ground or aerial required. Set and Tubes guaranteed. Everything brand new and comes packed and sealed in Air-Cushioned Cartons.

PLAYLAND SUPPLY CO.
118 E. 25th St., NEW YORK CITY.



\$6.45 In Lots of 5
F. O. B. New York, 25% Advance.
Order Now Before Prices Advance.

\$6.95 Sample
F. O. B. New York, 25% Advance.

Our 1935-'36 General CATALOGUE IS READY

172 Pages of the latest and Fastest Selling Items at Lowest Possible Prices....

MIDWEST MERCHANDISE CO.

1026-28 BROADWAY, KANSAS CITY, MISSOURI.

SPET MILK SALES COMPANY—The Pet Milky Way (CBS). Can opener.
PILLSBURY FLOUR MILLS COMPANY—Cooking Close-Ups. Cake breaker and fold-up sandwich tray.
WAREY PRODUCTS, INC.—Edwin C. Hill, The Human Side of the News (CBS). Fifty all-expense trips to Washington and a camera as consolation prize.

RED HOT..COMIC..SPICY Xmas Cards & Jokes
50 diff. Cards, 50c per 100, or \$3.00 per M; \$2.50 in 5 M lots; \$2.00 in 10 M lots; \$1.50 in 25 M. Fan Dancer Xmas Greetings and Merry Post. 25c. 50c. Xmas Greeting Cards, 50c. COMIC DIPLOMAS with Xmas Greetings, 25c. doz. Send \$1.00 for 25 Samples of Xmas Cards and 25 Samples of Best-Hit Joke Articles. T. R. PAYNE, 25 Cardinal Plaza, New York.

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

**PRE-INVENTORY
CLOSE OUTS**

Every Item a Bargain Buy

Quantity	Amount
United Blades, Double Edg., Blue Steel, Per 100	\$1.45
Razor Blades, Double Edg., Various, Per 100	.30
Bandages, 1" Band, Film Mesh, Per Dozen	.25
Bandages, 2" Band, Film Mesh, Per Dozen	.45
Mouth Wash, 16-Oz. Bottle, Colloidal, Dozen	.96
Alcohol, 16-Oz. Bottle, (75 Proof), Dozen	.72
3-Prong Toilet Sets for Men, Dozen	1.75
Maintain Kit in Large Roll-Up, Dozen	1.25
Stations, with FREE Ink for Gold (in 15), Dozen	.42
Combs, Fast Cream, 8-Oz. Dozen	.54
Coffee, Freshly Milled, 1 Lb. Bags, Per Bag	.18
Fruit & Nut Chocolate, 1 Lb. Box	.25
Fruit & Nut Chocolate, 5 Lb. Box	.75
Rectangular Containers, 240 Ass'd. Bars, Carlon	3.30
Salves—Peppor, Sage, Etc., in Tin, Dozen	.35
Vaseline Flavored, 16-Oz. Tin (N. Y.), Green, 99.38	.84
Dozen	.27
Cleaner, Dozen	.27
Furniture Polish, 16-Oz. Bottles, Dozen	.60
Etcher, Steel, Hammer, Dozen	.40
Egg Beaters, Automatic, Dozen	.75
Bluing for Laundry, 100 Dozen	.30
Plates, Porcelain, Dozen	.27
Curtain Xmas Balls, Dozen	.10
East Bridge Clock with Spare Pad, Each	.08
Ash Tray (Non-Tippable), Dozen	.10
Perilla with Eraser, Each	.89
Great	

Fill in quantity wanted. Send your name and address with 25c. deposit, balance C. O. D. Orders less than \$5.00. Payment in full.

Order from Nearest Branch

MILLS SALES CO.

361 Broadway, 77 South Wells St.,
NEW YORK CITY CHICAGO, ILL.
15 DECKARD ST. NEW YORK. SPIN BULLY. INCLUDING SHIRT!

New Year and Xmas Merchandise

Xmas Cards, Party Hats, Tree Lights, Toy Soldiers, Balls, Banners, Decorations, Xmas Signs, Trunks—Jokes

Last Chance!—Lowest Prices!

Wire Us Your Order. Merchandise Shipped Same Day. Deposit Required.

BENGOR PRODUCTS CO.

12 E. 17th St., Dept. K, New York City

THE BROADWAY WATCH

Special for your Holiday Purposes

15 Jewel \$3.00
17 Jewel \$3.50

We can supply your wants with anything in the Watch line, in either Sets or Assorted. Keep complete stock. Complete with Box and Price Tag.

Consolidated Watch Co., 65 Nassau St., N. Y. City.

COTY BLADES \$3.68 A 1000

Made of High Quality Blue Steel. Packed in a Carton. An exceptional Bargain on a Quality Blade.

Deluxe Shaped Lighters	Doz.	Gr.
15" Safety Razor	25	2.25
Naville Throat	.07	.48
Perfume in Vials	.21	1.75
Louper of 75 Noodle Books	.35	2.25
Pen Pine Beach	.05	3.00
Gourmet Powder and Perfume Combination, Each		41.5
Army & Navy Needle		2.25
HEE Toothbrush Knife	.10	.75

OVER 3,000 Bargain Specials. Write for FREE Wholesale Catalog.

SPORS CO., 12-25 Erie St., La Center, Minn.



**Chemical and Vacuum Action
Features New Clothes Brush**

A modern, 20th-century clothes brush, which employs a secret chemical and a vacuum arrangement inside the brush to make the use of the item more practical than any other brush ever put on the market, is selling well, according to latest reports.

The new brush is the same size as an ordinary clothes brush, but the dirt spots in clothes which cannot be removed with an ordinary brush come right out when this new brush is used.

**Glasses Prevent Eye-Strain
And Permit Perfect Visibility**

New glasses, the top of which are tinted a dark shade to prevent glare hitting the eye of the motorist or person wearing them and the bottoms of which are plain transparent glass, which permits perfect visibility, have just been placed on the market.

The dark and transparent glass is combined in a single lens by fusing a wedge-shaped section of dark glass to another of clear glass and grinding these joined sections into a single spec lens.

"Mystery" Belt Saves Money

A new genuine cowhide belt, with a concealed pocket, is being featured as a real money saver to wearers. The fact that the pocket is constructed so that money can be kept in it securely is only one way in which this is accomplished.

Dramatic effect in the manufacturers' advertising brings out another way. In the case of holdup (and statistics show that out of every 10,001 men one is a hold-up man) the thief will be unable to find any money on his victim if said victim wears one of the new "mystery" belts. Agents report fine sales of this new item.

Fun With Your Future

We're off on a new craze, Fortunescope. That's the name of the hilarious prognosticator of human destiny which has left New Yorkers and inhabitants of other cities where it has been introduced rocking with laughter—and sometimes slight shocks at the answers Fortunescope gives to their questions. And mind you, there's nothing tricky about it. Fortunescope merely foretells your fate—anyone can work it. Why worry about the future? Why contemplate seriously on the number of times you'll be married? Or whether it is or isn't all right for you to do a little flirting? Fortunescope—the newest rage—tells, predicts and advises, shocks, thrills and surprises.

Brighten Up the Home

Giant-size candles which are lit with a subdued light in their entire base and a brilliant light in the flame light tip are items of great appeal to housewives who wish to brighten up the dinner table, the dresser or other spots in the home.

The new candles, because of their brilliancy and attractiveness, are fine demonstration items and have been found to sell particularly well also to storekeepers, using them to brighten up dull window displays.

Unique Clock

Probably the newest timepiece since the development of the electric clock is the new World Clock. As the name implies, the purpose of this clock is to give the time in various parts of the world in relation to the time at the place where the clock is situated. This item is produced by William L. Gilbert Clock Corporation and is a quality product backed by over 125 years of experience in clock manufacturing. It is reasonable in price and modern and attractive as to design.

Combination Iron

A handy tool with plenty of appeal to men is the new combination soldering iron and blowtorch recently placed on the market by the Justrite Manufacturing Company. No pump or pressure system is used, making the tool readily portable. Charge the iron with benzine, naphtha or gasoline and in three minutes it is ready for use, according to the manufacturer. It is said to be exceptionally efficient, as a blow torch, for burning off paint, sweat soldering, thawing frozen water pipes, etc. Burns an hour on a one and a half ounce fueling, at a cost of only a fraction of a cent.

SCALES ARE

(Continued from page 54)

been extensively used previously. Wherever women do their marketing there is an outlet for a salesboard featuring one of the beautiful de Luxe bathroom scales.

Salesboard men who have lately adopted this plan find that they have been able to get a greater play from women than they ever dreamed about with such an item from boards located in beauty shops, groceries, meat markets and other centers where women do their buying. The beauty shop angle has proved to be one of the most lucrative in years.

Pin game operators have been getting a great play for their games with the bathroom scales. They have a definite attraction for the public, these operators report, and they look and are real merchandise value.

One of the secrets for the success of these bathroom scales in almost every premium line where they have been used is their surprise feature to the public who always feel that here is something most necessary for the home and which they never think of buying on their regular shopping trips. Furthermore the retail price of this item is not tempting to the average family purchase and it lends itself as a natural for premium use.

FAMILY INTEREST

(Continued from page 54)

have appeared on the market have been more or less of modernistic design they still retain their efficiency as attractions of merit to the public and the price range is within the reach of all the premium merchandise industry. Prices on these items range from approximately \$1.50 up to \$4.50, the range found to be the most profitable for the operator.

Electric toasters can be classified in the same category as the iron. They come in various shapes and also in various, contrasting styles. Some of them are elaborate and others are simple in operation. The price range usually purchased by premium men is from \$1.50 to \$7.50.

The electric sandwich toasters, and electric grills are also very popular. They are large in size, impressive and have dignified flash. They are among the best items of the year for premium men and their prices are unusually reasonable. Women prefer toasters as decorative items for the home. They can be obtained from \$1 to about \$5.

Electric percolators have also become a household necessity and act as inducements for both the men and the women. As a flash item there is none better in the business. They have a fine gleaming display feature that is not to be overlooked by the premium man and look like a lot of value for the money. Most of them today carry fine guarantees and therefore appear that much more impressive when used for award purposes. The price range adopted here by premium purchasers is from about \$3.50 to \$15.

The electric waffle iron is always good for attraction. Here is an item that is a natural for the fall and winter season. The price range is low and its attractive flash predominates in general display. They can be obtained for as low as \$1.50.

The electric mixer is also becoming a staple in every home. They usually come with a measuring glass and can also be used for bowls and other items. Here is an item that can be obtained for about 75 cents that will get a lot of play anywhere.

Other items in the electric appliance category now used by premium

men are electric turn sets, curling irons, vibrators and flash merchandise of novelty character.

BROADCAST

(Continued from page 53)

get together on some kind of a circuit and take advantage of the situation. There probably are many park men under the impression that vaudeville was discarded for talkies because the public did not want vaudeville any more. Far be it from such. Talkies took the place of vaudeville, not so much because of public demand but because of greater profits for the house, in many instances movie interests having taken over the theaters.

"There are any number of vaudeville acts thrown out of jobs today because of the talkies, acts that could be obtained at a very reasonable price. Never was there a better opportunity for the park men than now. And the ones who can see their way clear to get in on a circuit will be sure to profit, because flash is coming back—coming back strong. This doesn't necessarily mean that the talkies are going out of existence. There are certain classes of the public that want these, there are other classes that have tired of talkies and want flash, and there are still other classes that would prefer to alternate.

"Remember the old days when a vaudeville artist could obtain a whole summer's work on such circuits as Frank Melville's, Rudy Hellera, Joe Flynn's, Walter Plimmer's and many in the South and Middle West? These were the good old days with amusement parks and we would like to see history repeat itself."

J. W. (Patty) Conklin and his wife have gone to Miami Beach, Fla. They will remain there until January 1, when they will go to Osnada to begin preparations for the 1936 tour of Conklin's All-Canadian Shows.

WE WONDER if there are any fair secretaries foolish enough to believe that so-called merchandise wheels are on the level when three blankets are offered on red numbers, two on blue and one on white. Whether they believe it or not, we know three secretaries who apparently sanctioned the operation of such wheels as they made no attempt whatever to stop them.

Altho Mr. and Mrs. James P. Guss are now out of shoe business, Jimmy says they enjoy reading The Billboard. Jimmy has the management of the New Pineswood Hotel at Virginia Beach, Va. Mrs. Guss, or "Birdie" as she is intimately known, was the widow of Larry Boyd, who was known the length and breadth of this country.

COMBUSTIAN BROS.' SHOWS (Just imaginary, you know) have a new d. m. v. by the name of Spon Combustian, but we will let Spon tell you in his own words: "First of all we wish you to notice this, our new flame-colored stationery. It was designed by our new press agent, pardon us, director of municipal relations, Spon Combustian (full name Spontaneous). The color also suggests what we think of Messrs. Maddy and Cancy and their chiseling operations. Let Test Brothers' Circus (and you know what you said about their antecedents last season, Al—it must have been true or they'd have sued)—let 'Three' and 'Four' Test have the junk. Our old friend Col. Frank Haffey will give us something worse while and not take us for a buggy ride. "J. Brass, our general manager, was recently made a colonel by the Walnut Club of Okanaka, Alaska, where he was securing talent for the Eskimo Village—the coolest spot on the hottest midway. The writer, who is second cousin to owner Combustian's wife, will keep you informed till Colonel Brass returns.—Spon Combustian."

WILL YOU WEAR THIS SUIT

and Make up to \$12 in a Day!

Let me send you this free 60-cent catalog with FREE OF COST. Just follow my lead and you'll wear the suit in your friends. Make up to \$12 in a day easily. No experience necessary. Send for Samples—Free at Our Expense.

Write today for FREE details, ACTUAL \$15.00 value and "mystery" money getting plans. Sent by mail.

H. J. Galtus, PROGRESS TAILORING CO., Dept. 12-117, 506 S. Throp St., Chicago, Ill.

"BROWN BOMBER" STATUES

In Fighting Form. New Statues, 12" High, Gilt Finish. Brown, Gold, Silver. Each with a set of instructions. Attractive, well-planned plans. A size 100000. Sample \$1.00. \$5.40 per Dozen. Write quick. Be first. GALTUS MFG. CO., 1925 Sunnyside, Chicago.

NOTES from SUPPLY HOUSES

The Three Shirt Sets are proving popular as a premium item, according to Bill Dorros, of the Dorros Manufacturing Company.



With the hunting season on, the Joseph Hag Company is offering an attractive, serviceable hunting knife at a low price.

With its complete holiday line now out of the way, the Gay Stuffed Toy and Novelty Company, manufacturer of stuffed animals, is busily preparing its Easter line.

The Detroit store of B & N Sales Company, formerly located at 511 Woodward avenue, has been forced to move to larger quarters at 327 Woodward avenue.

Joseph L. Kallas, of the Cameo Doll Company, reports that his firm has secured rights for making May West novelty dolls—albeit he says that at present the type of doll and the design have not been decided upon.

The Toy Balloon Company reports a heavy increase in business volume for the past 12 months. They state that balloon fenders and other humorous prints have stimulated the toy balloon demand greatly.

The Herman Sber Company specializes in small merchandise for claw and digger machines, premium users, salesger boards, etc.

James Bananes, New Victoria Trading Company, long identified in the distribution of sweaters, has added a line of fur to his business.

Natural Health Association, Inc., manufacturer of health products, has just released an eight-page bulletin called The Optimist.

best "dealer helps" ever presented to distributors.

Benjamin Goldfarb, former business manager of the well-known New York novelty firm of that name, has entered into partnership with George Silver, known to the Coast concession and supply trade in Los Angeles under the firm name of Goldfarb-Silver Novelty Company.

OUT IN THE OPEN

Hamid, Ralph and Mrs. Hankinson, Al Hodge, Joe and Mrs. Huber, Paul Huedepohl, Joe and Mrs. Hughes and daughter, Jape, Harry Illions, A. W. Ketchum, Richard and Mrs. Lusse, Fred Markey, O'Malley, Maurice Piesen, Bill Rabkin, Leonard Schloss, Ed Schott, Martin Stern, Ray and Mrs. Steck, R. S. and W. C. Uzzell, C. C. Witham and a flock of others.

Here and there in rooms and lobby I ran into W. C. (Bill) Fleming, Phil Isser, Max Linderman, Squire Riley, Max Cohen, Patty and Mrs. Conklin, John Kilons, Rajah Rabold, Benny Weiss, Fred Kresman, Elwood Hughes, Frank Kingman, Charlie Ross, Edgar Schooley, Joe Rogers, Harry Russell, J. W. Rusewurm, Ralph and Mrs. Hemphill and daughter, Betty; Frank Duffield, Fred Beckmann, Barney Gerety, Rubin and Mrs. Gruberg, Willie Glick, Oscar Bloom, Milt Danziger, Mike Barnes, Charlie Nash, Bill Bretznitz, Phil Wirth, Ida Cohen, C. V. Starkweather, Bella Cohen, Harvey (Doc) Cann, Arthur Campfield, Everett Johnson, Chester A. and Mrs. Clock (Gertrude J. Van Delnise), Fred Chapman, Dennis Curtis, Guy and Mel Dodson, Sam Solomon, Harry Dunkel, Nate Eagle, H. W. and Orville Henzies, Max Goodman, Pressey Hoffman, Candy Hammer, Floyd (Whitley) Newell, Joe Scholibo, Jimmy Strates, John Wendler, Charlie Curtis, W. F. Mangels, Leon Cassidy, Harry and Mrs. Langston (Rose Zindra), Frank Sterling and so many others whose names I can't decipher on my cuffs. It was a treat to see them all again.

All-Time Favorites of HAROLD ISENBERG, Ringling-Barnum Circus. Edward C. WARNER*, W. H. HORTON*, R. F. (Checkers) MALONE*, W. C. (Doc) ST. CLAIR, Dan DeSAUCH, P. W. HARBELL*, Tom* DALEY*, Jess Kathryn WARNER, C. C. SNOWHILL, Tom CONNORS. *Deceased.

NEW YORK is playing host right now to hundreds of the boys and girls belonging to show biz ranks. Lew Dufour came in from the Chi confab with Joe Rogers, Dufour remaining and Rogers heading back.

out for the Hollywood Bowl.—John M. Sheesley, manager of Mighty Sheesley Midway, and Matthew J. (Squire) Riley, noted around town.—Some billposters came in from the meeting of billers and general agents in Pittsburgh with the report that no agreement was reached regarding wage scale and working conditions for next season, but a settlement was made the last minute which seems to have made everyone happy.—Al Hamilton is back from Wichita, Kas., where he directed the advance call-theatrics on the Hamid-Merion Circus and gained 30 pounds by imbibing milk direct from Mrs. Cow without benefit of pasteurization. He had a fine date out there and there were no beefs, except for his bodily addition. Joe Siegrist back from Frank Wirth's Albany show.—Art Lewis, of Art Lewis Shows, commuting between Connecticut points and New York.—W. J. (Bill) O'Brien, of promotions and side shows, was in with his side kick, Harold (Little Flash) Murray.—Mack Kassow feeling swell after that highly successful Beaux Arts Ball one-nighter in the Waldorf-Astoria.—Doc Beebe, of scales, drifted in for a chat. So did B. Ward Beam, who is about to invade the free-act booking field.—That was Captain Rudy, whose Big Rosie plays the title role in Jumbo.—In town: William J. Conway, Charles Sparks, Irish Moran and Charles Katz.

MIGHTY SHEESLEY

(Continued from page 53) his trailer at Miami Beach. R. G. (Kokomo) Sykes and wife and Bill and Dale Pickett are at Fort Lauderdale, Fla., fishing and surf bathing. Bob Hallock is scouting for indoor circus dates in Virginia. Doral-Dina is working at a night club in New York City. Art Smith and wife have a nifty photo machine in the window of a store on Main street here and have been doing good business. "Frenchy," blacksmith and wagon builder, is pitching razor blades and sharpeners on the main streets here during the pre-Christmas rush. Clarence Hicks is pitching perfume and powder around the city, while his wife is visiting her mother, Mrs. Harry Armatrong, and her little daughter at Summerville, Va., until after Christmas week. Hilton Hodges, with his big python snake show, and the handler, Frank Loughney, had good business in a storeroom at Fayetteville, N. C., last week. Colorado Mack still has his ponies giving kiddies rides on Saturdays and Sundays. The writer has been taking in the movies, enjoying his pipe and tobacco and looking forward to turkey on Christmas. ED (DAD) DUNBAR.

Western States Shows

SAN ANTONIO, Tex., Dec. 14.—The final piece of show paraphernalia of Western States Shows was unloaded into the "barn" early this week. The outfit will remain unmoistened until shortly after the first of the new year, when they will again be disturbed to get their annual repairs and new coats of paint. Albert Wright, assistant manager, is in California, visiting his folks until after the holidays. Jim Schneck, general representative, is promoting locally, and in his spare moments motors to near-by towns, renewing acquaintances. Most of the Western States people will remain here for the winter. Many new things were acquired by these folks since the return of the show, including automobiles, clothing and necessities of life. Over all of this, the manager of the show, Jack Huback, and his wife, Rose Marie, are constantly "on the watch."

LATEST MODEL 21 JEWEL WALTHAM \$15.75 A SPECIAL HOLIDAY OFFER. JOSEPH HAG COMPANY The World's Bargain House 217 W. Madison St., CHICAGO

BUY NOW FOR XMAS Order your Xmas needs now to assure prompt delivery. B & N SALES — Same Day Service CLEVELAND, O.—1444 West 3rd St. CHICAGO, ILL.—118 South Wells St. DETROIT, MICH.—527 Woodward St. CINCINNATI, OH.—1008 Vine St. MILWAUKEE, WIS.—428 N. 2nd St. ST. LOUIS, MO.—112 North Broadway. PITTSBURGH, PA.—927 Liberty Ave. Pittsburgh Store Open Sunday. Order From Your Nearest Branch.

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ELGIN WATCHES, \$1.65 EACH 7-Jewel, 18 Size, White or Yellow Cases. GREGG CITY SMELTING CO. 113 N. Broadway.

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Now available in Men's and Ladies' Sizes, 12 distinct Patterns, Choice of Gold, Silver and Platinum. THIS RED-HOT SELLER.

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Save 80%. Buy your Sundries, Spoilables, Soap, Brushes, etc., direct from manufacturer through our Mail-Order Department. All orders filled promptly by our staff. Everything. Send for FREE mail-order catalog. THE N-R MFG. CO., Dept. M-61, Box 353, Hamilton, Ontario.

Sell Vaporous Inhalant. Head Colds, Headaches, Sinus, Catarrh, Asthma relieved in one minute demonstration. Flasky two-color system. Sets 25¢ gross \$1.50; mass gross \$10.00; all prepaid. Retail Free. Samples 25c. AMERICAN INDUSTRIES, BILTMORE, N. C.

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PITCHMEN. Send to your name and address. We have a fast selling advance stock of good quality. Wholesale distributor for Pitchmen. THE REX HONE always sold for a much higher price. Plans now are closing on. A/TI QUICK. REX-HONE MFRS., 1500 Wm Madison, BR-12, Chicago, Ill.

NEW RED HOT NOVELTY. Sample 1c. IT'S A STORY! HOUSE OF NOV, 1815 N. 30th, Philadelphia, Pa.

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PITCHMEN by BILL BAKER

(Cincinnati Office)

E. C. JAMESON... has been working thru Minnesota, South Dakota and Iowa with coils and writes from Sioux City: "This town is open to street workers for a reasonable reader. Business fairly good. Will try Kansas City next. Would like to read pipes from Frank James and Al Benton."

PAT MURPHY IS... managing a crew of papermen in and around Seattle. He plans to open an office and take on some 20 additional boys for the winter season. He also is building two new cookhouses for the Western faira next season and info he is making them the very last word. Pat would appreciate reading pipes from Humphries, China Bob, Red Powell and A. C. Goldberg. "H. P. Coffey, the flying paperman, arrived here (Seattle) from Los Angeles and will work up to Christmas, then airline to Chicago for the holidays," he pipes. "Wish him nothing but the best as he is a credit to the paper. Let's read more pipes from the West Coast boys, including Blackie Foster, Bud Wilkey and Bill Downey."

"HERE'S ONE FOR... pitch artists to think about," cards Tom Sigourney from Houston, Tex. "I made a 'come out' pitch at a local plant two weeks ago and made a REAL passout the following Sunday, with walkups still coming. This was not on books, but cheap building lots for the working man, my old joint. I'll eat for a few months on my bit."

THE CLARK AND ALLISON... med show is working small towns thru Ohio. Current last week at Ottoville.

TONY ADAMS... pipes in from Louisville, Ga.: "The Dixie Comedy Company has just completed a tour of Georgia, Alabama and Louisiana, having been in this State since August. The peach crop was good, the tobacco crop better and cotton very good. We have three more weeks in this State and then into South Carolina, then Florida for the winter. I am still handling the soap at 25 cents a bar and doing the managing. Peggy Ann is still doing her small bit, singing, taps. The latest is Ellen Mae in impersonations. We are only carrying a four-people show now. Why? Because business doesn't justify more. Bought a new Nash sedan recently, but will say to brother pitchmen that Southern Georgia is not so much this year. The farmers got a good price for their tobacco, but spent it all in paying up their debts, and it is hard picking. Closed out platform season last week and will play storerooms from now on. Look forward to Wednesday and the appearance of Billbooy. (To prove it Toby inclosed a picture of baby Peggy Ann reading a recent copy.) Spent Thanksgiving here in Louisville and had about 20 trouperes to cut up jackpots with. You can imagine the good time."

"A LINE TO LET... the folks know conditions here," shoots Madaline E. Bagan from Shelby, N. C. "Tobacco markets in Winston-Salem are closed. 'Pappy' Bert Jordan, Paul Hauck and family and Redwood went to Kentucky markets. Charley Clark and

George Mitchell headed Texas way. Honey and Dick Jacobs, yours truly and Lou, Blackie Cummings, Chief Thunder Cloud, Chief Red Wolf and Pat Dana, all heading to Tennessee markets. We all feel sorry about Bill Williams getting shot and killed in Norfolk, Va., last week. He had many friends in Pitchdom. Met Jack Steden, with his show, in Salisbury, N. C. He reports business off on account of cold weather. This is a good Saturday spot. Fair reader and good lot. But it turned cold and people wouldn't stand. Came thru Charlotte. There is one spot on Main street, low rental, but fairly still daily city reader. Atlanta is my next spot. Then to Texas. Jim Perdon and company are reported doing well in Alabama. We are all glad to hear the Sterlings have a winner in Chicago."

HARRY CORRY PIPES... from Houston, Tex.: "Am conducting a jewelry auction sale and will be here until Christmas. Closed a good season with the Hennies Bros.' Shows in October. During the following month I refereed wrestling matches thru Texas and Louisiana. Bought a new sedan last week, painted a bright canary yellow. Has a radio and I am well pleased with the way the car drives. After January I plan to go back to the wrestling. Sam Jones and Leroy Crandall were here last week. Would like to read 'em from George Bedoni, Morris Kahntruff, Jones, Crandall, Hocks, Garfinkel and Ralph Myers."

"HAVE JUST FINISHED... reading the Christmas merchandising issue of The Billboard," cards G. S. Shaw from Harrisburg, Pa. "As a specialty salesman, selling direct and demonstrating thru three crews I am heartily in accord with Doc George M. Reed. Why do these jobbers persist in advertising their prices? Only a week ago three of my men bought samples thru an ad in The Billboard. Why should they sell the same item for me when they can get the same price as I can and know what I am making on their resale? That is what they ask me, and so it goes. I do pitching during the fair season and find that the only way to put over some of the articles as advertised is thru a jam pitch. You wonder why we jam. There's many reasons. Hope the supply houses see the light and stop publishing wholesale prices."

"I MAY BE A J. C. L... it seems to me that there are a few things the roadmen are overlooking in sending in pipes," writes J. Kane, Philadelphia. "When sending in pipes they should tell more details about the various towns, how the mill shops and industries are running, whether on slack or full time, so that the boys will not go way out of their way only to find the towns referred to closed or slowed down to unprofitable conditions. Philly is not much good at this time, but boys coming this way can get a little at the storage-battery place. Ontario and C streets, with most anything but blades or ties, as they have been pushed plenty there lately. The shipyard in Camden, N. J., is doing well. Ford's in Chester would be good, too. Monday would be the day, as they pay by check on Friday. Would like to see a pipe from Hoot McFarland. Was very interested in a recent pipe from Doc George M. Reed. He often speaks of the old days and how good pitchmen were in those days. But today conditions are changing fast and the mechanical inventions are taking the workers' places. One man today is doing the work of a dozen in the old times. It's even getting so that many factories will not hire men over 40 years of age. Which may explain in part why so many millions are out of work. At any rate it does explain why factory pitches today aren't what they used to be. Men in those days were freer spenders and today they have been taught to be more cautious. Added to this is the fact that thru use of machinery pay rolls have

been cut to where the number of men you work to in making a pitch has been cut to a small percentage of the number available in the old days. In other words, the opportunity is more limited by far. As an example of the changed conditions, suppose a textile worker is laid off with some \$500 saved. He looks for work until it is gone, starts south, calling on every mill, gets no work, arrives in a Southern city tired and foot-sore, goes to the local police station, asks to sleep there for the night. Next morning he is brought before the judge and thru no fault of his own gets put on the chain gang. And that story is by no means a rare incident today. Of course, too, I am for higher prices, but if you could walk from City Hall here down Market street to the Delaware River and back on the other side of the street you would see blades, for instance, in store windows at six packs for 25 cents, and a different brand at five for 31 and 33 cents. What can the blade worker in this town do against that sort of competition. He can't do less than meet them on their own ground. My advice would be for pitchmen and pitchwomen to use a good quality of merchandise or novelty, treat people with respect and be able to revisit the same spot three or four times a year instead of hopping from Coast to Coast. I have been following this policy for five years. However, I certainly would be for some sort of organization to stop all this price cutting."

"IT IS WITH A SAD... heart that I write this pipe," scribbles Doc George M. Reed from Columbus, O. "Have just read in Pipes of the death of my old friend Pat R. Gooan. It surely was a surprise to me, as I had received a letter from him dated November 18 and he appeared to be his usual cheerful self. Pat was one of the kindest hearted men I ever met and was known as 'Smiles to All Gooan.' He was always ready and willing to extend a helping hand to a brother pitchman. And many is the man he gave a helping hand to. I never saw him pass a cripple or a blind man without parting with something. Pat, I believe, was loved and honored by all pitchmen. Many happy and pleasant hours were spent by Mrs. Reed and myself with Pat. And many were the cheerful letters he wrote when I was ill. He was a clean, hard worker and always had a good word and a word of encouragement. Many will miss Pat and his cheerful smile. He has made his last pitch and gone to meet, in that better world, his many friends who have preceded him. Mrs. Reed and I bow our heads in real sorrow. Pat is gone but will never be forgotten."

"SORRY TO LEARN... of the passing of that swell fellow, Pat R. Gooan," cards Tom Kennedy from Pittsburgh. "To his widow I extend sincere sympathy. Also heard recently that Doc A. P. Cunningham passed on in Chicago a few months ago. Several have asked me if I ever hear from or of Ed Hibler. Have not seen him in several months and am wondering if he has crossed the Great Divide. Pipe in Zip, if you are still with us."

WILLIAM CARR SHOOTS... in some briefs from Boston: "There is one store at present in operation. It has been running eight years and seems to hold its own. I refer to Sam Lewis' store on Tremont street. The boys telling the story now include Billy Cox, soap; Anderson, inhalers; Big Chief Mex, herbs; getting plenty of the long green with no sale less than a dollar. Once in a while a seed man tells them the story but seeds do not seem to click here in Boston. Tisha Bhutia and Paul Lewis can be found on a Hanover street lot, working to good crowds and doing nicely when the weather permits. Pat St. Clair was with Atlas in Maine all season. Doing very well. He goes into stock burlesque for the winter. It looks like there will be few stores here this winter. High rents and only a few producers. I will stay on here until Christmas. Then into Baltimore is

IT PLUNGER FILLER VAC ZIP! ONE PULL--IT'S FULL! EVERYTHING IN FOUNTAIN PENS & SETS JOHN F. SULLIVAN 418 Broadway NEW YORK CITY Fast Service Sully.

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the winter. Wonder where Mary Hagan and Chef Wedge are. Used to see them around these parts. Hope they are doing well and would appreciate seeing a pipe."

"HISTORY IS BEING MADE at the new million-dollar Kansas City Auditorium," cards Harry P. Gilliam (December 1). "The auditorium is undoubtedly one of the finest this side of New York and is beautiful beyond words of description. The Auto Show opened to a large crowd, with four pitchmen working. They got away to a nice start on Saturday night, with a fine business on Sunday. In the years to come the record as to who was the first to work this auditorium will include Windy Lewis, the Pennay Dutchman; Brooks, with pens in two stores; one of the Nichols boys, out of Oklahoma, with Intensifiers; Moxey Hanley, four poses for a dime; a scale laid I don't know and old Dad Linderman, with novelties on straight sales."

IVAN J. CHAMPION working Dolen Pennant Units, recently greeted many old friends and acquaintances at the St. Louis Auto Show, held in the Arena. This was the first of the winter events booked for the pennant units.

FROM WICHITA FALLS, TEX. Elmer Heath tells us he has been working the Texas plains with transferring. "Found his good most places," he writes, "especially Snyder, Post, Crosbyton and Pecos. Floydada and Childress are closed. The depression certainly seems to be on here. Saw two of the boys, one with rad, the other with sharpeners. Both good workers, but not getting any money. Wonder where H. D. Riley is, also V. V. Cooper. Pipe in, boys. Would also like to see pipes from the Texas valley. Cotton is about gone in these parts and we are having plenty of bad weather, so am heading south after Christmas."

DOC TOM MCNEELY and wife plan to close their Satanic Med Show this week, according to word received from Holly, Colo. "This is our best season in years," pipes Doc. "Have bought a new Ford, a 16-foot modern buscar, and have carried a good show. Skeeter Snow does black, guitar and dances. The wife and daughter also do acts, sing, dance, play the ukx, etc. Had other good musical acts at different times. Carry 500 free seats, stage truck. Mildred and I will spend Christmas in Oklahoma and it will be a real treat to visit with our many friends there."

MORRIS BOTWIN, president of the Natural Health Association, New York, and well known to health workers, left for St. Petersburg, Fla., December 5.

"AM HEADING FOR Los Angeles, the city of paupers and millionaires," tells Richard (Chuck) Vincent, from Decatur, Ill. "Big thru the central part of the State has been rotten. Here's hoping The Billboard continues to prosper for the next 41 years. I close with a fervent prayer that some of the erstwhile gentlemen will pipe in and give the rest of us a break."

C. L. (PEP) DELANEY shoots one from Youngstown, O.: "Am back in the home town after a month in New York State, where business was good and ice and snow plentiful. After trading a pipe from Sid Sidenberg in a recent issue it brings to mind the time back in 1910 when I broke into the game under Al Glover, who was then considered very good. He always said he never knew what he was going to say until he looked them over, and then he looked them right in the eye and told it to their faces, unlike so many today, who set as tho they took the spiel out of their pockets and read it to them. But not till 10 years ago did I decide that I still had plenty to learn, with all due respect to Al Glover, who answered the Final Curtain some years ago. About 10 years ago I caught a med opera in a small Pennsylvania town. After listening to a man who stood well over six feet, and looked every inch the part, I decided then and there that I had plenty to learn, especially when I saw him take the money and plenty of it. And then make them clap their hands. But after

all there is only one Ross Dyar. I have been clicking very well in the old-gold business for the past year. Have a new LaSalle. Remember, boys, the season is always here. Forget the names of the months. It is only the atmosphere. Would like to read a pipe from Art Cox, last seen in Mansfield, O."

GEORGE J. (HEAVY) MITCHELL . . . describes one from the burley tobacco district of Tennessee, Greenville: "I find this town closed tight. Surrounding towns can be worked. Saw Paul Hauck and missus and Bert Jordan and wife, also Redwood, Eddie Summers, Doc Day and partner working med at Norristown, Pa. Also saw a number of the boys and girls out of New York, Mr. and Mrs. Pat Dana, herbs, Moorhouse, the missus and Leo sharpeners, and all headed for Texas. Saw Scotty McCarthy at Greensboro, N. C., and the two Swede boys, Swanson and partner, working the kx-carnival. Had the pleasure of meeting Dick Jacobs and missus, with a beautiful platform—a credit to the business. They have a boy working with them who is a real comer, Lew. And I think Murphy, the monk, is just O.K. Hope the Ragan twins read this as I like to work with them, they knew all the angles. Saw Doc Bob Smith and wife at Reidsville, N. C., and what fine folks they are. Invited me to work from their platform. Just plain pitchfolks from the old school, God bless them. Also saw Doc Walker and Doc Fisher at Reidsville. Doing well. Bill Woodall was doing a quiet jam at Winston-Salem. He is a fine worker, never any heat. One of the few who can stay on the same spot and jam for six weeks at a time. Saw Tom Evans (jam) on his way to the Mississippi Delta and sorry to hear he lost his dog. Would like to read pipes from Blackie, and Margie and Floyd H. Johnstone. Am working with Fred Schultz, of condenser fame. His wife and baby are with him. He is a fine worker and regular. Would also like to read 'em from Johnny Vogt and Hank, Frenchie, Thibault, Frank Vall, Louie Burton, Tommy Adkins, George Earle, Knight, and all you oldtimers from 1905 on. Remember when Big Foot Wallace, Jim Perdon (the Great Pizzaro), John Eagan, Paddle Smith were in their prime and 'Fountain Pen' Clark used to jam the goldentina rings and square his tip with a pair of Ek head cuff links, and a break-back collar button purchased from Shryock-Todd, St. Louis, when Baldie Allen used to wait on the pitchmen. Or am I going back too far for you children? Remember when we used to set our trips on the wooden sidewalks and the townspeople called us mister, and said thank you, and the city dads invited us to come back again? You surely can remember when Pat Dana sold his books to the extent of several hundred a day, and when Harry Williams outdid him one day with his calculators. Those were the good old days of long ago. Days when the Ragan twins were sleeping in their mother's wardrobe trunk as babies, when The Billboard sold for a dime and every circus gave a parade. Back in the days when the local man could not even guess where we bought our merchandise and there were no doorway salesman selling blades at five cents a pack. Oilette wasn't even heard of but the Golden Crown razor was a good piece of merchandise for \$2.50. When Jim Perdon worked Mitchell, in the territory of the Dakotas, now Mitchell, S. D. And how Jim could sell those electric belts. And ask John Eagan if he can remember when George Earl drove a horse and buggy and sold needle threaders, and thought Milwaukee was a separate State. If you run across me now you will find me working oil, etc., and mail will always reach me thru the Letter List."

Gertrude Thomas Undergoes Operation

HOUSTON, Dec. 14.—Gertrude Thomas, who was forced to abandon several weeks' booking with the Christy Bros' herd of elephants on account of undergoing a major operation, is reported by physicians as "out of danger and doing very nicely." She was brought here at the close of Bob Morton's Wichita date and placed in Memorial Hospital. Her husband has been constantly at her bedside.

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Pacific Coast Showmen's Assn.

LOS ANGELES, Dec. 14.—There were 107 members present when President Archie Clark called Monday night's meeting to order. All officers present. Because of the great amount of work on the banquet and ball (which will be over when this is read) there had to be a deviation from the usual order of business to handle urgent matters. Will Wright, chairman of the ball, announced that there was every indication of a sell-out. The program of the floor show was also announced and a rather different line of acts was noted.

George Tipton and Joe Krug, who are the whole committee on the Christmas dinner to be given members on December 25, made a preliminary report. Announced selection of a menu—165 pounds of turkey contracted, with a reserve supply if that amount is insufficient. Members and immediate families are to be guests and, of course, the usual charitable disposition of this organization to feed any needy showman. Dinner to be served from 2 to 5. Paid-up membership card in PCSA is entree to the big feed.

Much gratification was expressed at the able handling of the memorial service. Letters of thanks were ordered sent to Sister Almee Sempie McPherson, for her appearance at memorial; to I. W. Latimore and C. H. Cleveland, of the C. H. Cleveland Boys' Band, which added greatly to the program; to Mrs. J. Alvin Bailey, for her song numbers; to Rev. Ed W. Morse, and to little Joe Bruneau, whose recitation was a real feature.

Theo Forstall, nominee for president for 1936, announced the winners in the membership drive. A prize for most members gotten up to July 1 went to Mark T. Kirkendall, of Al G. Barnes Circus. The prize a fine concession tent donated by Downie Bros. First prize for members gotten up to December 1 went to Mark T. Kirkendall, the prize a gold card life membership in PCSA, the donation of Past President Patty Conkling; second prize to W. J. Curnow, of Clark's Greater Shows, the prize a table for 15 at the banquet and ball; third prize to Secretary John Backmann, the prize a \$25 donation of Orville Crafts, of Crafts 20 Big Shows; fourth prize to Charles J. Walpert, of West Coast Amusement Company. The winners were commended for having done a fine job, and honorable mention was given to many others who did fine work but because of lack of opportunity afforded could not be expected to measure up to the winners.

Communications: Letter from J. W. (Patty) Conkling with a very substantial check and expression of regret at his not being able to be here for the ball. Also a wire from Secretary Streibich of the Showmen's League of America. Letter from Doc Hall, is quite ill in Kingsburg, Calif. Austin King wrote of activities in getting the San Francisco museum ready and advising that he would drive down for the ball. Monte Young wrote from Provo, Utah, and inclosed two appreciated checks. Harry Bernard wired congrats from Montreal.

Four new members were accepted—Ivan Andrew Fromme, Irondale, Mo.; Fred J. Canning, Hilderbrand Shows; Edw. A. Terry and Monte Young, the latter of Provo, Utah.

The weekly award went to Forest Van Vleck, the second time to win; a very substantial amount to winner and to the club. The Lion's Head netted a new high.

Billy Axelrod was introduced for a short talk, also I. J. Mott, of Polack Bros. Joe Krug talked of the Christmas feed and said he knew the comers would conduct themselves in the usual manner that reflects credit on PCSA.

Then came the diversion from business period and "hot" arguments (all for fun) and stories of experiences held sway. Those taking part included Dr. G. W. T. Boyd, Joe Krug, Doc Cunningham,

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The usual lunch and refreshments served after adjournment.

New York Notes

NEW YORK, Dec. 14.—Joe Siegrist, who was in Albany for a number of weeks in charge of headquarters for Frank Wirth's Circus, is back in town again with his wife, Bebe, serialist, who worked the Wirth dates.

Gene Bandow, of Aunt Jemima and her Three Pancakes, comedy acrobatic act, is ill with pneumonia in the America Hotel but is gradually improving.

Ernest Anderson, ringmaster and builder of park attractions, was scheduled for a tour of Australia but canceled it because of his activities in this country.

Erl Chapin May, circus author, came in from the Pacific Coast and is readying magazine yarns.

Dolly Castle writes from Hialeah, Fla., and reports that her brother, prominent in Hialeah politics, is building an attractive stormproof bungalow for her adjoining the race track in Hialeah Park. She is there with her youngest son. Her other son, Buster, is with Schork & Schaffer's Hollywood Museum on Broadway and 52d street, New York.

Lou Delmore, manager of side show Cole Bros.-Beatty Circus, arrived in town, where he will stay for the next few weeks.

CANTON, O., Dec. 14.—J. R. (Jack) Malloy plans to take out the Jack Malloy Circus Revue shortly after the first of the year to play de luxe film theaters. Troupe will travel by motor, playing full end split weeks. Malloy stated the unit would headline Nancy Darnell.

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AN OPERATOR SEES THE 1936 SHOW

By HERB JONES

Advertising Manager, Bally Mfg. Co.

After gulping down the pitcher of ice water I had brought to him, Mr. Moore gazed blinking around the room.

"What's the date?" he asked.

"The 17th," I answered.

Mr. Moore groaned.

"Then I guess I've got to start all over again," he sighed, "because I can't let it be said that I, C. Moore shirked his duty on St. Patrick's Day."

"But," I objected, "it's not St. Patrick's Day. It's not the 17th of March, but the 17th of January. Yesterday was the last day of the Coin-Machine Show."

Mr. Moore eased back in his pillows and smiled as if at the remembrance of a pleasant dream.

"Ah," he murmured, "you're right." Then after a moment of silence he added: "It was a great show. In fact, the 1935 Coin-Machine Show was the greatest of them all!"

"I knew it would be a great show," he continued, waving aside the cigar I offered. "I knew it the minute I stepped off the train and saw all the boys from all the States of the Union foregathering to celebrate another grand year of coin-machine progress."

"I'd been feeling low the week before. What with servicing machines and trying to be nice to chiseling locations and running around in legal circles and paying Christmas bills, I'd been feeling very low indeed. But when the band at the depot started playing *Hail, Hail, the Gang's All Here*, and somebody slipped me a loaded cigaret, and a guy I hadn't seen since the '35 show rushed up and dragged me off to breakfast at his expense, and somebody said: 'I hear they've got a machine this year that pays out in pretzels,' and the spirit of the show started soaking in—well, I felt better in a hurry. I decided then and there it's a pretty good old business after all, and I could hardly wait to see the new machines on display."

"And that was a sight for sore eyes."

Uses System of Double License

ROCHESTER, N. Y., Dec. 14.—City of Rochester has recently started a plan of licensing table games which provides for a \$5 tag on each game in operation. An additional charge of \$1 is also assessed on each machine. The location must also have an annual permit costing \$5 which allows the location to display any number of games in the place of business.

Applications are made to the commissioner of public safety and the blanks are considered very simple as to the information asked for in comparison with application blanks used in other cities.

READ
SILVER SAM'S
EDITORIAL

in
Wholesale
Merchandise
Department

too—that wonderful lineup of new machines. Man, you'd say to yourself: 'This year they've shot the works, leaving nothing new for 1937.' But I guess we said that same thing every year. Last year in '35 they dazzled us with lights and dazzled us with kickers and tickled us with tickets, and it looked like we had hit the peak of mechanical cleverness and artistic class. But this year's machines make those miracles of '35 look like Model T Fords.

"I got so interested in one game near the entrance to the Exposition Hall that I started playing it with my own money. I looked around for a salesman to borrow some slugs from, but there was nobody watching the game, and I had an awful itch to play it. So I keep on putting in nickels and I'm getting a big kick out of it and must have shot anyway \$2 worth of genuine U. S. nickels, when up comes a fellow with a bunch of keys and a very businesslike manner.

"Pardon me," he says, and he unlocks the cash door and hauls out a box full of coins.

"Well, I sort of glanced down at my badge and said in a laughing way: 'I bet at least 40 of those nickels are mine, but I'll settle for a buck six bits.'"

"The guy looks at me, puzzled, and says: 'What's the angle?'"

"Well," I replied, "I figured that me being an operator and prospect for a flock of games and you being an exhibitor—"

"Exhibitor hell!" he broke in. "I'm an operator and I bought this game on purpose to put in this spot."

"Then we both laughed and I asked

if he wasn't afraid with so many slugs on the loose.

"No," he answers, "because this machine has a photo-electric eye hook-up, and if you put in a slug it makes a contact and that photo-electric eye keeps looking you in the eye till you start blushing, and pretty soon you feel so mean that when nobody's looking you deposit three or four nickels without playing the game. And sometimes that doesn't even do the trick and you give the merchant a buck for a cigar and walk off like you forgot your change."

"By that time he has bagged his collection and walks away, and I keep thinking to myself: 'It's too bad; it's a wonderful game, but they haven't got the bugs out yet, because, even if I did spend \$2 in real money, I also have reason to know that photo-electric eye wasn't working just right.'"

"But I couldn't help thinking about that game. I thought about it even in the business meetings, altho the grand talks I heard there did take my mind off the game for a while. It will go down in history that the 1935 speakers were the best ever brought before a bunch of operators. I got ideas on service and on commissions and on how to soft-soap locations and handle competitors—ideas worth hundreds of dollars to me. And, above all, it looks like the 1935 convention finally managed to get the boys together on a really strong national organization. All in all, it looked rosy, and after the business meetings were over I went out and

started buying machines like I really meant it.

"And then the night of the banquet arrived and, believe me, they had the best food I ever drank. And a marvelous floor show, too. All except the magician. Many a time I've seen a magician take a rabbit out of a silk hat, but when the master of ceremonies introduces two magicians at one time and then a minute later four magicians pull up eight little tables and put 16 silk hats on the tables and pull out 32 rabbits—man, that's when I give up! So I ducked the banquet and went downstairs for some air.

"And while I was getting the air, who comes up to the bar but this operator who got my \$2 and 17 slugs the day before.

"Say," he yells, dragging up another fellow. "I want you to settle an argument. You're an operator and—"

"Wait a minute," I interrupt. "You know that machine of yours? Well, that Shame-on-You slug detector is the bunk. It's a knockout game anyway. In fact, it's so good I wired my wife as follows: 'Got pinched. Wire five huns—'"

(See AN OPERATOR on page 62)

Program To Form Michigan Locals

DETROIT, Dec. 14.—Organization of local groups of operators took another step forward this week with two meetings scheduled for Michigan cities. A group of operators, led by Warren R. Zerby, secretary of the Skill Game Operators' Association, and Frederick E. Turner, president of the Automatic Merchandisers' Association of Michigan, left this week to attend a meeting Tuesday at Kalamazoo. This was the first meeting called to organize a local association. The tour of the local operators and officers was more in the nature of a missionary tour.

From Kalamazoo they were to go on to Grand Rapids, where a similar meeting was to be held Wednesday night for the same purpose. Grand Rapids has been well organized in the past and is considered a fertile field for organization.

Returning to Detroit Thursday, the operators were scheduled to meet for the annual election of officers of Detroit Skill Game Operators' Association.

E. W. Mitchell, one of Detroit's net coin-machine operators, has recently acquired a number of new Mills phone graphs, operating thruout the Detroit territory. He is finding this type of machine highly popular in Detroit, and are a dozen or more new operators who have entered the music field in recent months. Mitchell's headquarters are at 795 Lansing street, but he is spending most of his time out on the routes servicing machines and looking for net locations.

The National Dispensing Corporation new coin-machine manufacturing company formed by Russell E. Anger and incorporated for \$200,000, has moved to a new plant at 524 State street, in downtown location, taking over the Masury Paint Company factory.

Detroit operators are working on special plans for a series of private cars to take them to the Chicago convention. Frederick E. Turner, as state president is unofficially in charge of all arrangements this year. Definite plans had not been made because of the uncertainty over change in railroad rates on January 1, which prevents the road from giving definite terms at present.

British Show Reservations

Plans for the second London Coin-Operated Machine Exposition are going along splendidly. At the time of writing only five out of 55 booths remain for disposal. The lineup to date includes Scott, Adickes & Company, Ltd.; Goddard Novelty Company, Ltd.; World Novelty Company, Ltd.; Hollands Amusement Machine Supply Company, Ltd.; Power Unit Company; World's Fair, Ltd.; Burrows Automatic Supply Company, Ltd.; British American Novelty Company; Shefras Automates, Ltd.; Amusement Equipment Company, Ltd.; Bryan's Automatic Works; A. J. McDonald & Sons; Original Machine Manufacturers, Ltd.; Hoopers Automatic; Weston Novelty Company, Ltd.; Hollingsworth's Automates, Ltd.; Major Automates; E. Capaldi & Company, Ltd.; Brecknell, Munro & Rogers (1928), Ltd.; Coin-Operated Machine Supply; Warren & Pittsimmone, Ltd., and Walden Automatic Company. Among these firms are the representatives for Britain and Europe for Exhibit Supply Company, Genco, Daval Manufacturing Corporation, Bally, Stoner, Pace, Gettlieb, Seeburg, Watling, Buckley, Jennings, Rock-Ola, Royal Scales, Peo, Chicago Coin, G-M Laboratories, H. C. Evans & Company, International Microscope and A. B. T. New British machines of all kinds will be prominent and Germany is also to be represented.

Rumor has it that a number of well-known American coinmen plan visiting the London show. They may be sure of a typical British trade welcome, but the organizing manager would be glad to receive notification beforehand from those who are coming. Name, Edward Graves; address, Cromwell House, Ful-

(See BRITISH SHOW on page 62)

Distributors Discuss Many Plans for Co-Operation

NEW YORK, Dec. 14.—Prominent coin-machine distributors here held their first meeting as a group this past week. The general hope is that this will be the beginning of many meetings to definitely establish a policy for the distributors here, it is reliably reported.

The meeting is said to have been very successful and that many problems of importance were discussed. A dinner is also contemplated to aid in binding together the distributors here. This dinner will take place at the New Yorker Hotel soon.

California Ops Enjoy Meetings

LOS ANGELES, Dec. 14.—California Amusement Operators' Association met in regular session at the Cafe de Paree December 8. Dinner was followed by a business session at 8 p.m., then a splendid floor show at 9 o'clock. The organization is functioning to the best advantage of its members and is contributing much to making the industry a dignified business in this section. Civic bodies are already recognizing the organization as a definite part of the city life and are showing respect to its leadership.

The floor show included the Three Dares, sensational teeter-board act, who displayed real showmanship. Peggy Francis, Southern songbird, entertained with several vocal numbers. Johnson Brothers, in their slips and catches, kept the operators keenly interested. Wells and Gilmore offered a nonsensical act that was a treat. Jack King, billed as the "Gay Deceiver," offered the closing act to a very fine program of talent that was enjoyed by about 145 members present.

Weekly MUSIC Notes

Music Must Make Fair Commission

SPARTANBURG, S. C., Dec. 14.—"We have never had trouble in getting locations because of the fact that location owners soon learned that we gave them service, had any record on hand they might call for and kept their machines clean," asserted H. T. (Babe) Thomason to H. G. Hyde, factory representative for the Rudolph Wurlitzer Manufacturing Company.

Commenting on an article that he had read in *The Billboard* by A. C. Hughes regarding phonograph operating on a 50-50 basis, in which Mr. Hughes insisted to an operator that it could not be done successfully, Mr. Thomason stated that this statement was all too true.

"I have found that you cannot operate on a 50-50 basis. The average operator does not actually know what it costs him to operate a machine per week, figuring, of course, the supply of records, the upkeep of the machines, depreciation," etc.

Continuing, Mr. Thomason, who in the year and a half that he has been in the phonograph field has opened three branches in different cities, said:

"It was in May, 1934, after I had been engaged in the pin, miniature pool-table and slot-machine business that a friend of mine, Morris Hankin, a veteran music

operator of Atlanta, Ga., and Mr. Hyde paid me a visit. Mr. Hankin explained that he was going to the Wurlitzer factory with Mr. Hyde to get some phonographs. I told Mr. Hyde to send me one so I could see what it was like. Since the time I received that Simplex I have been thoroughly convinced of its worth and that made me determined to go into the music business. We are now operating considerably more than 200 instruments and they have been profitable.

"There was much that I had to learn about the music business. I had to make a thoro study of it from every angle. First I learned that you must have different records in different locations. That is very essential. One record that will go over big in one location will not necessarily be good for some other location. Records must be chosen for the specific location to make the most from them.

"Another thing learned early in the game was that the operator who attempts to give a large percentage cannot afford to provide the latest records—and if an operator does not have the latest records and the best ones he cannot expect to survive and stay in the business.

"We have found that, altho there are a number of outstanding artists, there is usually one that is the best, or rather the favorite of them all. We have tried to know enough about records and artists so that if a location tells us something about what the record is like,

even if he does not know it by name, we will know the record he refers to. To illustrate, *Rhythm Is Our Business* is very often referred to by locations as *In The Band*.

"We have tried to build our business so as to sell music and leave the impression with the location owner that we had his space rented for the operation of a phonograph.

"We have had several percentage wars but have always used salesmanship in that line—arguing mainly that a man giving a large percentage cannot provide the latest and best records. Having made a study of this, we ought to know what we are talking about. We do not try to sell the location on the idea he is going to make a lot of money. On the other hand, we tell him that we will furnish him music for the entertainment of his customers and that his commission or percentage will more than offset his electric light costs. We have found that the average location is perfectly willing to give everything that comes out of the cash box merly for the privilege of having music to satisfy his patrons.

"I have talked to operators who do not figure that they could use the higher priced records and make money with them. I disagree with that position, for we have found just the opposite to be true. We make more money with the higher priced records than we can with the cheaper. Believe it or not, I talked to an operator a few months ago who had never heard of Fats Waller. I cannot for the life of me see how an operator can carry on a successful business without keeping abreast of the best artists and the latest records. That is imperative if an operator expects to make his business successful. It costs money—plenty of it—to be sure, but it is still very essential for a successful business.

"Long ago we built record racks and whenever a location wants a particular record we can locate it in a moment.

"The North Carolina Automatic Music Association has recently been organized

and it looks as if it is going over big. Everyone seems to be very enthusiastic about it. Organizations of this kind are the finest thing for the operator, as they bring about a better understanding of operators' mutual problems."

Ohio Specialty Handling Music

CINCINNATI, Dec. 14.—Harry H. Cohen, head of the Ohio Specialty Company here, announces that his firm is now operating Wurlitzer's Simplex Phonos in Hamilton County, Ohio, and Newport and Covington, Ky. A new firm, to be known as the H. H. G. Automatic Music Company, is now being incorporated, Cohen says, for the handling of music machines exclusively.

Ristau Pioneers Adopt Wurlitzer for Routes

KAUKAUNA, Wis., Dec. 14.—Returning from a trip to the Rudolph Wurlitzer factory in North Tonawanda, N. Y., G. W. Ristau reports that his firm had made a deal for five carloads of the Wurlitzer automatic phonographs. Ristau already has more than 100 phonographs in operation. Mr. Ristau is known as one of the oldest operators of coin machines in the country, having been in the business for 43 years.

During this time he has seen the coin-machine industry develop to its present sizable proportions and his own organization has prospered and grown accordingly. This is attested to by the fact that his three boys, having grown up in the business, and his son-in-law are all active in handling the affairs of the Ristau Company.

The organization of G. W. Ristau & Sons Company is probably the only operating company in the United States composed of the father, three sons and

(See RISTAU PIONEERS on page 63)

Radio Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Period is from Friday, December 6, to Thursday, December 12, both dates inclusive.

Little Bit Independent.....	31
Emo Meemo Minny Mo.....	27
Red Sails in the Sunset.....	27
On Treasure Island.....	25
Thanks a Million.....	24
With All My Heart.....	23
Boots and Saddle.....	21
I've Got a Feelin' You're Feelin'.....	16
Why Shouldn't I?.....	15
You Are My Lucky Star.....	13
I Picked a Flower.....	11
You Let Me Down.....	10

Sheet-Music Leaders

(Week Ending December 14)

Based on reports from leading jobbers and retail music outlets from Coast to Coast, songs listed are a consensus of music actually sold from week to week.

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

1. Red Sails in the Sunset
2. Treasure Island
3. A Little Bit Independent
4. Don't Give Up the Ship
5. Boots and Saddles
6. Twenty-Four Hours a Day
7. Santa Claus is Coming to Town
8. I'm Sitting High on a Hilltop
9. Thanks a Million
10. No Other One
11. I Found a Dream
12. Emo Meemo Minny Mo

In many spots "Treasure Island" and "Red Sails" are running neck and neck, with little difference between first and second place. Interesting to note the experiment on Santa Claus tune being revived and selling again.

10 Best Records for Week Ended Dec. 16

	COLUMBIA	BRUNSWICK	RCA-VICTOR
1	3104-D—"Stop, Look and Listen"; "Yankee Doodle Never Went to Town." Joe Venuti and orchestra.	7562—"I Got Plenty o' Nuttin'"; "It Ain't Necessarily So." Leo Reisman and orchestra.	25187—"Where Am I?"; "Dinner for One, Please, James." Ray Noble and orchestra.
2	3105-D—"Twenty-Four Hours a Day"; "Emo Meemo Minny Mo." Joe Venuti and orchestra.	7561—"I Dream Too Much"; "I'm the Echo." Leo Reisman and orchestra.	25178—"How Do I Rate With You?"; "You Take My Breath Away." Eddie Duchin and orchestra.
3	3100-D—"A Little Bit Independent"; "Remember Last Night!" Herbie Kay and orchestra.	7559—"One Night in Monte Carlo"; "A Little Bit Independent." Freddy Martin and orchestra.	25183—"At a Little Church Afair"; "Don't Give Up the Ship." Tommy Dorsey and orchestra.
4	3096-D—"Where Am I?"; "Stars Over Broadway." Little Jack Little and orchestra.	7554—"If You Were Mine"; "Emo Meemo Minny Mo." Teddy Wilson and orchestra.	25161—"I'm Painting the Town Red"; "Just One of Those Things." Richard Himber and orchestra.
5	3095-D—"On Treasure Island"; "No Other One." Little Jack Little and orchestra.	7550—"Twenty-Four Hours a Day"; "Yankee Doodle Never Went to Town." Teddy Wilson and orchestra.	25152—"Red Sails in the Sunset"; "Turn Your Face to the Sun." Jack Jackson and orchestra.
6	3087-D—"Ride, Red, Ride"; "Conga Caravan." Mills Blue Rhythm Band.	7521—"Me and Marie"; "A Picture of Me." Johnny Green and orchestra.	25151—"Thanks a Million"; "I'm Sitting High on a Hill Top." Paul Whiteman and orchestra.
7	3078-D—"Cotton"; "Truckin'." Mills Blue Rhythm Band.	7522—"Why Shouldn't I?"; "When Love Comes Your Way." Johnny Green.	25153—"I'd Love to Take Orders From You"; "I'd Rather Listen to Your Eyes." Eric Madriguera and orchestra.
8	3077-D—"Check to Check"; "Top Hat, White Tie and Tails." Phil Ohman and orchestra.	7516—"You Are My Lucky Star"; "On a Sunday Afternoon." Don Bestor and orchestra.	25144—"Take Me Back to My Boots and Saddle"; "On Treasure Island." Tommy Dorsey and orchestra.
9	3071-D—"Harlem Heat"; "There's Rhythm in Harlem." Mills Blue Rhythm Band.	7487—"Isn't This a Lovely Day?"; "Top Hat." Fred Astaire, Leo Reisman and orchestra.	25148—"I'm on a Sea-See"; "Dancing With a Ghost." Jack Jackson and orchestra.
10	3069-D—"I'm in the Mood for Love"; "Speaking Confidently." Little Jack Little and orchestra.	7486—"Check to Check"; "No Strings." Fred Astaire, Leo Reisman and orchestra.	25190—"Life Begins at Sweet Sixteen"; "I'm the Fellow Who Loves You." Ray Noble and orchestra.

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New Type Tickets for Mills Ticket Machines. Priced to pay out about 4% and guaranteed to work better than any tickets made for this machine to date. In lots of 1,000, \$1.50; in lots of 5,000, \$1.40; in lots of 10,000, \$1.30; in lots of 25,000, \$1.15. 1/2 Dozen \$1.50. C. G. O. Be sure and send for our Big Bargain List. Bargain agents. Pin Games from \$1.50 up.

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WANTED—500 BARY BELLS AT \$2.00 Ea.	Specials in Used Machines \$8.50
Producers .. \$50.00	Pin & Toss .. \$30.00
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Cornets .. 35.00	Revolvers .. 25.00
Stamps .. 30.00	Pay Off .. 25.00
Rapid Fire .. 25.00	Oris Cross-A ..
Do or Don't .. 40.00	Lites .. 17.00
	Kings .. 20.00

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E. J. Davis (Brecknell, Munro & Rogers, Ltd.), vice-chairman; Arthur Burrows Jr. (Burrows Automatic Supply Company, Ltd.), W. Green (British American Novelty Company) and representatives of Scott, Adickes & Company, Ltd. and Amusement Equipment Company, Ltd. Phil Sheffras remains as treasurer and gives whole-hearted cooperation to the manager, a statement which also applies to the rest.

The season of trade banquets and festivities is rapidly approaching. Outstanding fixtures are the Amusement Caterers' Festival, Showmen's Guild Supper and Ball and the British Automatic Machine Operators' Society's Ladies' Festival. The Amusement Caterers have chosen Sunday, January 19, and their event will be held at Trocadero Restaurant in London's Oxford Street. BAMOS has also picked on a Sunday (for the first time), March 1, immediately following the show. This year it was held in the middle of show week, but, while it attracted a record attendance, the organizers found it rather a strain on their physical resources.

Weston Novelty organization has now been registered as a limited liability company with title of Weston Novelty Company, Ltd. Tony Gasparro, who spends most of his time in America, remains at the head, and the directorate, of course, includes the inimitable Felix Samson.

London fun fairs—equivalent to sportlands—are enjoying on the average good steady business. Pin games continue to top the bill, with diggers getting a share of the play.

AN OPERATOR

(Continued from page 60)
dred,' which I had to do, otherwise she'd think I was going to buy machines and she'd hang on to the coin. Anyway she wired the 3 Cs, and I put it all on the line for a deposit on a flock of Shame-on-You machines and—

"Shwell," says my friend, who must have also overate at the banquet, 'but settle this argument, will you? You're an operator and—'

"Operator hell!" says I. "I'm a distributor now!"

"And with that I insisted on buying a drink, and then the operator insisted and his friend insisted, too, and we forgot all about the argument, and here I am."

"Anyway," he said with a peaceful, contented smile on his face, "I'm sure



R. T. (Babe) THOMASON, prominent music machine operator of Spartanburg, S. C., who relates his experience in the music end of the coin machine business in an article on page 61, this issue.

glad I attended the 1936 Coin-Machine Show!"

FT. WORTH, TEX.

(Continued from page 3)

Zandt land immediately and erecting the Centennial Live Stock Exposition and Wild West rodeo on the tract. Their decision is expected any day.

Betsy Ross at Quarters

ALAMO, TEX., Dec. 14.—Betsy Ross and company have gone into winter quarters here at the ranch. They were the Wild West concert attraction with the Lewis Bros. Circus. Following the circus season Miss Ross took her horses to fairs and stock shows, playing dates thru Ohio and Indiana and winding up at the American Royal Horse Show in Kansas City. This was a return engagement.

She then organized a vaude act of five people and with two of her high-school horses played theaters in Ohio. This tour was made doubly successful by a special arrangement with the Fox Film Company exchanges whereby she was able to play day and date with one of her pictures. She is now making arrangements to return to the West Coast to make another picture. Miss Ross will again be with a circus next season.

time, despite a continual downpour of rain. Annex openings are being made by the writer, who made a 1,200-mile jump from his home town, Tampa, Fla., to Charleston to join. Show is now booked three weeks ahead.
MARK WILLIAMS

Bejano's at San Antonio

SAN ANTONIO, TEX., Dec. 14.—Bejano's Centennial Museum opened on the main street here last week for an indefinite engagement. Despite some inclement weather large crowds have attended. Newspaper ads and radio tieups have helped. The museum is located in a large corner building brilliantly lighted and decorated. The roster includes Johnny Bejano, owner and general manager; Paul Bejano manager; Jim Chavenna, advance; H. E. Dale, publicity and programs; Dutch Black, commissary; Louise Chavenna, annex lecturer; Larry Taylor, inside lecturer and magic; Bill Carr, snake; Alice From Dallas, fat girl; Jack Julian, tattoo artist; Johnny Jones, cartoon; William Harper, monkey circus; De Belvidere and the misous, mentalists; Icom Thomas, torture dancer and solo eater; Melvin Smith, human pretzel; McCormick, ventriloquist; Mrs. McCormick, trained cockatoo; Princess Pa, illusions; Prince Leroy, pulling small auto with eyelids and sword swallower; Lobeilo, Alligator Boy. All of which is from a member of the show.

C. J. Lauthers', Traveling

WACO, TEX., Dec. 14.—Carl J. Lauthers' World's Fair Oddities had far business here last week. Texarkana, Ark., the next stand. As previously stated in The Billboard, the show after closing the season with United Show of America played Fort Worth and Houston with Bob Morton's Circus and then returned to Fort Worth—a show room a block long and with two entrances. The show day-and-dated by Marine-Firestone Museum here Thanksgiving week, and on "Turkey Day" members of the Marine-Firestone personnel were guests at a party and buffet lunch served by Mrs. C. J. Lauther. By Jones is again handling the advance and publicity, assisted by Woodrow Olsen. Claude-Claudette is in the annex, for the third year.

Miller & Webb, Traveling

The Miller & Webb Museum plays its first stand in Tennessee recently at Covington, under auspices of American Legion. Weather was cold; business fair. The move from Marianna, Ark., was made in good time. The closing night at Marianna was good. The winter inside lecturer, is adding a new concession, making five concessions in all. Some excitement was created by defective wiring starting a fire in one of George Cockrell's concessions. However the fire was extinguished by Harold Livingston before much damage was done. Mrs. Cockrell doing nicely with her art gallery. Caroline Ross and her dancing girls doing nicely. Otis White last season with the Barney Ross Circus joined Leona Lee at Covington, breaking the new monkeys to work. "Home, Ike," ventriloquist, joints with a cabinet. William Peyton has a nifty mystery cabinet. Johnny Webb and Mr. ordered new uniforms for the band, which makes a nifty flash on the band trailer.
GEORGE TRIPP JR.

Dime Going Good In Newark, N. J.

NEWARK, N. J., Dec. 14.—The Dime Museum here, under management of Nana Salih and John Lucadamo, in its seventh year, has been operating to a profitable business. The front is handled by Frank Broderick and Mort Schayer; Mona Broderick, ticket; Jimmy Van Houten, front door. Mr. Edith Moore is secretary; the wright George Moore, emcee. The bill for the week includes Ahora, the Torture Old Hawaiian Joe, with his rattlesnake Princess Rita, a little bundle of personality; Marie Raymond, tattooed girl; Prof. Villant, magic and illusions; George Vokel, Man With Two Heads; Marie the Mystery Girl, escapes; Zed the Helpful; dancing girls in the annex. The program has changes each Saturday. A new ventilating system has just been installed and the entire front lobby inclosed in glass.

Harry Stoner in Visit To St. Louis Distrib

ST. LOUIS, Dec. 14.—Harry Stoner, of the Stoner Corporation, "New" to St. Louis from Chicago in his private airplane on Wednesday to bring William Bets, owner and manager of the W. B. Specialty Company, a message to the effect that the new machine which they will bring out during the next 10 days will be a revelation to operators. Stoner spent the entire day with Bets, who saw him off from the airport at 3 p.m. Wednesday. He wanted Bets to take a short flight with him, but Bets thought he was "safer" with his "feet on the ground," as he put it. Bets also stated that if the marble and pin game should ever go on "the rocks" Harry Stoner need not worry about a position, as he can readily qualify as an expert pilot and will always be able to get a job. The W. B. Specialty Company will have Stoner's new machine on display at its headquarters here just as soon as announcement of this machine is made.

BRITISH SHOW

(Continued from page 60)
wood Place, London, W. C. 1. For the many who will have to remain in America there will be a full detailed review in The Billboard.

A large contingent is anticipated from the Continent, numbers already having intimated their intention of visiting the show from France, Belgium, Germany, Holland and Scandinavia. In view of this the vital information in the catalog will be printed in three languages and interpreters will be present to give help.

There has been one or two changes on the organizing committee which is now made up as follows: S. Sheffras (Sheffras Automatics, Ltd.), chairman



Howard's, Traveling

SPRINGFIELD, Mo., Dec. 14.—This week finds the show in this city in a beautiful building on the Square owned by the Ekks' Lodge. Credit is due Doug Thomas, a local showman, who operates a sporting goods store here, in making it possible to exhibit here. Thousands of tickets have been given away thru the co-operation of local merchants. The trip of 225 miles from Fort Smith, Ark., was a pleasant one, over the famous Ozark Mountains; a treat to some of the personnel of the show. Madam Rosella is guest at an elaborate dinner given her by Mrs. Leola Walters, professionally known as Leola Sis Grandstaff, who now resides at Van Buren, Ark. Manager Howard is to be complimented on the appearance of equipment and new ideas that he is putting into effect. Nico, the Pig Man, is still a strong drawing attraction and sends patrons out more than pleased. Wonderful co-operation is being extended the show by KOBX, local radio station.
A. J. BARR.

Hastings', Traveling

NEW ORLEANS, Dec. 14.—Hastings Brothers opened their Historical Wax Museum in the 300 block of St. Charles street here this week. C. O. Hastings is in charge, while E. H. Hastings rents up in Florida. The museum played Blytheville, Ark., and Clarkdale, Miss., after a two weeks' stay at St. Louis. Also with the attraction are Mr. and Mrs. John Warner, Frank Cooney and Carl Rush. The inside is inviting, and there is a large marquee with two large attractive window displays. Response has been

MUSEUMS

very good. Small admission of 10 cents is attractive and school officials are advocating pupils' attendance, with Hastings offering a free day for elementary students next week.

Philadelphia Houses

PHILADELPHIA, Dec. 14.—Eighth Street Museum has enjoyed very good business the past week. Platform attractions this week are Olaf Hanson and trained dog Queen; Mysterious Higby, magician; Matza, fire eating and sword swallowing; Henry and Mme. Zeida, mentalists; Posa Piastique. In the annex new girls are Zosma and Billie Harvey.

South Street Museum's business continues to hold up very well. Attractions this week are Black Bottom Brown Revue, six people; Leopold, Leopard-Skin Boy; Bobbie, Dog-Faced Girl; Dantine, magician; Capt. Sig, tattooed man; Mrs. Zetta, mentalist. Dancing girls featured in the annex. William Kettler is now on the front.

L. B. Lamb's, Traveling

STUEBENVILLE, O., Dec. 14.—L. B. (Barney) Lamb's Hollywood Oddities opened here Monday to the best opening day's business of the indoor season. The attractions are on one of the busiest streets of this city, at 106 North Fourth street, and hundreds of visitors enjoyed the main show and climbed the stairs to see Mondu. Last week, at Charleston, W. Va., the location at 109 Virginia street proved too small for the crowds on the final days. The 200-mile move to Steubenville was made in good

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The man who has three wives is no happier than the man who has two

You can't get warm in cold drinks; high prices make low pockets. Now is the time to buy. If you don't you are getting a kick out of life, just wait until you are 70, but why wait? Get it at SOUTHERN.

The following used machines, ready for location, thoroughly reconditioned, Southern's pride. Send 1/3 deposit and state street and third choice.

ARMY & NAVY, \$5.00; BASE HIT, \$15.00; BEACON, \$5.00; BARREL ROLL, \$25.00; BIG BENTHA, \$5.00; BEANLITE, \$12.00; CHRIS CROSS, \$5.00; CHRIS CROSS-LITE, \$15.00; CRACKSHOT, \$5.00; CHECKERS, \$4.00; CONTACT MASTER, \$7.00; CONTACT JR., \$10.00; DROP A KICK, \$7.00; FORWARD PASS, JR., \$4.00; FORWARD PASS, SR., \$5.00; FLEET, \$5.00; FLYING COLORS, \$20.00; IMPACT, MICH., \$5.00; JUNGLE HUNT, \$14.00; JOCKEY CLUB, \$14.00; LIGHTNING, \$4.00; LIVE POWER, \$7.00; LITE-A-LINE BUZZ, \$15.00; METROPOLITAN, \$5.00; MAJIK KEYS, \$5.00; PENNANT, \$5.00; QUION SILVER, \$20.00; SHOOTING STAR, \$5.00; SR. SIGNAL, \$10.00; SHYVER'S JR. CANNON FIRE or KICKOFF, \$7.00; SHYVER'S SR. CANNON FIRE or KICKOFF, \$5.00; SILVER KING TWINS, \$5.00; SUBWAY, \$5.00; SYNCHRO, \$7.00; TICKETLITE, \$20.00.

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BARGAIN SPOT ROCKET \$10.00

BEST BUYS ON USED GAMES

TICKET GAMES	Five & Ten, \$17.00	Scissors-Like, \$5.00
My Ball, \$43.00	Big Game, 18.00	Beam, \$4.00
Rolling, 38.00	Ball Second, 10.00	Beam Lite, 9.00
Whirlpool, 35.00	Ball Pan, 18.00	Kelly Paul, 5.00
1-BALL PAYOUT	Prize, 17.50	Lighting, 5.00
Gold Rush, \$32.50	Builder Upover, 12.00	Shoe Kick, 5.00
Rolling, 38.00	Rockalls "21", 14.00	Rebound, 8.00
Plus & Minus, 25.00	Action, Sr., 15.00	Push-Over, 8.00
PIN GAMES	Line, 15.00	Times Square, 15.00
Par Golf, \$21.00	Roll-Like, 15.00	Flying Colors, 17.00
Roll Five, 20.00	Three-in-Line, 11.00	Action, Jr., 5.50
Banker, 23.00	Signal, Sr., 10.00	Cyclone, 15.00
	Rockalls, 15.00	Subway, 5.00

1/3 Deposit, Balance C. O. D., F. O. R. Chicago
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A Special Operators' Buying Plan, Good Until January 1, 1936, is now in progress. Write today for full details. Buy one or more of the new Automatic Payout Games listed below:

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Klondike Bathing Bath . . . \$9.50
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Grand Prize . . . \$49.00

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JOBBERS — OPERATORS!

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TURF FLASH - TAVERN Combination

DIRECT DELIVERY FROM EASTERN FACTORY REPRESENTATIVE

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Field Man Reports Big Excitement on Journey

NEW YORK, Dec. 14.—Law Wolf, field representative for Fitzgibbons Distributors, Inc., has returned from what he terms "the most momentous road trip of my life." Mr. Wolf covered the entire State for his firm presenting the new Bally games to both operators and jobbers. His trip was successful from a business standpoint, he reports, and from an adventurous standpoint it was the most momentous of his life.

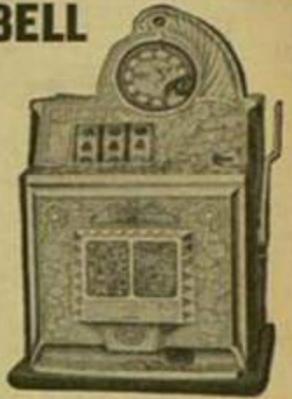
He encountered the recent flood in Binghamton and the roads were awash everywhere. It was a most difficult time for travelers, he says, and some of the experiences which he had in the flood district were humorous while others were pathetic.

He continued on to Utica in time to feel the earthquake which shook the city and he says: "The Hotel Martin waved like a flag in the breeze." He was thrown from his bed and the place was in a turmoil for a few days following. He also reports: "We had bricks from the building for breakfast."

Continuing on to Syracuse he found that everything above the fifth floor in all buildings was closed. The earthquake had left a lot of damage in its wake and citizens would not trust themselves above this height.

In Watertown he found that an election was under way and so continued on to Plattsburg, where he felt that it was best to keep right on going, and so drove 100 miles during the night to Schroon Lake, where he met with the coldest temperature he had ever experienced. He claims it was so cold that the moment he opened the car windows he and everything else inside the car simply froze stiff. He hopes that on his next trip around the circuit the "war of the elements" will be over.

1936 MODEL BELL



The above machine is the first and only Bell type machine on the market with a coin top showing the last 9 coins, the best protection against slugs.

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RISTAN PIONEERS

(Continued from page 61)

A son-in-law. The three Ristau brothers—A. G., H. W. and A. E.—are all six-footers and singularly enough the son-in-law, F. E. Meyer, has attained equal size.

G. W. Ristau (more commonly known as Gus) established the foundation for his operating business back in 1892 and he can tell many, many interesting stories of his early operating activities in the horse and buggy days. He has been all thru the coin-in-the-slot piano business and was the first operator in the country to turn to the automatic phonograph—his first instrument being the old-time Regina phonograph.

Successfully operating phonographs and pianos in the intervening time, Ristau & Sons manufactured a phonograph of their own back in 1929, known as the Aristocrat. Their phonograph activities continued to expand and today they are operating over 300 automatic phonographs and are constantly adding to their operating units.

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GOOD CONDITION—READY TO SHIP.

AUTOMATICS

Put 'N' Take, \$17.50	Eclipse, \$35.00
Red Arrow, 18.00	Traffic, Mod. A, 25.00
7-11, 22.00	Sportsman, Non-Victor, 25.00
Ace, 27.50	

NON-AUTOMATICS

Twenty-One, \$17.50	Neonatal, \$15.00
Waco Lite, 15.00	Whirlpool, 37.00
Centaur, 5.00	5 Novelty Marchant, SPECIAL
Robinson, Jr., 5.50	Man, PRIZE
Synona, 15.00	7 Mod. E, 17.00
Three-A-Line, 15.00	Ir's Clw.

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PRE-INVENTORY SALE OF GUARANTEED USED MACHINES

TRAFFIC (Model C) . . . \$27.50

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GLOBE TROTTER . . . 10.00
MILLS TICKETTE . . . 8.00
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TRAFFIC (Type) . . . 5.00
MAJOR LEAGUE . . . 7.50
BASE HIT . . . 20.00
PACE SANTAM (Type) . . . 17.50
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DAILY DOUBLE

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Thundering down the Stretch to a WINNER! That's what you do when you BUY DAILY DOUBLE—the World's FIRST DOUBLE-ACTION ONE-BALL PAY TABLE! Sixling, double action, with remote control Pari-Mutuel play, that sets the winning odds, Top payout \$2.00. WIN-SHOW-PLACE instead of numbers becomes the new feature! DAILY DOUBLE is already EARNING the BIGGEST PROFITS in history for OPERATORS EVERYWHERE!

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Both models are Priced Tax Paid F. O. B. Chicago. Check Separators \$5.00 extra RUSH YOUR ORDER TO YOUR NEAREST JOBBER TODAY!

D. VAL MFG CO. 200 SO PEORIA ST. CHICAGO

CENT-A-PAK AUTOMATIC TICKET COUNTER GAME

Kicks out TICKETS automatically—some good for Packs of Cigarettes, others for free plays. Ball Gum Vendor. To Play SILENT Operation. Cheat Proof.

Here's a NEW Counter Game money-maker with absolutely different action. Operator's Prize, only 1/3 with Order, Balance C. O. D.

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WINTERS EXPOSITION SHOWS

Now Booking for 1936 — Open First Week in May

WANTED—Grind Stores, Custard, Lead Gallery, Fun House, Legitimate Concessions, Fish Pond, Penny Arcade, Novelities, Ball Games, Photo Gallery, Bowling Alley, Floss, Candy Apples, Midget Motor Drome, Fat Show, Ten-in-One, Pit Shows, also want good clean Shows and Rides that don't conflict. Will help finance worth-while shows. Want Sensational Free Act and Band. All Mail to HARRY H. WINTERS, General Delivery, Tampa, Fla.

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TIFFIN, GA. DECEMBER 20 TO 25. WANT one more good Circus Act. Work under 20-foot ceiling. Must be good and must be cheap. WANT Rings, Clayette Shooting Gallery, Photo and clean Concessions. Come on. Write, don't write.

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Green Announces Policy On Distributing Games

NEWARK, N. J., Dec. 14.—American Vending Company has adopted a new policy on the sale of games in this city. Milton Green, president of the firm, stated that he will only push those products which he exclusively distributes and that no others will appear on his showroom floor.

Green stated that his firm adopted this policy after closely studying the profit margins on games which they do not exclusively represent. He believes that he cannot arrange for the sales of games unless proper price arrangements are made in advance of their appearance on the market.

The policy of not selling or displaying any games on which the firm does not have exclusive representation has been put into immediate effect, Green stated.

ROUTES

(Continued from page 53)

Honey & Berger Variety Show; South Point, O., 17.

Howard's Museum; Springfield, Mo., 18-21.

King; George Oran & Nellie M. H.; (Lagland, 6th St.) Philadelphia 18-21.

Marine-Freestone Co.; Hot Springs, Ark., 16-20.

Original Floating Theater; Engelhard, N. C., 16-21; Swansboro 23-28.

Rieser's Show; Edmon, Ok., 16-18; Morgan 19-21.

Schneider's, Doc, Yodelling Cowboy Band; (Radio City) New York 16-21.

Sigmar, Magician; Austin, Tex., 16-21.

REPERTOIRE

California Players; New Freedom, Pa., 16-21; Martinsburg, W. Va., 23-28.

Harvey Players; Dyersburg, Tenn., 16-21.

Princess Book Co.; Stephens, Ark., 16-21.

Sadler's Own Co.; Hamilton, Tex., 16-21.

Stons, Hal, Show; Jennings, La., 16-21.

CARNIVAL COMPANIES

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

Carolina Am. Co.; Varnette, S. C.

Patricia Am. Co.; Cement, Okla.; Apache 23-28.

Central Attrs.; Wadley, Ga.

Chalk Coast; Freeer, Tex., 16-25.

Great Coney Island; St. Martinsville, La.; Kaplan 23-28.

Great Disband; Cameron, La.; Creole 23-28.

Hayz Toyland Attrs.; (Johnson's Store) Calva, Ill., 16-24.

Hughes Bros.; Shilman, Ga.

Metropolitan; Bartow, Fla.

Porter United; Magnolia, Ark.

Raid Attrs.; Winter Haven, Fla.; Lakeland 23-28.

Royal Am. Co.; (Fair) State Line, Miss.; (Fair) Bay Springs 23-28.

Southern Am. Co.; Ludwell, Ga.

Wise; Bainbridge, Ga.

Kinders Greater; New Iberia, La.; Abbeville 23-28.

Additional Routes

(Received too late for classification)

Coward, Linden, Magician; Whitehall, Ok., 21.

Dresser & Purcell Circus Revue; (Columbia) Hammond, La., 20-21; (Strand) New Orleans 23-28.

Fair's Fun Show; Zolfo Springs, Fla., 16-21.

Fulton, King; Wetmar, Tex., 16-21.

Marion Medicine Show; Richmond Dale, O., 16-21.

Johnson, Judith Zedda, Mentalist; (Broadway) Schererville, N. Y., 20-21.

Lang & Lee; (Milton-Dollar Theater) Los Angeles 16-20.

Leary, Theo. Elmore; Oklahoma City 20-28.

McCall's Show; Upper Marlboro, Md., 16-21.

Miller, Al H. Show; Coedala, Ga., 16-21.

Miller Show; Pearson, Ok., 16-21.

Phillipson Comedy Co. No. 1; Acton, Ind., 16-21.

Phillipson Comedy Co. No. 2; Hope, Ind., 16-21.

Ross, Stanley; (Ambassador Night Club) Cleveland 16-20.

BIRTHS

(Continued from page 11)

Father is operator of the People's Theater, Akron, O.

DIVORCES

Jane Neel, secretary to Walter Wanger, motion picture producer, from Archie Neel, film technician, December 9 at Los Angeles.

Helen Tallchief Robertson filed suit against Wesley Robertson, Indian singer and actor known as Ishkipti, December 4 at Los Angeles.

Dorothy Dwan Boggs, former screen star, now writing film publicity, from Paul Northcutt Boggs Jr., film player, at Los Angeles December 3.

La Runa W. Brooks, former actress, from Tyler Brooks, stage and screen actor, December 4 at Los Angeles.

Irene Hansen, film dancer, from Emil O. Hansen, theater manager, December 5 at Los Angeles.

Lena Mae Heavener Clark, motion picture actress, filed suit against George B. Clark December 6 at San Diego, Calif.

Myrtle Kennedy, actress and model, from Richard R. Rauh December 9 at Reno.

Thomas D. Harding filed suit against Loeffel Harding, vaudeville actress, in Bridgeport, Conn., recently.

Florence Gilchrist from Edward Gilchrist, band leader, in Pittsburgh December 10.

Roland Greenwald, crooner and band leader, of Lumberton, N. J., from Mildred Greenwald by Advisory Master William J. Kraft in Camden, N. J., December 9.

Hazel Mae Ferguson, of Royal American Shows, from Al Ferguson, concessioner, November 26.

Beckmann & Gerety's Shows

SAN ANTONIO, Tex., Dec. 14.—Things are moving along nicely at the winter quarters. There is nothing sensational to report, but everything that is necessary is being done in an orderly manner, and when the show opens at the Fiesta de San Jacinto and Battle of Flowers next April it will have several surprises to offer in outdoor amusements. Mr. Beckmann and Mr. Gerety have both returned from attending the Chicago

meetings and brought back contracts for fairs as given in last issue — at Springfield, Ill.; Des Moines, Ia.; Lincoln, Neb.; Topeka and Hutchinson, Kan.; Oklahoma City and Muskogee, Okla.; and Beaumont, Tex. Mrs. George Moyer, who was visiting Mrs. Fred Beckmann for several weeks, departed for her home in New York, with visits in Hot Springs and Chicago on the way. Fred (Missy) Baker, on the sick list for several weeks, is able to be up and around again. The doctor tells him that as soon as he removes the rest of his teeth and his tonsils that he will be "as good as new." Fred Buck, the show's auditor, has finished his work and departed for his home in Springfield, Ill. Kent Hosmer, publicity director for the show, is now associated with a new venture, "Sportland," which is located on Houston street in the heart of San Antonio, and doing nicely. Mr. and Mrs. Good, who operated the Society Circus on the shows the past three years, are busily engaged breaking in new acts with which to enlarge their offering for next season. Bill Rice, accompanied by his wife and daughter, were sojourning at the Lamar Hotel, and Bill a frequent caller at winter quarters. Announcement has been made of the approaching marriage of Clarence Wortham to Ann Hopkins, of Dallas. The ceremony will be solemnized on Christmas at the residence of the groom's mother, Mrs. C. A. Wortham. EDGAR NEVILLE.

Great Coney Island Shows

Franklin, La. Week ended December 1. Auspices, Mardi Gras Association. Location, City Park. Weather, clear. Business, satisfactory. New Iberia, La. Week ended December 7. No auspices. Location, Center Street showgrounds. Weather, cold and rain. Business, poor.

Franklin: A return date inside the city—opened it last year. Sailor Harris joined with his Circus Side Show and opened to good business. Ed Cole with three concessions and Charles and Billie Hutchinson with two concessions were new arrivals. Thanksgiving was a happy event among the troupers, with dinners and dance parties as the general order of the day. Orsham and Vera Davis were hosts at a bounteous midnight repast, their guests including Mr. and Mrs. Charles Hutchinson and R. E. Halke. Many old showfolks are located in Franklin and vicinity, among them the respective owners of Tony's and Peck's cafes. New Iberia: First show in this winter and lot too far out for good results, also rain and cold nights hurt the general business. This is the home town of the C. R. Leggett Show, and Mrs. C. R. Leggett was a welcome visitor to the midway. Other show people visiting included Jack and Mickey Young, Dad Mueller, Charles Selp, F. Porter, Rube Wadley, George Moon and many others. Clela Parker has returned from a trip home on which she combined business and pleasure. The management has purchased the equipment of the Bill Society Circus. Recent departures included Mr. and Mrs. O. M. Stillman for their home in Oshkosh, Wis., owing to the illness of Mrs. Stillman's son. All of which is from an executive of the show.

Georgia Amusements

Leesburg, Ga. Week ended December 1. Weather, cold. Business, fair. Leesburg, Ga. Week ended December 7. Weather, variable. Business, fair.

A real Thanksgiving dinner was served at Gabe Harrell's cookhouse. The table was set for 54 diners. The Chief of Police of Leesburg was a guest, with Mr. and Mrs. Hooper. S. F. Hawley has been topping shows and rides with his Midget Cars. Harry Baker going okeh with the Snake Show. While at Leesburg show were exchanged with David Wise Show at Americus. Show arrived at Leary last Sunday. Dick Sisco's No. 2 Band will join, under the leadership of George W. Gardner. Bounding Johnson joined with his bounding wire free act and one concession. Red Kelley joined as second man and with one concession. Harry Baker packing 'em in at the Geek Show. Cliff Stuff still at the clutch of R. E. Work's Ferris Wheel. F. A. Smith, owner Loop-o-Plane with Gooding Great Show, was a visitor at Leary, stopping over with Mrs. Smith's sister, Mrs. R. F. Hawley, while en route to spend the winter at Punta Gorda, Fla. Mrs. Jack O'Brien left for her home in Nashville, where she will remain during the winter months. JACK O'BRIEN.

Notes From Kansas

Clyde Moll is a live-wire operator in the Wasmgo, Kan., territory. Clyde is one of our new operators who is really going places with his equipment.

Knoel & Baker Novelty Company, distributor of Pittsburg, Kan., is rendering operators a real service in its territory.

Lulu may be back in town, but that makes no difference with Operator C. O. Hilligoss of Wichita. Lulu is just as common to him as an old shoe. C. O. resides on Lulu street in Wichita.

Business in the Jayhawker State has been pretty good during the summer and fall and it now appears that the winter business will also be tops. All Kansas ops are looking forward to a past year during 1935.

UNIONS COMBINE

(Continued from page 17)
publicity worker, was presented and defended Rice. Most of the other speakers attacked him.
The WPA here has just set up a new "employee complaint board" to hear appeals of WPA workers from decisions of the employee complaint section. Organized labor is represented on the board, which will hold weekly meetings at 1111 Eighth avenue.

CHICAGO, Dec. 14.—Altho the pro-gramment department of the WPA here has not yet completed negotiations for the leases on theaters to house them, two dramatic companies are in rehearsal, hoping of opening soon after Christmas. One of these companies, comprising a cast of 45, under the direction of Theodore Viehman, is preparing *Model Treatment*, a new play by Meyer Levin, which is expected to be presented in a top theater at admission prices comparable to the large motion picture houses. This company will operate as a repertoire theater.

Another aggregation under the direction of Harry Minturn, veteran manager and producer, is working on two old American plays and word is being awaited on permission to use five other plays of the same type. This company will be conducted along dramatic stock lines and will probably be located in a large neighborhood house. Both companies will have their own press agents. Edward Mayer, who does press work for the Sherman Hotel and other spots, has been engaged under the 10 per cent clause to work with Viehman's company and it is probable that Horace Sitars, former stock operator and recently ahead of a vaudeville unit, will handle Minturn's publicity. Gordon Carter is scenic designer with Minturn's company.

BAKER CONTEMPT

(Continued from page 3)
ing one which was brought about, he claims, by enemies while he was in Mexico building his large Radio Station KXNT at Nuevo Laredo.
Attempt is made to show that Mr. Baker practiced medicine without a license, which he claims he has never done, and the trial ended with Mr. Baker having more than 30 witnesses testify that his treatments cure cancer, tumor and piles without operation, radium or X-ray. He now plans to carry the matter to President Roosevelt, demanding an investigation.

Los Angeles Brevities

LOS ANGELES, Dec. 14.—Bert Nelson, noted wild animal trainer, had to defer leaving for Peru, Ind., and left this week for Hagenbeck-Wallace winter quarters.
Dail Turner, manager of the Tom Mix Circus, purchased a number of new

trucks in the East. Mr. and Mrs. Ted Metz, of the Mix show, returned from a trip to San Francisco and Sacramento.

William H. Kolp, legal adjuster of the Barnes show, is in a local hospital for treatment and is getting along okay. Floyd King is scheduled to arrive in Los Angeles soon.

Mr. and Mrs. Bones Hartnell, back from Honolulu, left for Vancouver, B. C., for indoor circus at Beacon Theater. Art Borella is working kiddie parties.

Pat and Bill King, back from Honolulu, are working clubs and special events. The Valentine-Bell Trio, which went with Eddie Fernandez, did not return. Are to make a tour of the Orient.

A fine program was presented by the Theo Rowland Post, VFW, in the Redondo Beach High-School gymnasium Dec. 7. Show was booked by Verrill Arnold. Dr. George W. T. Boyd was announcer and directed the program, with Skinny Matlock. The acts: Ferd Foster's dogs and ponies; Bertha Matlock, ladders, wire and foot slider; the La Forme, adagio duo, traps and forward somersault to heel catch; Frank Foster's dogs and monks; Gasca Troupe, double traps; Dolly Jacobs, wire and iron jaw; Rex, football pony; Owen Shelter, wire, traps and upside-down loops; Leo Gasca, slack wire; Prince, educated pony; Gasca Family, globes and Arab tumbling; clown numbers by the Boyd Brothers, Ross Ogilvie and Topsy and Owens.

Chi Confab Notes

(A little tardy but good)

CHICAGO. — Considering the short time he had to do it, Larry Hogan did a swell job of building that "Dog Fight Room" in the Hotel Sherman where Beckmann and Gerety entertained so genially during the IAFB confab. Of course, if Larry had had a week or two he could have done a fancier job, but no one seemed to mind—in fact, they thought Larry was some punkin' as a carpenter and painter. To build the bar was duck soup for him, but the tough job was heading those banner-line poles for the framework of the chairs. Larry has tackled tough jobs before, tho, and this one couldn't faze him!

"LUCKY" JOHN COLLINS, of The Kansas City Star, found the going quite pleasant here and took back with him material and inspiration for some good feature stories.

IT WAS good to see E. G. Bylander, Little Rock, again around with the old gang. Little Rock hasn't had a State fair for several years, but it will have one again and when it does "By" is the man to run it.

GENIAL Max Goodman wasn't taking any chances on verbal contracts. Before the banquet evening was far advanced Max's expansive shirt-front was entirely covered with penciled contracts, down in black and white, so the makers couldn't wretch.

WHETHER it's J. Edward Brown or just plain Eddie, he's a swell guy and a regular fellow, and all the boys went out of their way to make the stay of the popular San Diego fair's concession boss a pleasant one.

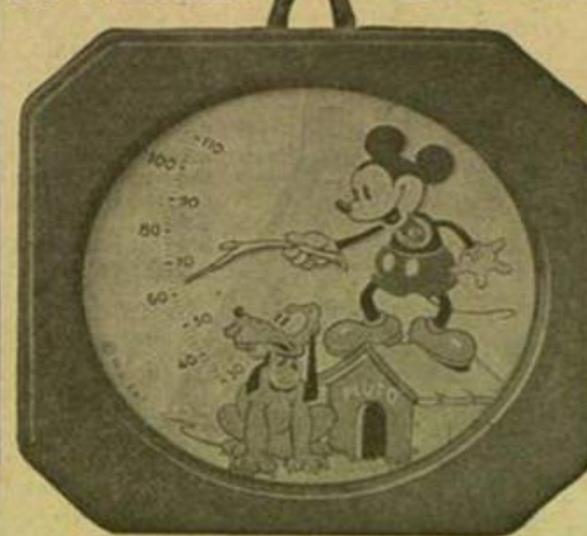
MAZIE C. STOKES, the live wire from Davenport Fair, brought along her two charming daughters, Leone and "Bee," and there was plenty of competition among the swains as to who would escort them about.

THERE were other charmers, too. In fact, a veritable galaxy of pulchritudinous maidens whose presence made happy many a lonely male. Among others we noticed particularly the Misses Duffield, Hemphill, Bacon, Buckley and Hall, who, we're sure, inherit their good looks from their mothers.

PROBABLY nobody enjoyed the convention more than Pa and Ma Strieder, Tampa, who have hosts of friends among fair and show people. P. T. is quite enthusiastic over progress made by Birmingham Fair, which he took hold of two years ago. He has a right to be, for he's done wonders with it and it is destined to be one of the biggest in the South, or perhaps the country.

STRUHL LEADS AGAIN
With the NEW
MICKEY MOUSE THERMOMETER

It's Practical! It's Accurate!



TO
RETAIL
AT
59c
WHOLESALE
PRICE
\$3.60
PER DOZ.

Operators! Write for New Catalog! State Type Machines You Operate.

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It's a Natural for House-to-House Men, Department Stores, Diggers and all Premium Users! Enclose 1/3 Certified—Balance Shipped C. O. D.
RUSH YOUR ORDER IMMEDIATELY!

JOBBERS Write for Details on Open Territory and Prices!
EXCLUSIVE DISTRIBUTORS
MORRIS STRUHL, 114 Park Row, New York
"The Operator's Premium Headquarters"

ANY 2 GAMES FOR ONLY \$8.90
ONLY ONE OF EACH WITH YOUR ORDER
SUPER "S" SHOOTING STAR CHICAGO EXPRESS
MAJOR LEAGUE MAJIK KEYS 3-IN-LINE
FLYING TRAPEZE SIGNAL SHOWBOAT ACTION
FULL CASH MUST ACCOMPANY ORDER!
Tickets for Jumbo and All Ticket Machines, 40c per 1,000—RUSH!

SUPREME VENDING COMPANY INC.
557 Rogers Ave., 1416 Webster Ave., 922-8th Avenue,
Brooklyn, N. Y., Bronx, New York, New York, N. Y.

GENTA-SMOKE

The greatest BUY in the industry! A sensationally priced cigarette reel counter game! Here's a chance for every operator to clean up with GENTA-SMOKE. At this Low Price — YOU CAN'T LOSE!! Every feature for BIGGER PROFITS is built into GENTA-SMOKE!
One-Third With Order Balance C. O. D.



ALL THESE NEW FEATURES
Double Back door with Special Take-in Register built visible from outside, at only \$2.00 extra. Separate cash box so that key can be left with store-keeper. This key does not allow entrance to Register or mechanism.
CALL GUSH 16 a Box (100 Pieces) Cash Sale, 100 Boxes, \$12.50

JOBBERS-WRITE FOR SPECIAL PRICE!
SICKING MFG. CO., Inc., 1922 Freeman Ave., Cincinnati, O.

JOBBERS -- OPERATORS

HERE'S THE GREATEST USED MACHINE SALES PLAN IN COIN MACHINE HISTORY—JUST LIST THE MACHINES YOU WANT AND THE PRICE YOU WANT TO PAY FOR THEM ON THE BLANK SPACE OF THIS AD—RUSH THESE TO US BY AIRMAIL TODAY.

IF WE CAN MEET YOUR OFFER WE WILL SHIP IMMEDIATELY
GEORGE PONSER CO.
11-15 EAST RUNYON ST. (Telephone: 812-2333) NEWARK, N. J.

Thank You for Mentioning The Billboard.

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SILVER SAM'S
EDITORIAL
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Wholesale
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NOT A PIN GAME "STICK-THE-HOUSE" NOT A SLOT MACHINE
 A SENSATIONAL GAME OF SKILL — LEGAL EVERYWHERE
 Will Sell on Sight
PAYS FOR ITSELF IN A FEW HOURS
 Every Club, Tavern, Lunchroom, Drug, Cigar Store, etc., will want this fascinating trade builder.
DISTRIBUTORS AND AGENTS, WRITE TODAY.
 (Choice Territory Still Open for Live-Wire Hustlers.
 Copyrighted and Registered — Sole Owners and Manufacturers.
DE LUXE SKILL GAMES, INC.
 1902 NO. THIRD ST., MILWAUKEE, WIS.

CENTA-SMOKE
 IT'S THE NEW SENSATION!



ONLY \$12.50

THE Newest and the Best with the finest operating feature in history! Special double bank door with built-in Lock-In Register at \$2.00 EXTRA—also operates cash box for storekeepers. Storekeeper cannot reach Register or mechanism with his cash box key. Jobbers — Operators — RUSH YOUR ORDER TODAY!

MODERN VENDING COMPANY
 656 BROADWAY NEW YORK

Human Interest Campaign Inaugurated by Stoner

AURORA, Ill., Dec. 21.—Introducing two new amusement games, Double Up and Top Hat, Stoner Corporation has embarked on a new publicity program said to be unique in the annals of coin-machine advertising.
 The Billboard this week enjoys the distinction of carrying the first of the new advertising series. The Stoner campaign is based on a human-interest appeal presented pictorially, rather than the text of the advertising. An unusual series of character sketches for the campaign has been prepared by Brinckerhoff, Inc., advertising agents for the Stoner firm. One of these depicts a man absorbed in playing the new Top Hat game, while his pet dog is shown straining at the leash, apparently longing for the wide-open spaces where tall trees grow.
 The two new games are keeping the Stoner plant humming, distributors having reported an unusually favorable reaction from operators who were the first to install the games. Both games are now ready for prompt delivery.

Second Edition Is Begun

NEW YORK, Dec. 14.—John A. Fitzgibbons, of Fitzgibbons Distributors, Inc., factory representative for Bally Manufacturing Company, reports that he is beginning the second edition of the Bally Coin Guide for distribution to Eastern ops. The issue will be dated January, 1936, and will be mailed to all Eastern ops on the firm's list.
 The issue will carry many interesting details of the convention, features of the firm as well as Bally Manufacturing Company and will show the first picture of the Bally Building, soon to be completed.
 The Bally Coin Guide will also be distributed free at the Chicago Coin-Machine Exposition this year, Mr. Fitzgibbons reports. He states that the issue is being prepared with some unusually interesting illustrations which will be of interest to all operators.
 A tie-up has also been effected with Billy Rose's Jumbo show now playing at the Hippodrome here. Scenes of the show will be shown in connection with the Jumbo game of the firm. This great game success of 1935 will be featured in this issue.
 Mr. Fitzgibbons also states that interesting articles by Ray T. Moloney, Jim Bockley, George Ponsler, Herb Jones, Lew Wolf and others will be in the issue and he believes that many of the articles have unusual merit.

SALE 150 Mutoscope CRANES

Practically new, all rolled fronts. Some of these machines only few weeks old. Reply at once as these machines will be sacrificed for cash.
 Box 675, Care The Billboard, 1564 Broadway, New York.



NEW COLUMBUS (O.) FIRM—Display room of State Coin Machine Corporation, Tom Murray, manager, and Mary Gardner, secretary.

Tops 'Em All
 ELECTRIC
BAFFLE-BALL

ONE BALL
 Automatic Payout with MYSTERY JACKPOT and SIGNAL LIGHT

Yes, Mr. it tops 'em all in playing action... and in profits. No wonder Chicago operators are clamoring for more Electric Baffle-Balls. This giant game has the greatest of all play attractions... MYSTERY JACKPOT with SIGNAL LIGHT! 23 by 48 inches... crammed full of fascinating action and suspense. Watch the added excitement when the Signal Light flashes on. It means any payout... extra Silver Awards on TWO Payouts... Get Electric Baffle-Ball today!

GIANT SIZE \$89.50

Tax Paid, F. O. B. MINT VENDER & CHECK SEPARATE, TOR, \$10.00 Extra

IMMEDIATE DELIVERY

YOUR JOBBER OR D. GOTTLIEB & CO.
 2736-42 N. PAULINA ST. CHICAGO, ILLINOIS

GET THE TURKEY
 EAT AND SMOKE
 1,200 Males.
 Sells 85 Pounds of Poultry and 20 Packs of Cigarettes. Taxes in \$66.00, Pays Out \$28.50.

GLOBE PRINTING CO.
 MAIN OFFICE: 1033-29-37 RACE ST. PHILA., PENN.
 16-16 WEST 22ND STREET, NEW YORK, N.Y.
 416 SOUTH WELLS STREET, CHICAGO, ILLINOIS
 17-274 WARDEN STREET, ATLANTA, GEORGIA

Price \$1.65 Plus 10% Tax.

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A FULL LINE OF TURKEY CARDS

CATALOG GLOBE 124 PAGE NEW CATALOG IS READY NOW AND IS YOURS FOR THE ASKING

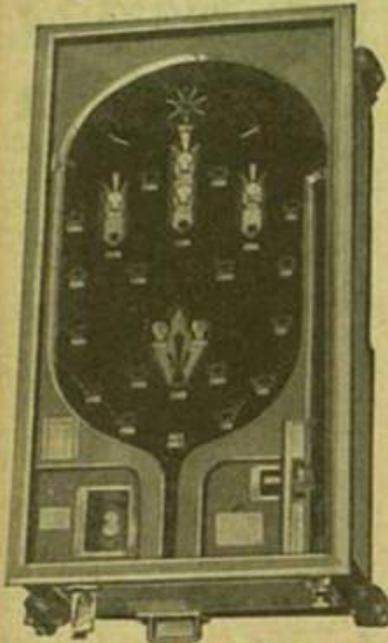
RECONDITIONED MACHINES
 QUICK SILVER (Practically New) \$19.00
 Drop Risk, Signal, Jr.; Electric, Golden Gate, Contact, Master, Crisis Cross \$4.90
 Castle Lion, Flying Trazzer, Jr., J. D. U., Hubborn, Beacon, Major League, Sr.; Signal, Sr.; Kelly Paul Cannon Fire, Jr. \$8.90
 WRITE FOR BADE'S BARGAIN BUYS.

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SALESBOARD OPERATORS
 2,400 in value taken in \$24.00, net \$18.50 after cigarette payout. You can sell outright to dealer for \$7.75. Or 50% commission you collect \$8.80. We carry a large line of Penny and Nickel Boards, complete with Merchandise. We manufacture Blank Boards, a complete line of Out-Of-Board cards—in fact, any kind of Board you want, at the right price.
 WRITE FOR SAMPLES AND PRICES.
General Sales Company
 121 4th Avenue, South, NASHVILLE, TENN.
 Takes in \$24.00 Costs You \$2.90
 One-Third Cash with Order Balance C. O. D.

EVERY OPERATOR * EVERY LOCATION
WHERE THE 5 BALL EXHIBIT
STANDARD TICKET TABLE



is on the job—
 will tell you
 "It's the greatest
 game of all."—WHY!!
 —"because it appeals to every
 type of player."

"It makes more money over a
 longer period than any game
 ever operated."

"It creates favorable public
 opinion."

"If all operators use this game
 exclusively there would be no
 closed territories anywhere."

BUILT IN TWO MODELS
5 BALL TICKET TABLE
5 BALL PAYOUT TABLE

POSITIVELY GUARANTEED
AGAINST MECHANICAL
DEFECTS

Should the mechanism of this machine
 prove defective within one year
 from date of shipment we will repair
 it gratis, purchaser to pay transportation
 charges to and from our factory.

SEE YOUR JOBBER

EXHIBIT SUPPLY CO.
 4222-30 W. LAKE ST. CHICAGO

STOCK LIQUIDATION SALE CONTINUED

\$4.95

CONTACT, JR.
 FLEET
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MILLS IMPACT
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\$9.95

STAR LITE
 ROTO LITE (2 Slot)
 JR. BERTHA
 CHICAGO EXPRESS
 CENCO BASEBALL

STONER BALL FAN
 THREE-IN-LINE
 BEAM LITE
 SR. FLYING TRAPEZE

ROCKET
 SR. SIGNAL
 SINK OR SWIM
 BATTER UP
 BLUE RIBBON

\$12.95

ROCK-OLA 21
 AUTOCOUNT
 AUTOWINNER
 SR. ACTION

JOCKEY CLUB (EXHIBIT)
 SR. REBOUND

BARREL ROLL
 CHAMPION
 RED ARROW
 SPOT LITE

EXTRA SPECIAL

SEIBURG'S SPORTSMAN (Target Machine), (original price, \$375.00.) \$50.00
 EXHIBIT TICKET MACHINES \$9.95
 A. S. T. AUTOBANK INSERT BOARDS 1.95

BIRMINGHAM VENDING COMPANY
 2117-3rd AVENUE NORTH - BIRMINGHAM, ALABAMA - PHONE - 3-2527

More Money Circulating
Now Than in Balmly 1929

According to *The New York Times*, there is considerably more money in circulation now than in the balmly days of 1929. Maybe the trouble is that a lot of people don't feel any of it passing thru their hands. Says *The Times*:

"Money stocks in the United States reached the new high record of \$18,250,-826,196 on November 30, the Treasury announced recently. This was almost twice the amount of money on hand on August 13, 1929, when the nation was at the approximate peak of its prosperity. Each person in the nation, if the money were divided evenly, also would have \$5.54 more today than on the latter date. The present per capita circulation is \$45.89, while it was only \$40.32 at the flood tide of prosperity.

"Heavy gold and silver imports and the revolution of gold were responsible for the record gain in monetary stocks.

"Of the money stocks \$5,846,203,798 was in circulation—that is, outside of the Treasury and the Federal Reserve banks. This compared with \$5,712,596,-930 on October 31 and \$5,348,533,537 a year ago. This gain was attributed to better business conditions, to government spending and to higher commodity prices.

"The total circulation on August 31, 1929, amounted to \$4,839,808,913, this figure including \$1,261,000,000 in gold and gold certificates in circulation. No gold is now given as in circulation, altho the monthly report shows \$109,903,649 in gold certificates still outstanding from the Treasury and Reserve banks.

"Money circulation was expected to increase substantially until Christmas in anticipation of the biggest holiday demands for cash in six years."

Central Novelty Gives
Party for Employees

ST. LOUIS, Dec. 14.—The Central Novelty Company here entertained employees and their wives at a dinner-dance at the Norwood Hills Country Club Sunday evening, December 8.

Those connected with the firm present were Mr. and Mrs. Fred Pollnow, Mr. and Mrs. John H. Beckman, Mr. and Mrs. A. E. Scheibner, Mr. and Mrs. H. C. Zena, Mr. and Mrs. R. A. Nicholas, Mr. and Mrs. Fred Vautcher, Mr. and Mrs. Ollie Woodmansee, Mr. and Mrs. A. A. Skeens, Mr. and Mrs. Fred Repohl, Paul Milne, Thelma Jays and George Schneider. Among the invited guests were Mr. and Mrs. C. J. Pollnow, Mr. and Mrs. Otis Greff, Mr. and Mrs. E. A. Kurgus and Mr. and Mrs. Charles P. Pollnow. Sufficient refreshments were served during the evening to satisfy the thirst of all present.

J. H. Beckman acted as emcee and introduced everyone with a quip, viz: "We have with us tonight a man who is known among his business associates as an insurance counselor. He has stepped down from the legitimate business of insurance to that of photograph and marble-game operator. I claim he has stepped down from the role of big-time gambler to our level; however, he is still willing to wager you \$5,000 to \$10 you won't run down a jay walker during 1936. Meet Mr. Otis Greff."

Among the trades and businesses represented by the employees were machinist, jeweler, accountant, express messenger, printer, mechanic, sales agent, pattern maker and paper hanger. The reaction among the employees was so pleasant that the company has decided to repeat these dinner-dances at intervals.

Automatic Sales Doing Okeh

NASHVILLE, Dec. 14.—Joe Frank and Frank Higgins, of the Automatic Sales Company with headquarters here, announce that they have been enjoying a brisk business recently on new and used machines which they are shipping to all parts of the country. The boys have been in the jobbing business here for the last two years and during that period have built up a long string of satisfied customers. They carry a complete stock of new and used equipment at all times. Joe and Frank announce that they will be among those present at the big show in Chicago next month.

WHOLE-SALE ONLY MARKEPP'S WHOLE-SALE ONLY

NEW DEPARTMENT SALES BOARDS

NOVELTIES PRIZES



SIZE 16x18 SCOTTY DOG

GIFTWARE PREMIUMS

Special Jobbers' Price
Only \$27.00

Per Dozen For Life-Size Genuine Fur Dog

WRITE FOR OUR CATALOG

WHOLE-SALE ONLY THE MARKEPP CO., Inc. WHOLE-SALE ONLY
 3902-4-6-8 Carnegie Ave.
 CLEVELAND, OHIO

PAMCO PARLAY! Sr. :-: Jr.

FOR IMMEDIATE DELIVERY.
 Liberal Trade Allowance on Used Pin Games or Slots.
 Latest Pin Games and Automatic One-Shot Tables, Counter Games, Diggers, Face's Race.
KENTUCKY AMUSEMENT CO., INC.
 226 West Walnut Street, Louisville, Ky.

EASTERN DISTRIBUTORS

JACK POT BELLS,
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 JACK POT VENDERS,
 BALANCE
 BLACK JACK,

MILLS

PEARL HARBOR,
 DIAL,
 TEN GRAND
 MYSTERIOUS EYE
 HOLD AND DRAW.

TICKETTE

KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts., PHILADELPHIA, PA.



RISTAU SIGNS BIG ORDER—Pioneer firm of Ristau & Sons (Wisconsin) will use Wurlitzer phonographs. Left to right, standing: Frank E. Meyer, Arnold E. Ristau, Alfred G. Ristau. Seated: H. F. King, Harold W. Ristau, G. W. Ristau and Homer E. Copehart.

Is Your Subscription to The Billboard About To Expire?

THE SPORTLANDS

AMUSEMENT CENTER GIFT SHOPS

Amusement Men's Association

By MURRAY GOLDSTEIN, Secy.
1607 Broadway, New York City

A special meeting of the Amusement Men's Association, Inc., was held at the association headquarters December 19. Selection of officers was the main order of business and the following were elected for 1936:

President, Max Schaeffer, of Schork & Schaeffer, who has been a leading factor in the sportland industry and the man so credited with originating the anti-sharing premium system of awards to players. He adds a great deal of prestige and respect to the organization as a man of Mr. Schaeffer's type as head of the organization.

Vice-President, Dan Cristafano, who has been elected.

Treasurer, Dave Simon, owner of the Riverside Sportland. Mr. Schork, who has been treasurer for a number of years, is that for the benefit of the organization new members with new ideas should be given an opportunity to hold this office.

Secretary, Murray Goldstein, who was again unanimously elected and will also hold the office of business manager.

The following elected to the board of directors: Mike Schaeffer, Max Schaeffer, Bert Knittle, Nat Faber, William Schork, Henry I. Nagin, Dan Cristafano, Et Westler, Dave Simon, Sam Silberling, and Fox and Herbert Adler.

Counselor Frank H. Galgano was chosen as the attorney for the organization.

The delegates chosen to represent the AMA at the national convention in Chicago will be headed by Murray Goldstein. A number of the sportland members will also attend.

The secretary made a report to the organization on the annual affair, which will be held at one of the leading night clubs in the city.

Mr. Loeb, formerly one of the owners of Faber's Sportland on Broadway and 48th street, has sold his interest to William Glickstein. The partners now are Messrs. Faber, Knittle and Glickstein.

Herbert Adler, who was elected to the board of directors, has been a great factor in the business and had done much to sponsor sportlands. We feel that Mr. Adler will do a lot for the business.

New Craneland Draws Interest

NEW YORK, Dec. 14.—The opening of the Mayfair Craneland in the Mayfair Theater Building, Broadway and 47th street, was a real event recently and created great interest in local coin-machine circles here.

This is probably the most impressive of all the cranelands which have opened here within the last few months. There are approximately 20 of the new 1935 Mutoscopes on display. They have been very cleverly arranged with the backs removed and glass inserted instead so that the public passing by the place could note the operation of the crane without even having to enter the store. There are also four of the new 1935 Electro-Holists in the location.

The play started off well and is con-

tinuing at an increasing pace. Jack Semel, who has been connected with the coin-machine industry for many years, is reputed to be the owner of this spot.

One of the most interesting features is that the bottom parts of the cranes which face the street are covered with pictures of Rudy Vallee, Guy Lombardo, Abe Lyman and other interesting personages who are seen playing cranes at various spots. These pictures were furnished Jack Semel by International Mutoscope Reel Company, Inc.

There are six employees working in two shifts. Small overhead is one of the reasons that cranelands are flourishing along the Hiallo and Times Square at this time, with the report that many others will soon be seen about the town.

Al Simon, brother of Dave Simon, of Riverside Sportland fame, is employed in the new Mayfair Craneland and Joe Munves, who has been connected with the digger industry for many years. Experienced help of this sort is believed to definitely assure the success of the spot.

It is interesting to know that more than \$500 worth of nickels are carried on hand by the Mayfair Craneland. This gives an idea of the tremendous amount of business which this spot is doing and the large crowds which it is attracting daily.

The merchandise is well arranged and only the finest quality merchandise is being used. Morris Struhl, who supplied the merchandise, reports that Mr. Semel has purchased the finest quality merchandise that money can buy. This is noted in the large display of Bonnon, Evans, Golden Wheel, Hammond Electric, Telechron and other well-known brands of merchandise which are lavishly used in the dressing for each machine. It is also reliably reported that the merchandise awards range around 40 per cent of the intake of the machine and that this figure is considered attractive to players of the machines.

This spot, located in the very heart of the city's show district on what is termed the Hiallo of New York, is naturally attracting a great deal of attention from the general public. The place is small but accommodates a good crowd. The play is steady and merchandise is constantly renewed to add interest. Place opens at 9 a.m. and play flourishes into the wee small hours.

Sportland Sells Toys During Holiday Season

NEW YORK, Dec. 14.—Nat Faber's 48th street and Broadway sportland has an entirely new plan for the holiday season. The idea is said to be working out much better than expected. The front part of the store, facing the Broadway entrance, has been cleared of some of the games and in their stead a complete toy department has been arranged with toy trains spinning about tracks and a complete display of modern toy merchandise, with attendants to demonstrate the items.

The items are labeled with the number of points which may be obtained on the games and also in dollars and cents as in a regular department store. The customer has the option of either purchasing the merchandise outright or playing to win the item by accumulating a sufficient number of coupons.

This department is proving very profitable for the firm, it is reported, and it may be continued right thru the holidays.

It is believed that the toy department idea opens the way for a new development in the sportland business. Merchandise may be sold for cash or for coupons and arrangements made to give each coupon a definite value so that part cash and part coupons can procure the item.

Studies New York Ideas

ROCHESTER, N. Y., Dec. 14.—A. Granitstein, of Grantstein & Walemita, operators of a new sportland in Rochester, has recently returned from a short trip to New York City. He purchased a large supply of the latest premiums and also spent some time in studying the methods of sportland management in the sportland metropolis. The new sportland had a promising opening recently and prospects are considered very favorable. It is expected to be an example of the possibilities for sportlands in cities outside of New York.

3 MORE REASONS WHY

"BALLY IS YOUR BEST FRIEND"

No. 1.

BALLY DERBY

The Giant 1-Shot Payout Game with CHANGING ODDS! Odds change automatically on all winning holes EVERY

PAYOUT

\$115.00

TICKET

\$123.00

Check Separator, \$5.00 Extra.

No. 2.

GOLDEN HARVEST

Greatest 10-Ball Payout Game since Rocket!

PAYOUT

\$87.50

TICKET

\$95.50

Check Separator, \$5.00 Extra.

No. 3.

BATTLE

The greatest straight play pin game in history. Booming, sizzling, speedy ACTION.

An approved game! It's acclaimed a WINNER EVERYWHERE!

\$47.50

Rush 1/3 Deposit, Balance C.O.D.

FREE TO EASTERN OPERATORS A NEW ISSUE OF "THE BALLY COIN CHUTE"

JOBBER--OPERATORS

RUSH YOUR ORDER TO BALLY'S EASTERN FACTORY REPRESENTATIVE

FITZGIBBONS DISTRIBUTORS

INC.

453 West 47th St., NEW YORK CITY

Get BIGGER PROFITS from your Machines—Equip Them With BATTERY-LESS POWER SUPPLY



Games bring no revenue if they are laid up awaiting new batteries. Most service calls are for dead batteries. Avoid having your machines tied up and the cost of sending a service man to replace dead batteries. BATTERY-LESS Power Supply is easily installed. A screwdriver is the only tool needed. So small, size 6x3 1/2", that it will fit in a battery compartment. Attach the cord to any A. C. outlet and you are ready to operate without ever again worrying about dead batteries. Costs little to operate.

The BATTERY-LESS Power Supply is fully guaranteed. Comes to you ready to operate. No cords to put on, just screw to machine, attach battery wires to terminals, plug cord into A. C. outlet and forget about it.

25% Deposit Required with Order. Balance C. O. D., F. O. B. New York. Charges prepaid by us if remittance is accompanied, in full, with order.

BATTERY-LESS POWER SUPPLY MFG. CO., 123 Liberty Street, New York City

ELIMINATE BATTERIES

Equip your pin games with BATTERY-LESS Power Supply and eliminate batteries. Weak or dead batteries mean non-operative machines.

Furnished in two Models—Model 101 will supply 6 Volta B. C. for Kicker, and 6 Volta A. C. for Light Gun. Terminals plainly marked. This model will take care of all machines using 6 Volta Kicker and costs only \$4.50

Model 102 supplies 8 Volta D. C. and 6 Volta A. C. This model will take care of machines now requiring 8 Volta for Kicker, etc. Cost, \$5.50

Send for your sample today. Price Model 101, \$4.50, and Model 102, \$5.50, plus 4% L. H. Model 102, \$5.50.

50057 50057

QUICK TURNOVER

What everybody wants today! Sells out in one day in average spot.

250-Hole 5c Six Cutout Board complete with six giant size Two-Blade Pearly Knives. Sells to location for \$6.00. Special price, sample \$3.50, ten or more \$3.00 each.

H. G. PAYNE CO. 312-14 Broadway, Nashville, Tenn

THE GREATEST SUCCESS

IS ASSURED ONLY WITH THE BEST MACHINES. WE ENDORSE NO OTHERS, Jookpot Balls—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.

TICKETS

FOR ALL MACHINES COUPONS AND CERTIFICATES ALSO ELLIOTT TICKET CO. 409 Lafayette St., N. Y. C. 127 N. DEARBORN, CHICAGO 618 CHESTNUT ST., PHILA.

Western's ORIGINAL
PAR-LAY

A NEW SUPER 5 BALL AUTOMATIC PAYOUT TABLE WITH Kickers
...Jumpers...Bouncers... and Action Galore!



PAR-LAY is the first Automatic Payout Table with Skillful and Action Playing Features! Player tries to get a ball in the top pockets of each channel. If successful, he shoots for the two pockets at the top of the board. Balls falling into these pockets return for free play and also advance the balls in their respective channels. Awards automatically pay out only when balls are in horizontal pockets. However, one or more balls advanced to the lower playing field is a sure payout.

PAR-LAY is equipped with Western's famous proven payout unit and other new reliable proven features.

CHECK SEPARATOR \$77.50
 IMMEDIATE DELIVERY!
WESTERN EQUIPMENT & SUPPLY CO.
 925 WEST NORTH AVENUE • CHICAGO, ILLINOIS

MERRY CHRISTMAS TO ALL !!
SENSATIONAL "SLOT" SAVINGS

We have just received the largest and best stock of reconditioned "slots" we've ever had... late models in the most popular makes. Our experts checked each one and put them in A-1 condition. They look and operate like new. What an opportunity to get good machines at SENSATIONAL SAVINGS!

- | | |
|--|--|
| Mills Blue Front Gold Award, side vendor, serial No. 322,000 to 347,000. Only..... \$67.50 | Mills Indian Head Gold Award, side vendor, Nos. 310,000 and up. Even pay \$60.00; Mystery Pay..... \$65.00 |
| Mills Q T Double Jackpot, 5c play, Nos. 2,300 and up..... 40.00 | Mills Q T Single Jackpot 1c play, Nos. 318,000 and up..... 22.50 |
| Mills Escalator Double Jackpot, front vendor, No. 318,000 and up..... 40.00 | Mills Extraordinary front vendor, mystery pay..... 69.50 |
| Mills War Eagle Ball..... 50.00 | Jennings Duchess Double J. P. front vendor, 5c play, 11,000 and up..... 35.00 |
| Jennings Century Triple J. P., serials 111,000 and up..... 45.00 | Jennings Little Duke, triple J. P. 1c play, Nos. 16,500 up..... 25.00 |
| Jennings Today, front vendor..... 10.00 | |
- 1/3 Cash With Order, Balance C. O. D.

PIN GAME SPECIALS

Even lower prices on Electro Ball super-quality, reconditioned, live, wanted games. Write for complete list.

- 1-BALL, AUTOMATIC, RECONDITIONED—
 Pat 'N' Take, late model..... \$17.50
 Rapid Fire, ready to go..... \$17.50
 Red Arrow, popular..... 15.00
 Pearl Harbor, a gem..... 27.50
 Bodee, one of the best..... 22.50
 Acc, ace high in every way..... 29.50
 Do or Don't, a good one..... 22.50
- 10-BALL, AUTOMATIC, RECONDITIONED—
 Sportsman, walnut, non-visible... \$27.50
 Indicator, very good... \$22.50
- BRAND NEW, ORIGINAL CRATE—
 Rapid Fire... \$32.50
 Pearl Harbor... \$40.00
 Exhibit Play Ball, 10 ball... \$52.50
 1/3 Cash With Order, Balance C. O. D.

ELECTRO-BALL CO. Inc.

1200 CAMP Distributors DALLAS

French Editor Confirms Trip

A communication from Rene Godin, editor and publisher of *La Revue de L'Automatique*, French coin-machine trade paper, reads as follows:
 "I wish to inform you that I will be in the United States all of January. I am coming to gather all the information I can about new machines and the operating business. It will be a pleasure to visit the factories. I will also be at the national convention in Chicago.
 "The French exhibition will take place the last of May. It is organized by our publication, and should probably interest American manufacturers. I will be pleased to take charge of machines that firms may desire to exhibit here. The more new machines we have on display for the French trade the greater the business will become."
 Mr. Godin may be addressed in care of his publication, 24 Rue d'Athens, Paris (9e).

addition, a lounging room with a bar which will unquestionably be a popular hangout for the operators of St. Louis and vicinity. Carl Tripps, owner and manager, is highly enthused about his new headquarters and plans on big things in the industry for 1936.

Makes New Year Promise

NEW YORK, Dec. 14.—Sam Getlan, of the United Automatic Sales Company, made a New Year's promise to operators on his recent return from Chicago, the coin-machine capital. Getlan, who is the Eastern distributor for Mills Novelty Company, reports that operators will see some of the greatest games at merchandisers of their life when they attended the Chicago show.

He states that the Mills factory has some big surprises and that he believes the games it will have on display at its booths will be outstanding in the convention.

He also reports that he has made arrangements with the factory for immediate shipment of the games and the operators in this territory will be among the first in the country to be able to place them on location. He also states that the new cigaret merchandiser made by Mills Novelty Company will be the finest in the merchandising market. He believes that this merchandiser will create a new era in cigaret-machine sales.

The De Luxe Dance Master also calls for much attention. Mr. Getlan is contracted for a large number of the phonos, now being delivered at the rate of a carload per week. He feels the Dance Master is gaining great popularity in this market every day and that it will be one of the best sellers on the market.

Ideal Novelty Company Moves to New Quarters

ST. LOUIS, Dec. 14.—The Ideal Novelty Company, one of the largest distributors and jobbers in the Middle West, signed a long-term lease for the building located at 1518 Market street and will move its headquarters to this mammoth place next week. The company will have about 10 times the floor space it had at its old address and will boast of an elaborate display room, a mechanical and repair department second to none in the Middle West and, in

HAPPY HOLIDAYS --- thanks to PENNY SMOKE



Penny Smoke Operators are all smiles. New Cars and Radios are being bought—a thousand and one desirable Luxuries are now possible—thanks to the steady profits from their

PENNY SMOKE VENDERS

If you are not operating Penny Smokes, by all means send for a sample. \$12.75 brings you a machine, complete with 1,000 Balls of Gum, ready to operate. In your own neighborhood there are still dozens of locations waiting for Penny Smoke—your income will average \$4.00 to \$7.00 per week per machine—within a short time you should have a string of these Penny Smokes and enjoy financial independence.

Large Colorful Cigarette Symbols, awarding players from 1 to 5 Packages of Cigarettes, Ball Gum Venders—for legal operation everywhere.

Don't delay—write your nearest jobber, or send your order with \$3.00 deposit to

GROETCHEN TOOL COMPANY

131 N. UNION STREET CHICAGO, ILLINOIS

WISE OPERATORS
BUY BALLY DERBY

Immediate Delivery, Prepaid Anywhere in United States.

\$115 One-fourth Deposit

Liberal allowance on used games. Write us and save money.
 Bally Distributors

AUTOMATIC SALES COMPANY

191 Second Ave., North, Nashville, Tenn.



OPENING IN NEW QUARTERS—A. A. Novelty and Sales Company, Indianapolis, held open house December 14 to celebrate opening of new location. The entire force is here shown in front of the new headquarters.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

Los Angeles Notes

R. Knudson, of Honolulu, large operator in the Islands, has been visiting in the States for about three months. He made an auto tour across the country and visited his old home town of Hethersville, La. He recently placed an order for 50 Wurliitzer phonographs and is also shipping 70 games.

Los Angeles trade reports orders from New England and Middle Western States and that export business is also increasing. Roy Specht reports fine business on his trip to the Northwest. He will now make a trip thru the South and Southeast. His firm also has three new games in the experimental stage.

"Pop" Williams, Automatic Amusement Company, reports he is awaiting the arrival of Harry Williams, who will return from Chicago about December 30. The plant is in readiness for great activity upon his return.

Mohr Brothers: Mack just back from a northern trip, says he is fluttering between Frisco and Los Angeles. Major Mohr, just back from a trip to Utah, Nevada and Wyoming, reports business good and a big demand for Wurliitzer phonographs.

Harry Sterne, California Exhibit Company, reports that the Big Shot game on tests promises to be the big winner they had expected. Herb McClellan, of Pacific, says his one trouble is to get enough Parlays to supply the demand. Jack Wilson, former Seattle operator, is now located in San Luis Obispo, Calif., operating pinball and merchandising machines.

There will be an exodus of operators, jobbers and manufacturers to Chicago for the Big Show in January. Already numerous parties have been organized for the trip. Los Angeles will be well represented at the convention.

Joe Orett, of California Games, says they are doing a very satisfactory business; in fact, a good increase has been noted. Frank Kosinsky, of Consolidated Novelty Company, added to his racing stable by purchasing a yearling colt, Bon Homme, at a recent private sale. He has turned his stable over to Cecil Wilhelm, of the Meadow Brook stables. Frank has recently been made a director in the Union Bank and Trust Company.

Visiting Jack McClelland, of the National Amusement Company, are his parents, Mr. and Mrs. A. G. McClelland, of San Jose, Calif. Jack is showing them the spots of interest. It is their first trip to Southern California. Business at National is reported to be above same period last year.

Sands Manufacturing Company, maker of Skill Katch and Skill Katch-a-Lite, has opened a salesroom on Orange Drive in Hollywood, due to increased business. The firm is also opening a salesroom in the downtown district. A lot of new business has recently come in on the Skill Katch device.

ST. LOUIS, Dec. 14.—The Kay-Mak Sales Company opened an office and display rooms here at 4017 Delmar boulevard December 5. The company is owned and managed by Lou Kornblum, prominent operator of this city, who was formerly connected with the W. B. Specialty Company and the Union Novelty Company, of this city. The new company will handle all types of coin-operated machines.

New St. Louis Jobber

ST. LOUIS, Dec. 14.—The Kay-Mak Sales Company opened an office and display rooms here at 4017 Delmar boulevard December 5. The company is owned and managed by Lou Kornblum, prominent operator of this city, who was formerly connected with the W. B. Specialty Company and the Union Novelty Company, of this city. The new company will handle all types of coin-operated machines.

The ALL STAR PERFORMER ON ALL LOCATIONS!



TACKLE

\$44.50 F.O.B. Aurora, Ill.
Tax Paid



IMMEDIATE DELIVERY

STONER CORPORATION

328 GALE STREET, AURORA, ILL.

BIG PROFITS for Salesboard Operators

Handling Our New **CANDY BOARDS**

Complete Deal of 21 Boxes Costs Only **\$5.75**
Brings the Dealer **\$15.00**

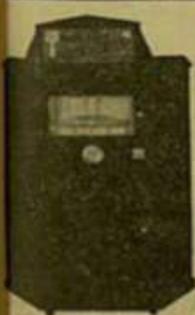
Here's a Wonderful Opportunity for Salesboard Operators to Cash in on Some Extra Good Profits. Every one in the deal is well known and a prime favorite. Order right now and get the business. Deal consists of the following:

- 12 Half-Pound Boxes Schell's Chocolates,
- 3 Full Pound Boxes Chocolates,
- 3 Three-Pound Boxes Mrs. McLean's Fanny Chocolates,
- 1 Three-Hundred-Half Scholboard,
- 21 Winning Numbers.

Your Cost Complete Only **\$5.75**.
Deposit of \$3.00 is required on C. O. D. Orders.

Send for complete list of Turkey Cards and New Salesboards. Xmas edition of the Hottest Candy is now ready. When requesting your quotation refer to this ad.

LEVIN BROTHERS Terre Haute Indiana



SEEBURG'S

Coin Operated Phonographs
(Model "E")
\$97.50 Each

OTHER BERGANS

- Seeburg's School-phones... \$125.00
- Model 1111... \$125.00
- Model 1112... \$125.00
- Model 1113... \$125.00
- Model 1114... \$125.00
- Model 1115... \$125.00
- Model 1116... \$125.00
- Model 1117... \$125.00
- Model 1118... \$125.00
- Model 1119... \$125.00
- Model 1120... \$125.00
- Model 1121... \$125.00
- Model 1122... \$125.00
- Model 1123... \$125.00
- Model 1124... \$125.00
- Model 1125... \$125.00
- Model 1126... \$125.00
- Model 1127... \$125.00
- Model 1128... \$125.00
- Model 1129... \$125.00
- Model 1130... \$125.00

Guaranteed A-1 mechanical condition and good appearance.

1/3 Deposit, Balance C. O. D.
W.B. SPECIALTY CO. 2507 Marcus Ave., St. Louis, Mo.

SAY "I SAW IT IN THE BILLBOARD."

READ
SILVER SAM'S EDITORIAL

in
Wholesale Merchandise Department

HARLICH SALESBOARDS

The World's Finest Line
FIRST CHOICE EVERYWHERE!



Positive Payout
Including a \$10.00 and a \$5.00. The splendid flash and definite payout make this board sell at breakneck speed. Takes in \$50.00, pays out \$24.30—gross profit, \$25.70. Jumbo board—price includes cases and fraud-proof tickets for \$10.00 and \$5.00.
No. 1024 **\$3.47** 1000 Holes
Price Each **\$3.47** Plus 10% Tax

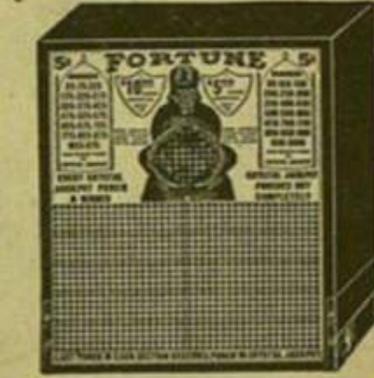


Two Jackpot Winners
There are 2 shots into the \$5.00 Ace Row on this little board. It will sell out to the last punch—quickly. Takes in \$12.50, average payout \$5.35—average gross profit, \$7.15. Jumbo board, with cases.
No. 252 **\$1.19** 250 Holes
Price Each **\$1.19** Plus 10% Tax

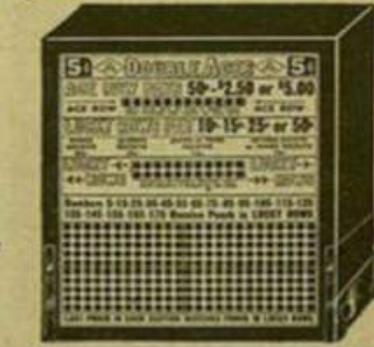


SEND FOR OUR NEW CATALOG OF PROFIT MAKERS
Write, Stating Your Line or Business to
HARLICH MFG. CO. 1417 W. JACKSON BLVD. CHICAGO, ILLINOIS

\$50 To Shoot For!
The possible \$50.00 winner makes this board tremendously popular. It's a big beauty, printed in 2 brilliant colors on a metallic front. Takes in \$100.00, average payout \$41.00—average gross profit, \$59.00. Jumbo board, extra thick, with large tickets—comes equipped with cases, and fraud-proof tickets for large winners.
No. 2006 **\$6.08** 2000 Holes
Price Each **\$6.08** Plus 10% Tax



Two \$5.00 Winners
Another attractive jackpot board with positive payout. Takes in \$30.00, pays out \$15.50—gross profit, \$14.50. Jumbo board, with cases.
No. 630 **\$2.10** 600 Holes
Price Each **\$2.10** Plus 10% Tax



NEW LARGE HOLE 1c CIGARETTE BOARD
The most beautiful cigarette board you have ever seen—flash and color that will catch the eye of every patron in your dealer's store. A big board with large holes—overall size 3 1/2" x 7 1/2". 1,000 holes—takes in \$10.00; can be had in 10 holes—takes in \$10.00; to pay out 30, 34, 36, 38, 40, 44, 46, 48, or 50 packs. Specify payout when ordering, and mention "Girl Cigarette Board."
Price Each **96c** Plus 10% Tax

SO GOOD - WE COULDN'T HOLD IT FOR THE *Show!*

GOLD MEDAL

GENCO'S NEW 6 BALL GAME!

AN ENTIRELY NEW IDEA!

First Ball Goes to Lower Field—Other 5 to Upper!

The first ball shot travels past the gate at the rebound spring to the lower playing field. Here there are holes that designate the reward for skillful play. The player then has 5 balls to spell out either of the words Red, Blue or White on the upper field. Large holes and one-inch steel balls enliven the action. See GOLD MEDAL, examining its features, look at the unusual score card—you'll agree it's a winner!

\$39.50

SEE *GOLD MEDAL* at your **JOBBER!**

GENCO, Inc.

2625 N. ASHLAND AVE.
CHICAGO, ILL.



Our Regular \$44.50 Quality at the Low Price of **\$39.50**

21" x 40"

HERE'S A "KNOCKOUT"

THE BIG FIGHT Form 3810
600 Hole Takes in \$30.00
Pays out \$16.50
PRICE WITH EASEL . . . \$1.14
PLUS 10% FEDERAL TAX.

CHAS. A. BREWER & SONS
LARGEST BOARD AND CARD HOUSE IN THE WORLD
6320 Harvard Ave., Chicago, U. S. A.



Boosting Counter Games

PITTSBURGH, Dec. 14.—J. D. Lazar, sales manager of B. D. Lazar Company, reports that the sales force has been increased to serve operators throughout the large territory covered and also to speed the new games to operators the moment they arrive from the factories.

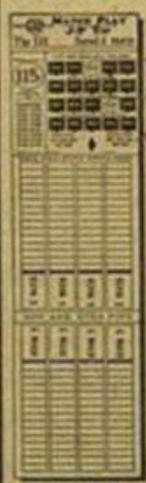
Mr. Lazar reports that the increase in the sales force has been due to the great success of the latest games the factories have been shipping to them. He believes that the counter-game boom will bring back some of the best sellers the industry has known and that the Master Number 77 merchandiser is today one of the ranking machines in the industry.

The firm has been one of the most enthusiastic and progressive in the sale of counter games. Its salesmen have been instructed to offer operators a complete course, if desired, in the money-making possibilities of counter games and also to help place routes of the games.

The firm has also arranged for many informative facts in a booklet on the merchandisers and counter games it handles. A definite trend is now apparent throughout its territory for a greater number of these games.

B. D. Lazar reports that operators have learned to appreciate the finer quality games and they are willing to spend more money for better games than for mediocre products. He has instructed the sales force to show quality games and to explain the advantages of superior products.

HOT OFF THE PRESS!



MATCH PLAY J-P TIP BOOK

120 Combination Trade Stimulator Tip and Consolation pay on each book plus an opportunity to open TWO seats to MATCH either Odd or Even accumulating pots.

Another—original idea by GAM—one winner right after another.

Look for Registered Trade Mark and Copyrights.

\$2.00 per Dozen
\$20.00 per Gross
Sample Book, 25c.

Descriptive Circular Upon Request.

GAM SALES CO.

Manufacturers Only,
1321 S. Adams St., Peoria, Ill.

CANDY SALESBOARD DEAL

100% PROFIT
24-Hole Salesboard with 24 One-Pound Boxes of Chocolates. Every punch gets a 1-lb. box. Numbers run from 1 to 32.
RED HOT! GOING OVER \$10! Send for Sample Deal! It Will Amaze You!
ALSO CANDY FOR THE HOLIDAYS.
5-LB. BOX AMERICAN HARD CANDY. Per Box 55c
5-LB. BOX ASSORTED CHOCOLATES. Per Box 65c
Send for Free New Ill. Catalog and Quantity Prices. 20¢ Dep. with Order. **DELIGHT SWEETS, INC.**
60 EAST 14TH STREET, NEW YORK CITY

SOUTHERN OPERATORS KNOW THAT AUTOMATIC MAKES FIRST DELIVERIES ALL NEW GAMES.

NIGHTY SCIRP
Pul. "N" Take, \$18.00; Sportman, \$19.50; Red Arrow, \$17.50; Rocket, \$19.50. **JOBBERS AND OPERATORS.** Write for prices on new and remodeled Frequenters, New Jubilee and Mammoth at lowest prices. All pay tables legally and mechanically guaranteed. Ask us.

AUTOMATIC AMUSEMENT COMPANY
653 Linden Avenue, MEMPHIS, TENN. 1304 Thackerston Street, FT. WORTH, TEX.

REMOVAL SALE

On account of moving to new and larger quarters we are cleaning out all Used Machines.
Make us an offer on any machine you are interested in. Send for complete list of Used Machines we now have in stock.
IDEAL NOVELTY CO., 1518 Market Street, St. Louis, Mo.

Irving Orenstein Ailing

NEWARK, N. J., Dec. 14.—Irving Orenstein, of Merry-Go-Round Sales Organization, has been sick abed for the past week. The firm reports having greatly missed Mr. Orenstein's services and hope that he will soon be well and on his feet again. Many local operators has been up to visit Irv and have brought along some good old-fashioned Christmas cheer.

15 MILLS DIALS
One Week Old, \$50.00 Each; Stand, \$2.00 Each
TICKETTES
Like New, \$10.00 Each.
No Shipment Without Deposit.
COINOMATIC SALES & SERV. CO.
88 18th Street, Wheeling, W. Va.
TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.



STONER Corporation

328 GALE STREET • AURORA, ILLINOIS

HERE'S HOW IS NOW **3 Machines In 1**

With Interchangeable Reels for "Beer," "Trade" and "Smoke."



\$12.50

Five Reels, All Amusement, The Game, Introductory Price.

This world's most popular game is now equipped with 3 sets of interchangeable reel settings, entitled in a 377 from one game to another, enabling you to have, at one time, any kind of a location for this marvelous money maker. These games for the price of one.

The object of the game is to spell the word "SMOKE," "SMOKE," or "TRADE." First and tells awards. New—new—quantity of money—floury of play—big fat rollers—mountains of sports waiting for this winner. Game of real status gives you shorter game.

PIERCE TOOL & MFG. CO.

Penny Pitch Displayed At Parks Convention

CHICAGO, Dec. 14.—A new type of device shown at the recent amusement parks conventions in Chicago is called the Penny Pitch. The machine is said to be radically different both in appearance and action. It has a new appeal and a faster profit intake than the average machine, according to the makers.

"Customers pitch their pennies at the opening in the catcher's big mitt (illustrated in brilliant colors on heavy felt). If they 'groove it' right the penny enters the opening, rings a bell and pays back according to the current odds. These odds change on every pitch and are shown by an indicator. Pennies which miss the opening descend into the locked cash drawer. Penny Pitch gets plenty of fast action with plenty of the old sip to average 30 plays a minute."

Atlas Distributing Company, of Chicago, has been officially announced as distributor in the Midwest States. Representation is also being negotiated in Maryland, Mississippi, Missouri and other States at the present time.

Penny Pitch is already being wonderfully received by taverns and has a great plus value in that it meets the requirements for carnival trade. Sales are going thru in units as high as 15. This machine will be exhibited again in the coin-machine show in Chicago in January.

Features Pace's Races

NEWARK, N. J., Dec. 14.—Dave Stern, of the Royal Distributors, Inc. is making quite a feature of the Pace's Races game. Stern believes that there are many locations throughout the State which can use this machine and will find it to be one of the best money-makers of today. He reports that the firm has received many requests for the Races game.

"SPIN-A-PACK" CIGARETTE MACHINE WITH GUM VENDER

Hundreds of locations waiting for this new, 10 stop Reel Cigarette Machine. SPIN-A-PACK location tested and guaranteed for 2 years against mechanical defects. Average payout 50%.

Double Door and Register are made for the purpose of allowing the operator to leave key with location for lower door. Register keeps track of all plays. Register shows through special window. Operator retains key for upper door. No one can tamper with register.

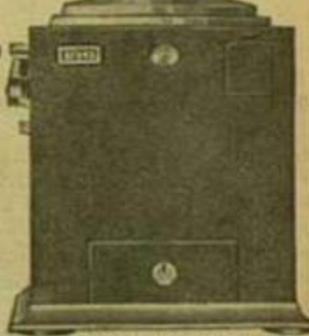


Plain Model, Single Door

\$12.00

With Register and Double Door, **\$1.50 Extra**

BALL GUM 15c a box (100 pieces) CASE LOTS, 100 Boxes, \$12.00. 1/3 Deposit With Order.



Double Door and Register 1922 Freeman Ave., Cincinnati, O.

SICKING MFG. CO., Inc.

STONER'S MACHINES • TACKLE • ZOOM • EACH MACHINE IMMEDIATE DELIVERY.

OPERATE THESE MACHINES FOR STEADY PROFITS

<p>EMPIRE 15 PENNUT VENDOR Capacity 8 lbs. Salted Peanuts, Vends all sorts Nuts or Candies. BEAUTIFUL CHROMIUM FINISH. Retailer \$100. SAMPLE \$8.00.</p>	<p>PENNY STICK GUM VENDOR 2 columns Top Spacemat & Paper Capacity 200 sticks. Beautiful Chromium Finish. SAMPLE \$8.00. 200 sticks of gum.</p>
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6 COLUMN CIGARETTE VENDORS
Capacity 120 Packs, 150 Cigar Cigarettes Original Cost \$75 each, 1—\$24.50, 5 or more, \$22.50 each.

D. ROBBINS & COMPANY - 11418 De Kalb Ave. Brooklyn, N.Y.

Thank You for Mentioning The Billboard.

Changing Odds MAKE BALLY DERBY WORLD'S GREATEST 1-Shot HIT

50" by 24"
1-INCH BALL



Manufactured under exclusive arrangement with Pacific Amuse. Mfg. Co. Licensed by Consolidated Pat. Corp. (Pat. No. 1,802,521) and Ace Pat. Corp. (Pat. No. 2,010,966).

A **NOTHER JUMBO** for eye-smacking size and flash! Another **JUMBO** for smooth, sweet mechanical perfection! Another **JUMBO** and even greater than **JUMBO** for **RECORD-SMASHING PROFITS** on location! That's what operators say about this new and revolutionary hit!

CHANGING ODDS GETS REPEAT PLAY

Odds on **ALL** pockets automatically change **EVERY TIME** a coin is deposited! And players can't resist playing again and again, as they never know when the **EASIEST HOLE ON THE BOARD WILL PAY TOP ODDS OF 35 TO ONE!** The result is **REPEAT PLAY** by the hour! And on top of that the **DAILY DOUBLE** and **BALLY PURSE** pockets pay **MYSTERY AWARDS OF 50 cents to \$1.50!**

Think how you yourself would go for a game like this . . . and you'll understand why **BALLY DERBY** is now sweeping the country like wildfire! Be first in your section to cash in on this great hit . . . **rush your order today!**

PAYOUT MODEL

\$115.00

TICKET MODEL

\$123.00

Check Separator \$5.00 Extra. F. O. B. Chicago.

Wire Your Jobber Today!

ALSO SEE **GOLDEN HARVEST**
10-BALL PAYOUT SENSATION

BALLY MFG. CO. 2640 BELMONT AVE., CHICAGO

SALOME'S LAST VEIL

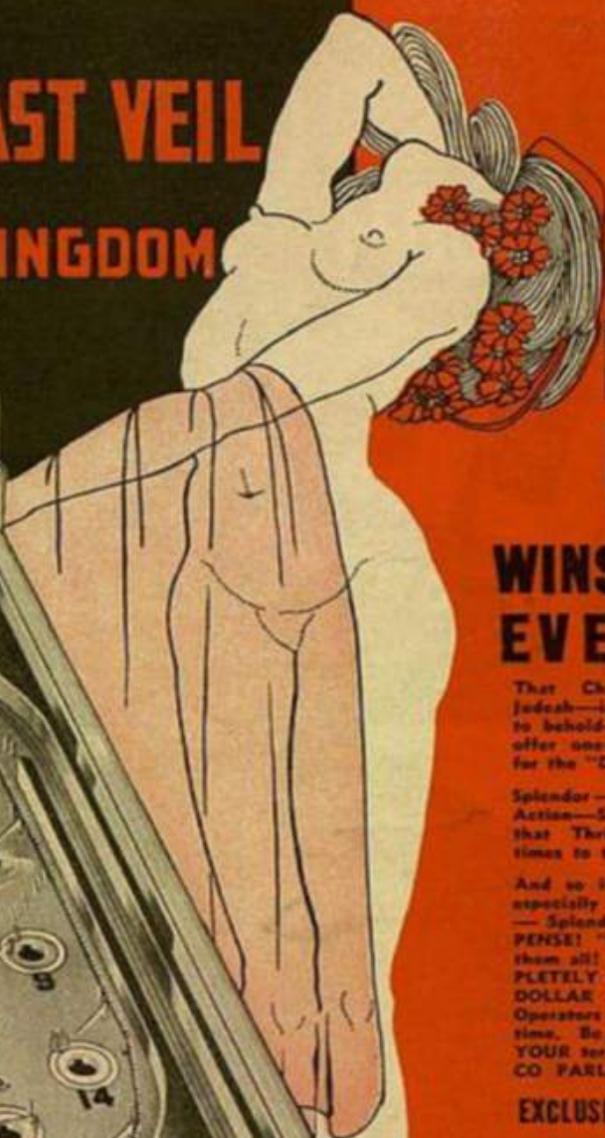
Good FOR HALF A KINGDOM



Junior Model
40x20
Price
89⁵⁰

Senior Model
SIZE
50"
x
24"

Priced at
115⁰⁰



... *But*
**PAMCO
PARLAY**

**WINS TERRITORY
EVERYWHERE!**

That Charming Daughter of Early
Judaea—in all her Glamour—Beautiful
to behold—moved even King Herod to
offer one-half his Kingdom in return
for the "Dance of the Seven Veils" . . .

Splendor—Attractiveness—Rhythm of
Action—Suspense—these are the things
that Thrilled mankind from ancient
times to the present day . . .

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— Splendor — Co-Ordination — SUS-
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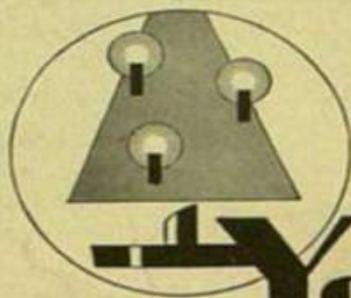
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