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The World's Foremost Amusement Weekly

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N. Y. WPA REORGANIZING

Booth Unions In Court Jams

**306 picketing restrained
—anti-injunction act at-
tacked—merger pending**

NEW YORK, Nov. 18.—Despite negotiations for projectionists' union Local 306 to absorb the Allied and the Empire State unions, the unions are continuing their cross picketing and court fights. Both sides claimed victories in the decision of Referee R. M. Marsh yesterday in the Allied suit to restrain 306 and Stagehands' Local 1 against picketing of theaters using Allied men.

The decision permits the IA units to use "peaceful means" of arbitration and to use two pickets at each house. It also permits efforts to induce theaters to enter into contracts with the defendants providing the latter "refrain from violence, intimidation, misrepresentation and other unlawful conduct" (See **BOOTH UNIONS** on page 11)

Park Exhibit Space Sale Soars to Triple '34 Show

NEW YORK, Nov. 18.—A great upturn in number of exhibits will feature the annual convention of the National Association of Amusement Parks, Pools and (See **PARK EXHIBIT** on page 69)

Colorful Opening Finally Sees Oft Postponed 'Jumbo' Under Way

NEW YORK, Nov. 18.—After the long-distance postponement record of modern show business, Billy Rose's *Jumbo* finally got itself open in a blaze of glory Saturday night. Despite the high winds and general cold, the refurbished Hippodrome, scene of the opening, presented probably the most colorful opening-night spectacle since the Radio City Music Hall was launched. A huge mob studded with many prominent names crowded the big house, and the take on the single night was \$17,000. Scale for the opening was \$8.80 top, but 180 seats were given out on the press list.

Huge crowd jammed the renovated theater, which has been entirely re-modeled for the production. Orchestra and first balcony have been combined in a single sharply rising grand stand, with second balcony going as "economy" first tier. Albert Johnson has done the decorating in vivid red and blue and place is a novelty knockout. Huge Hipp stage has been discarded, with ring brought out on former orchestra floor and seats rising around it from three sides.

First-night mob was lavish in praise of a tremendous and spectacular production, with reviews unanimously raves. Musical comedy and circus have been combined in the show, with many ace names from both fields taking part. After first night evening top is \$4.40

Dissolve Fox Vaude Corp.

NEW YORK, Nov. 18.—The William Fox Vaudeville Corporation was dissolved recently, filing a certificate of voluntary dissolution. This subsidiary of the Fox firm has been non-operating for many years and was incorporated here March 20, 1911.

IAFE Reservations Are Coming Early

CHICAGO, Nov. 18.—With the annual convention of the International Association of Fairs and Expositions only three weeks away, reservations are coming into the offices of the Hotel Sherman in large numbers and Manager Frank Bering expects to have one of the biggest crowds of the year at the Sherman during the first week in December.

With both fair and park men making this hostelry their headquarters, there will be an unusually large number of attractions and supply people under one (See **IAFE RESERVATIONS** on page 69)

Chance for Third Party In Equity Showdown Vote

**Equity "centrists" gather at two sessions—new factor
in showdown meeting—may swing balance of power—
council members and many others attend confabs**

NEW YORK, Nov. 18.—Formation of a third party in the Actors' Equity Association became imminent last night as a result of the administration's announced split with the Actors' Forum, insurgent group. Actors interested in the question undecided between the two parties and many of them feeling that neither group was in the right, met after theater last night in a private dining room in Pete Lehr's restaurant on West 52d street to discuss the question and decide on a policy to be followed at the Equity meeting November 25, at which time Frank Gillmore, president, and Paul Dullzell, executive secretary, will call for a showdown between administration and Forum.

That the coming meeting has aroused more Equity interest than anything in years is shown in the fact that the room at Lehr's was crowded to overflowing, with about 150 people attending and at least 50 more turned away because of lack of room. Many prominent players attended, including various council members. Among those present were Osgood Perkins, Mary Boland, Alfred (See **CHANCE FOR** on page 5)

and matinee \$2.75. Seating capacity of renovated Hipp is 4,315, which makes capacity night receipts \$9,200 and capacity matinee take \$6,600. Show is giving 12 performances a week, having been classified as circus by Equity and other unions, despite fact that musical comedy elements predominate in first half. Two shows are given daily, with Tuesdays off. Capacity weekly take would therefore be about \$95,000.

Good business was done yesterday, despite worst weather of the season, with matinee grossing \$3,100 and evening \$3,380. Five hundred press seats were handed out for afternoon performance and regular second-night list in evening.

Production nut, according to Rose, reached \$340,000.

Rice Swamped Under by Squawks But Manages To Win Union Okeh

**Plan to withdraw units from camps draws Equity and
AFA fire—reconsidering—hopes to put 6,000 in WPA
projects by January 1—asks cutting of red tape**

NEW YORK, Nov. 18.—Statements, meetings and protests gave added life to the theatrical relief situation this week. Elmer Rice, New York regional director for the WPA Theater Project, found himself assailed on all sides for his policies. After placating the American Federation of Actors, Rice finally succeeded in getting nine theatrical unions to endorse his plans and to approve his asking Federal Relief Administrator Hopkins to modify the ruling that only those eligible for home relief prior to November 1 would be eligible for the new projects. Rice announced today that casting and preliminary production work has already been started on several theater projects and that he hopes to have the entire program in full swing by January 1. He expects to eventually have jobs for 6,000 people on the various theatrical projects organized here. Rice claims, however, that there do not appear to be enough eligible people to fill the 6,000 quota.

Rice states there are some 1,500 work- (See **N. Y. WPA** on page 5)

Legit Road Looks Good

**Reports of touring attractions
continue favorable—
good biz seems to be rule**

PITTSBURGH, Nov. 18.—With *The Old Maid* having given the Nixon here another great week at the box office, Manager Harry Brown feels encouraged to bring in as many vehicles as possible during the remainder of the season. *The Great Waltz*, opening Monday, will receive a grand plug opening day, when (See **LEGIT ROAD** on page 10)

Tomahawks Working Overtime in Scramble for U. S., Foreign Acts

NEW YORK, Nov. 18.—Bertram Mills, of Mills Olympia Circus, London, came in to attend the National Horse Show and to look for performer material. Agents and producers in the Orient, especially Japan, have been cabling

feverishly for American material.

Charlie Hart left for Europe last week to scout artist timber for Frank P. Gravatt, of Steel Pier, Atlantic City, and George Hamid, of George A. Hamid, Inc., making the second time in about eight months that the duo has sent a tomahawk abroad in search of new and original stuff.

Pat Valdo, of Ringling shows, will probably be sent abroad again to eye Continental attractions for the Big Show. Mike Barnes, of Barnes-Carruthers booking agency, Chicago, has been here looking over the field for Western grandstand shows.

South American reps have been here for United States acts. Santos & Artigas Circus, of Cuba, has had agents here doing the same thing. The whole world is gunning for faces new to their geography.

It all sums up to the fact that this country is really the best market for novelties and innovations, but the principle behind the whole scheme is that the 1935 outdoor season must have been highly successful to produce so much scouting. It takes money to send men around the world, you know.

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Prospects of a Southern WPA Project Look Remote

McGee, regional director, hopes for companies from New York and Chi—only four theatrical workers on State relief—rep companies in four cities hoped

MEMPHIS, Tenn., Nov. 16.—Prospects for development of the federal theater projects in the South appear extremely remote at this time, altho officials in charge are hopeful ultimately of easing New York and Chicago theatrical unemployment by placing resident companies in cities the size of Memphis. Back in Birmingham from a swing thru the South, John McGee, regional director of the WPA theater phase in the South, announced: "On the surface it does not appear that any federal theater unit can be organized in Tennessee, because, for the present at least, we have been restricted to working with theater people on the relief rolls of the State itself, altho we hope eventually it may be possible to move workers out of the congested centers and place them in communities like Memphis, where under proper direction and community management, they might serve a very useful purpose in enlarging the horizons of the American theater.

"It is scarcely necessary for me to point out the great difficulties attendant upon realizing such an objective under the conditions which must prevail in a relief setup."

A preliminary survey of Tennessee revealed only four persons on relief who would fall under the classification of theatrical workers. A more detailed survey has been ordered, this time with a request issued to every person on relief who has theatrical talent to advise the relief office of this fact. Nothing is to be done pending outcome of this new check.

The proposal ultimately is to set up repertory companies in the four major cities, Memphis, Nashville, Chattanooga and Knoxville, using unemployed performers and workers imported from New York or other cities where there is considerable unemployment among show-folk. Pay, however, is said to reach a maximum at \$90, but it is hoped that ultimately the companies will become self-sustaining on a basis that will permit of salary increases. The suggestion is that the company might do one show a month in Memphis, and then might be taken on a tour of one-night stands thru smaller cities of the surrounding territory, many of which have never seen a stage production with professional talent.

Reopening of WPA Free School Asked

NEW YORK, Nov. 16.—A petition signed by more than 200 students of the WPA Unit of Dance, Music and Drama has been presented to WPA officials here. The petition protests the closing of the school last Friday. Victor Rider, WPA administrator here, denies any knowledge of the project, claiming the discontinuance orders came from Washington.

The free school had 950 students enrolled when it was shut. They paid 10 cents a week to cover overhead, the school having a balance of \$1,400 at the time of closing. Fees paid by students in advance were refunded. Class terms ran 12 weeks, about 2,000 students taking classes each term.

Closing came after complaints from commercial theatrical schools that the free school was unfair competition and that it permitted radicalism. Lack of proper facilities, due to insufficient budget, was another angle. The school was supervised by Bruce R. Benton and had been running the past 18 months.

Shayon Loaned to 'Promise'

NEW YORK, Nov. 16.—Samuel Shayon has been loaned to MWW Productions, Inc., by Fanchon & Marco and will take over the duties of business manager of Max Reinhardt's spectacle, *The Road of Promise*, which Meyer W. Weisgal will present at the Manhattan Opera House. Show scheduled to open December 23.

Theater Code Hearing

NEW YORK, Nov. 18.—The new building code, which includes liberalization of theater-building regulations, will come up for its first hearing before the new Board of Aldermen today. The Merchants' Association, with the assistance of a special committee of theater architects, will urge adoption of the new code.

Competition

NEW YORK, Nov. 16.—Local night spots are using theater methods to hold their business. The Stork Club is giving away an automobile to a lucky number winner. And the El Morocco near by is running Raffle Nights.

Paris Digging Old Ones

PARIS, Nov. 11.—The dramatic vogue this season appears to be the historical drama or something else resurrected from the "good old days." Louis Verneuil has succeeded in making an interesting comedy out of the Napoleon period, altho not sticking closely to historical facts. His *Vive le Roi* at the Odeon is amusing and promises to stay a while.

On the contrary, an old-time comedy by Gresset, dug out of some dusty cobby-hole, which Dullin is presenting at the Atelier, proves tedious and uninteresting, altho *Le Mechant* (*The Wicked One*) may be poetic and arty. *Les Tricheurs* (*The Cheaters*), by Steve Fasseur, at the Comedie des Champs-Élysées, is in reality a revival, as this drama was presented some years ago. A grim, realistic love tragedy that has punch and holds interest.

Nebraska Sales Tax?

LINCOLN, Neb., Nov. 16.—Possibility of a 2 per cent sales tax which will include all amusement admissions is being considered by the special-sessioning State Legislature here. The special session to raise money for various relief needs in the State saw the fall of a proposal for additional tax on gasoline, and since theaters were sidestepped during the regular session amusement men are dubious about getting thru this one unscathed.

Bob Livingston, lobbyist and Capitol Theater manager here, is working hard to keep the boys from introducing a bill of that nature. He is hand-in-glove with Bill Haycock, Callaway (Neb.) showman, who is the Democratic floor leader of the House.

Hunter—"Forest" Hit Road

NEW YORK, Nov. 16.—The *Petrified Forest*, with Glenn Hunter in the role created by Leslie Howard, opens Saturday, November 23, at the McCarter Theater in Princeton, preliminary to a two weeks' stay at the Broad Street Theater, Philadelphia. Tour will follow. Wee & Leventhal management.

AFM Pickets Get Beating

Men outside of dance halls severely injured — police protection may be asked

NEW YORK, Nov. 16.—Within the past two weeks five musicians, members of Local 802, American Federation of Musicians, walking on the picket line at several ballrooms have been attacked and beaten. The local, in a protest move, may send a delegation Monday (18) to Police Commissioner Valentine, asking increased police protection. Officials of the local state the police have been missing most of the time at the picket lines, altho at the latter part of the week the number of policemen was increased.

Some of the spots where the attacks took place are the Red Mill, Bronx, and Innisvale, on the East Side, Manhattan. Another raid was at the Tango Palace, on Broadway, late at night.

Several of the pickets were severely beaten. One man suffered injuries to his nose which will be permanent. The spots are being picketed either because of non-union bands or under-scale practices. Most of them are now coming into line.

Local 802 Threatens Strike On Relief Projects Dec. 5

NEW YORK, Nov. 16.—Unless conditions under which musicians are now working on Works Progress Administration projects are remedied by December 5 Local 802, American Federation of Musicians, will call a strike of all its men on such projects. In addition, non-union musicians, it is said, will go out. This decision was reached at a membership meeting of the local earlier this week. The men are working on concert, dramatic and vaudeville projects.

The threatened strike is a followup on the recent picketing by the musicians of Dr. Nikolai Sokoloff, deputy administrator in charge of musical projects. The local is complaining on several points, mainly the increase in hours without an increase in pay; no allowance for home rehearsals; competitive admission charges at WPA concerts; pro-

posed Broadway shows with WPA actors and musicians, and failure to place additional men. Union wants to get scale instead of the \$23.70 now being paid. There are altogether about 800 musicians working on the projects.

Before Dr. Sokoloff was appointed to his position, a representative of the local said, it was the custom of the WPA to consult with the officials of 802 before taking steps affecting musicians. This no longer obtains, he said, and, in addition, the local charges that Dr. Sokoloff has adopted "a dictator's attitude." A spokesman for the musicians said that an attempt to communicate with Harry Hopkins, national WPA head, resulted in the letter being referred to Dr. Sokoloff. A strike committee is making further efforts to have Hopkins remedy the situation.

Petition for Quicker Action In GTE Suit Is Presented

WILMINGTON, Del., Nov. 16.—While the plan for the reorganization of General Theaters Equipment, Inc., was being presented before Chancellor Josiah O. Wolcott in Chancery Court here Thursday a petition was filed in the United States District Court here seeking quicker action in a 77-B proceeding against the corporation which has been pending for a year and a half. Petition, filed by Albert L. Simon, attorney for Jay Carton, of New York City, seeks permission to intervene so that a motion

can be made to vacate the stipulation extending time to answer in the 77-B proceeding and directing the debtors to answer.

Judge John P. Nields in the United States District Court set November 22 as the day for hearing on the petition, when parties interested may appear and show cause why the petition should not be granted.

Carton is holder of \$5,000 in gold (See PETITION FOR on page 11)

Chicago Legits Upped by One

New show only fair — "Three Men" closing—local season continues spotty

CHICAGO, Nov. 16.—The legit show count rose to three this week with the opening on Monday of *Her Master's Voice* at the Studebaker. It will be increased to four on November 25 when Katharine Cornell opens at the Grand in *Romeo and Juliet*, but will drop back one when *Three Men on a Horse* closes on November 30.

So far the local legit season has been the most spotty in many years and is apt to continue so for some time. Ina Claire and Dennis King were to have opened at the Grand next Monday, but the Eastern tryout was not satisfactory and the local engagement has been postponed indefinitely. *Dodsworth*, at the Erlanger, is drawing satisfactorily and will remain for several weeks. When *Three Men on a Horse* closes on the 30th it will have registered 318 consecutive performances. It is set to open in Milwaukee December 1, with Minneapolis, St. Paul and St. Louis to follow.

A new plea was filed in the United States Circuit Court this week by the producers of *Tobacco Road*, Sam H. Grisman and Jack M. Kirkland, in which they ask that the city be required to post "substantial" bond in the super-decedas proceedings now before the court. The bond had been fixed at \$10,000. An affidavit by Grisman said that salaries of players and employees since October 30 have amounted to \$12,800 under existing contracts.

Her Master's Voice, featuring James Spotswood, received only fair notices from the critics.

No definite date yet announced for the Guild season.

Butterfield Remodeling

DETROIT, Nov. 16.—In line with a building and rehabilitation campaign which the Butterfield Circuit has started in Michigan, it is now building a new theater in Alpena in co-operation with local interests and entirely remodeling and equipping from booth to stage the Orpheum Theater, Ann Arbor, Mich., which has been closed for several years. Shortly after the new year the McGlinn Cadillac and Ramsdell theaters, Manistee, Mich., will open after being entirely remodeled and re-seated. The Bijou Theater, Battle Creek, is also to be remodeled and when completed will be one of the finest theaters in that city.

The Mecca Theater, Saginaw, in which alterations have been made which make it practically a new theater and completely redecorated and re-seated, has just been opened.

"Home's" Philly Start

NEW YORK, Nov. 16.—*Fly Away Home*, starring Donald Brian and featuring Ann Deighton, opens Tuesday, November 19, at the Erlanger Theater in Philadelphia. Supporting cast includes Paul Parry, Georgette McKee, Frederick Patterson, Philip Truex, Lida Kane, Nell O'Day, Barbara Ellis, Leonard Goodman, William Korn and Barbara Willard.

THOMAS B. MARTIN

This Week's Cover Subject

TOMMY MARTIN, T. Bradley Martin and Thomas B. Martin are billings used in the past by the performer pictured on The Billboard's cover this week, the last being the billing he is now using and which he has adopted permanently. Several factors account for his success as a magician, including not only his looks and personality but the close study he made of the presentation of magic. This study taught him that perfection in technique must be accompanied by other factors—timing and showmanship.

Altho he has been a magician for a comparatively short time, some of his dates include 8 and 12 weeks at the Paramount and Palmer House, respectively, in Chicago; 17 weeks with Dave Apollon's "International Varieties" unit; time with Bert Levy, Warners and Fanchon & Marco.

Warner Suit Follows Trial

Additional actions come after victory in St. Louis case—half-hour decision

NEW YORK, Nov. 18.—Victory for the defendants in the St. Louis restraint of trade case brought by Fanchon & Marco against Warners, Paramount, RKO and various executives was followed by several additional suits in New York this week against Warners. The defendants, in St. Louis, won a hands-down victory, the jury coming in with the not guilty decision in half an hour.

One suit against Warners was filed by Martin J. Clougherty, a resident of Massachusetts. He alleges that common stock worth \$6,500,000 has been transferred with no consideration, and he seeks an injunction restraining the use of proxies by executives in settling another stockholder's suit. The stock involved was allegedly passed to Goldman Sachs & Company and from there to another firm, McClure, Jones & Company. The Warner brothers, Jack and Harry M., are also charged with dealing with Warner Brothers thru their personal corporation, Renraw, Inc., because as directors of Warner Brothers they could not deal directly. The other suit is brought by Harry Pepper, stockholder, seeking to restrain the firm from submitting to stockholders December 12 the matter of voting upon a compromise whereby the brothers would pay obligations by delivering stock. It was indicated in court the injunction would not

be granted. The St. Louis verdict ended a \$1,000,000 case, in process seven weeks. Frederick Wood, Warner counsel, was fined because of contempt of court.

Philly Sundays Start; Big Grosses Hoped

PHILADELPHIA, Nov. 18.—Almost the last of Pennsylvania's 171 Blue Laws goes into the ashcan tomorrow so far as Philadelphia is concerned.

With the launching of Sunday movies, every first-run theater and at least 80 per cent of the neighborhoods present their first Sabbath performances beginning at 2 p.m. tomorrow. The downtowns are exploiting the idea to the hilt with newspaper space, and the bulk of showmen are optimistic as to the box-office results.

The failure of the open Sunday measure in many big communities like Norristown, Ambler and other places within striking distance of this city will probably turn out to be a boon for the first-run houses here. While Philadelphians are notorious for leaving the city over the week-end and while theater men do not believe this habit will change overnight, they believe that the exodus will be more than balanced by Sunday visitors from the surrounding communities.

The neighborhood theaters have less to expect from this kind of business, but most of them are of the opinion that Sunday will give them one extra big day of the week and a double chance to capitalize if Saturday or any of their other peak nights is ruined by weather.

There has been one independent faction steadfastly opposed to Sunday movies which is still sticking to its argument that Warner Brothers will be the chief beneficiaries of the measure because of their large staff and the ability to assume much of the extra overhead at low cost, whereas the smaller independents will find their expenses increased by 16 per cent for problematical returns. This attitude, however, seems in the minority.

N. Y. WPA

(Continued from page 3)

ers being transferred from the old PWA drama and vaude units and another 500 workers have been requisitioned from the relief rolls for placement. He says he hopes to have 3,500 persons on the WPA projects by December 1.

Rumpus Over CCC Shows

Rice's statement Tuesday that vaude and drama units playing the CCC camps would be discontinued raised a big furor. Rice claimed the "quality of plays and productions now touring the camps is decidedly poor and far below any reasonable standard of professional excellence." He also hit the poor transportation facilities between camps and also the housing of performers as being "downright inhuman."

Frank Gillmore immediately replied, "Laying aside transportation difficulties, it is regretted that these bookings were discontinued without Equity having an opportunity of co-operating in removing any other objections."

Ralph Whitehead, speaking for the AFA, said: "It is a stupid and extremely unkind attitude for a man to take when this is primarily a relief program. Naturally the shows are far from polished performances, but, as I understand it, the idea was to give the destitute work." Referring to Rice's statement that the new Municipal Theater Project would take care of those who lost their jobs with the camp units, Whitehead said, "I don't think there are enough places in New York City to give the performances now being presented in the CCC camps."

At the AFA's mass meeting on the relief situation Thursday two resolutions were adopted. One resolution petitioned Hopkins, Rice and Mrs. Hallie Flanagan "to continue the bookings of vaudeville, minstrel and circus units in order to preserve and perpetuate these forms of entertainment." The other petitioned Rice and Hopkins to modify the ruling on work relief eligibility "in order to give every deserving member of vaude-

(See N. Y. WPA on page 10)

CHANCE FOR

(Continued from page 3)

Lunt, Victor Moore, Selena Royle, Florence McGee, Elisha Cook Jr., Bretaigne Windust, Richard Whorf, Claudia Morgan, Ruth Weston and many more.

The meeting was a more or less spontaneous affair, with Perkins, vice-president of Equity, presiding. He said that he had attended the meeting not as an officer, but simply as an actor member of Equity.

Second Meeting Called

The meeting was independent of both the administration and the Forum and was called without the knowledge or sanction of the administration. Altho it was vigorously denied that the meeting, in itself, constituted the formation of a third party, those close to the situation saw that result as almost inevitable. Another meeting has been called for after theater Monday night at Sardi's, and it is considered certain that that will see the real formation of a third Equity group, altho it is expected that such an outcome will still be vigorously denied.

The purpose of last night's meeting, according to Perkins, was educational, an effort to counteract the general lack of information on the present crisis in

Pitt Variety Club Adopts Another Kid

PITTSBURGH, Nov. 18.—The local Variety Club, Tent No. 1, adopted a 13-month-old child at its seventh annual banquet staged here at the William Penn Hotel last Sunday. Immediately after Walter Winchell flashed the news on his regular Sunday night broadcast Retiring Chief Barker M. J. Cullen, manager of Loew's Penn here, placed the child into the arms of Art Levy, his successor. The child has been named Katherine Variety Sheridan II and will be nursed under the care of the club until she reaches the age of 5. Then she will be adopted by a local family approved by the club's officers. The club's first adopted child, Katherine Variety Sheridan I, is now eight years old and was adopted into a good home three years ago.

The banquet was the most successful ever staged here. Over 900 members in the theatrical, sports and government world attended. The huge entertainment bill was emceed by Ed Lowry and included a roster of names. Norman Prescott was toastmaster. The event was held in honor of the retiring officers and the new officers who have been formally initiated.

Army-Notre Dame Game Booms Biz on Rejuvenated Broadway

NEW YORK, Nov. 18.—Topped by the capacity Notre Dame-Army football game today, business all along Broadway was good. The week-end was a joy to the amusement purveyors, with the football crowd, coming in town Friday and Saturday, staying over until Sunday, and spending money as all football crowds do. The Notre Dame-Army game has reached the state of being one of the most popular scraps of the year. Tickets were next to impossible to get.

The legit week saw the entry of Par-nell as another candidate regarded as pretty sure of building and enjoying a run. Otherwise it was the same as before. *Jubilee*, *At Home Abroad*, *Porgy and Bess*, *Pride and Prejudice*, *Taming of the Shrew* stayed at the top. After a year's run *Anything Goes* closed tonight. As was the case last week, *Mutiny on*

the *Bounty* did capacity at the Capitol, holding over for a second week. Another two are indicated. At the Center the house got its first hit in *Thanks a Million* and looks as tho it will do a fortnight. Music Hall, with *The Man Who Broke the Bank at Monte Carlo*, looks average, with nothing standout about the picture. Paramount seems to have a hit with *Mary Burns, Fugitive*.

Equity's affairs. The meeting, being informal, was marked by much confusion, practically everyone present wanting to state his opinions; but in general the result of discussion was favorable neither to the administration nor the Forum. Both were criticized on certain points, and both were upheld on others. According to Perkins, the sense of the meeting was that the Forum should not be crushed. Members felt that all opposition to the administration should not be killed, altho they questioned the caliber and quality of that opposition at present.

Perkins denied that there was at the meeting any discussion of a possible successor for Gillmore, in the event that the administration lost out at the general meeting and Gillmore and Dullzell, as

(See CHANCE FOR on page 16)

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AT LIBERTY

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AT LIBERTY

— Rep. or Med. Young Gen. Bus. Team. Lady Inaugures or as cast. Man Comedy or as cast. Fair Sax in Orchestra. Hukom Specialities. All essentials. **JIMMIE BURKE**, Hornbeck, Tenn.

WANT PICK-OUT DOG

Or small Pick-out Pony. State routine, acc, best price, etc. **BUD HAWKINS**, Murray, Ky.

NEW YORK'S BEST HOTEL VALUE



PARLOR, BEDROOM AND BATH
\$5.00 per day
1 or 2 Persons

LARGEST SINGLE ROOMS
With Bath,
\$3.50 up per day

Radio, combination tub and shower, circulating ice water, swimming pool and gymnasium free to guests.

Dining—Dancing—Smart Entertainment.
Cocoanut Grove
New York's Popular Rendezvous

The Park Central

56th STREET at 7th AVENUE

NOVELTY ACTS WANTED

Foreign Acts preferred. Real Unit going South. Now working. Also want Sister Team, Single Women, Fantomine Comedy. State if you have transportation, also your very lowest. Les Williams write. **TRI-STATE PRODUCING**, St. James Hotel, Knoxville, Tenn.

WANT IMMEDIATELY

Experienced Man to take charge of Roller Rink Floor. Must be able to teach Fancy Skating. If not capable do not answer. Immediate action necessary. **ROSCOE WADE**, Adrian, Mich.

— ATTENTION —

We Furnish Strictly High-Class Attractions for Indoor and Outdoor Events. Acts of Quality and Distinction. Also Bands and Orchestras. Communicate With Us.

ASSOCIATED ATTRACTIONS

JOHN F. McGRILL. GILES W. HARRINGTON.
Suite 600, 201 N. Wells Street, Phone Franklin 5756, CHICAGO, ILL.

NO TAX ON ET RECORDS

Internal Revenue Bureau Issues Official Clarifying Statement

Electrical transcriptions are definitely removed from the "phonograph record" category, with the result that they are found not subject to 1932 excise tax

WASHINGTON, Nov. 16.—The Bureau of Internal Revenue has rendered a decision in connection with the manufacturers' excise tax law of 1932 in which it has been held that "electrical transcriptions used for broadcasting purposes . . . of the sound-on-disk type are not taxable as 'phonograph records.'" In this connection the Bureau (branch of the Treasury Department) issued a lengthy official statement. There had been considerable complications as a result of the manufacturing interests of electrical transcriptions seeking to get a ruling on the matter and keep the specially manufactured disks separate from the ordinary phonograph record. The decision from the Internal Revenue Department follows:

"Inquiry is made whether electrical transcriptions used for broadcasting purposes and motion-picture records of the 'sound-on-disk' type are subject to tax as records for phonographs under Section 607 of the Revenue Act of 1932, which imposes a tax on certain articles (including records for phonographs) sold by the manufacturer, producer or importer.

"In S. T. 550 it was held that electrical transcriptions used by broadcasting systems are records for phonographs and taxable as such under the law; and in S. T. 851 the conclusion was reached that motion-picture records of the 'sound-on-disk' type also come within the general class of records for phonographs. Reconsideration of those decisions is requested.

"At the time Section 607 was enacted the word 'phonograph' had acquired a definite meaning both in the minds of the public and in judicial decisions and it is to be assumed that Congress had that meaning in mind and used the word in that sense when it enacted this provision. As was stated in *Kepper v. United States* (195 U. S. 100): 'It is a well-settled rule of construction that language used in a statute which has a settled and well-known meaning, sanctioned by judicial decision, is presumed to be used in that sense by the legislative body.' . . .

"According to the *Encyclopedia Britannica*, the phonograph is an instrument for reproducing sound by transmitting to the air the mechanical vibrations of a stylus in contact with a sinusoidal groove in a moving record. Less specifically, the term designates any instrument for the recording or subsequent reproduction of sound. Congress in imposing a tax on records for phonographs could not have had in mind this general definition of the word 'phonograph.' If such were the case all records embodying the principle of the phonograph would be taxable, including motion-picture records of the sound-on-disk type, records made by police departments in gathering evidence, records of public statements for use in the event of a libel or slander suit, and many more uses to which the phonographic principle of sound recordation and reproduction is put. Technically, the machines which record sound as well as those which reproduce it are phonographs, but from a consideration of the language of Section 607 it is evident that Congress had in mind only the machines which reproduce the sound. Such a machine has a revolving turntable, a sound-arm holding a diaphragm in which is fastened a needle or jewel, and a sound-box or horn. The word

(See NO TAX ON on page 11)

Watch for

THE PROGRAM'S THE THING

By Douglas F. Storer

A Special Feature of the CHRISTMAS NUMBER of The Billboard

Buy KOIL To Ward Off Outlet Corner

LINCOLN, Neb., Nov. 16.—The Union Holding Company, thru its subsidiary Central States Broadcasting Company, has bought Station KOIL, Omaha, from the Barnsdall interests. Outlet had been under lease for the past two years and uses 2,500 watts daytime and 1,000 watts at night, as member of the NBC red network.

Central States Broadcasting Company also has KPAB and KFOR here, both CBS outlets. The staff with John Henry, managing director, remains as is for the time being. The buying of KOIL is understood to be a move to forestall newspaper attempt to buy in additional stations as *The Omaha World Herald* has been doing.

WJTL Deal Is Completed; New Call Letters WATL

ATLANTA, Nov. 16.—Station WJTL, Atlanta, has been purchased from Oglethorpe University by Steve Ciser and J. W. Woodruff, who have changed the call letters to WATL by authority of the Federal Radio Commission, and they will operate the station as the Atlanta Broadcasting Company. Among the improvements to be made by the new company will be the establishing of a studio in Decatur, which will open November 24.

In connection with the studio will be the establishing of a dancing club in the ballroom of the Hotel Candler, adjoining the building, to which admission will be by card only on payment of a fee for each dance attended.

SAMMY WATKINS and his Thrill Music, playing Middle Western spots, will go into New York within the next two months with a 14-piece band, featuring something entirely different in dance-music presentation.

Ad Men Here Ponder Possibility Of British Ether Advertising

NEW YORK, Nov. 18.—Advertisers and agency executives here are speculating as to whether there is any possibility of the British Post Office falling to renew its contract with the British Broadcasting Corporation next month. Consensus of opinion is that the subsidy will be renewed as of the first of the year for another long period, despite the appeal to the Prime Minister last week made in behalf of 500 British manufacturers who have finally made up their minds that radio is increasing sales at home and abroad.

For some time now the only ether advertising to hit England is that coming from France or Spain, or from short wave. The postmaster, Sir Kingsley Wood, is now seeking to keep English sponsors off the air on the Continent. The manufacturers take the stand that increased sales will increase employment and that the Post Office should not stand in the way of such recovery.

CRC Works Fast

TORONTO, Nov. 16.—The Canadian Radio Commission cut Radio Station CKTB, St. Catharines, from its network.

It was said that the station disobeyed an order issued by the commission, prohibiting the broadcast of the Canadian Federal election returns.

Gruen Starting Contest On Political Question

NEW YORK, Nov. 16.—The Washington Merry-Go-Round program sponsored by the Gruen Watch Company on the Mutual Broadcasting System is starting a contest which will run until Christmas week, the prizes being 50 watches to as many winners on both sides of a political question.

Question will be anent the supposed waning popularity of President Roosevelt, or New Deal, and in order to take away the stigma of political angles well-written letters arguing against it will also receive consideration. Program features inside news and comment from Washington as handled by Drew Pearson and Robert Allen. Another contest will get under way in January.

Consolidated Increases Staff; Green's Western Trip

NEW YORK, Nov. 16.—Charles Green, head of Consolidated Radio Artists, left this week for a Midwest tour looking over booking prospects and the like. Green has added several men to his staff, including John R. Andrew, local sales; Elliott Shults, advertising agencies and out-of-town sales, and Lou Strauss as press agent.

Consolidated has also increased its New York office space.

New WSMB Studios Near Completion

NEW ORLEANS, Nov. 16.—Spending several thousand dollars, WSMB, Saenger station and NBC outlet at New Orleans, has nearly completed one of the most beautiful studios in the country. Renovation work began soon after recent fire caused heavy damage in studio atop the 13-story Maison Blanche Building. In addition to studio improvement, station is installing new high fidelity equipment in transmitter located in former Naval Station at Algiers, La., across the river from the city where station transmits from two 300-foot towers.

One of the pioneer stations of the South, WSMB broadcasts 18 hours daily with almost 75 per cent NBC programs. Harold Wheelahan is manager, and announcing staff includes Temple Black, Bill Bregel, Teddy Fontelle and Edward Wheelahan.

Opera Contest In Legal Snag

NEW YORK, Nov. 16.—Proposed amateur program for opera singers, to be sponsored by Sherwin-Williams Company starting December 1 on NBC, is involved in considerable legal difficulties, with NBC filing an order to restrain Charles Henry Freeman, Jr., and Freeman, in turn, planning an injunction suit against the paint company and its advertising agency, Cecil, Warwick & Cecil.

Freeman advised Cecil, Warwick & Cecil several weeks ago that he created the opera idea, whereby winners were to get contracts from the Metropolitan Opera Company, and that he submitted the idea to them in May of this year. Freeman alleges that use of the idea without payment to him is theft, since the idea and plan have been copyrighted. The squabble has led to further agitation for a national idea registry of some sort.

Meanwhile, in the papers filed against Freeman is an affidavit stating that Sherwin-Williams will not go on the air until the question is straightened out. Thus, NBC sought to restrain Freeman from interfering with the progress of the program and the beginning of the series. Today a representative of Cecil, Warwick & Cecil stated that as far as he knew the show was starting as scheduled. Samuel Seabury, counsel for Freeman, obtained a postponement on the NBC hearing until November 23. Meanwhile, Freeman said today that he was continuing with his plans for an injunction restraining the use of the program by Sherwin-Williams and Cecil, Warwick & Cecil.

Testimony is already conflicting. Freeman has stated he submitted the opera idea in May of this year to Cecil, Warwick & Cecil. Jack Warwick, of the agency, denies this in an affidavit, which states he thought of the idea and took it up with the Metropolitan management. Freeman has a four-page booklet explaining the plan. The booklet is copyrighted as of this year.

RCA Announces Sale Of Shares to EMI

NEW YORK, Nov. 16.—Radio Corporation of America has disposed of its 1,700,000 shares in Electric and Musical Industries, Ltd. of England, for \$10,220,000 to Morgan, Grenfell & Company and Edward De Stein & Company, London bankers. Shares represent 29.3 per cent of the English company's stock. RCA will also receive about \$400,000 in dividends on the sale.

Sale accomplishes two purposes, simplification of the RCA financial structure and sale of affiliates in which RCA did not have practically 100 per cent control. All companies now owned by RCA come under that classification. Another recent sale by RCA was its RKO holdings, sold to a combination headed by Atlas Corporation (Floyd Odlum) and Lehman Brothers. The cash structure of RCA has been strengthened accordingly.

Reser Returns for Cliquot

NEW YORK, Nov. 16.—After an absence of about three years Harry Reser and his orchestra returned to the air for the same sponsor that kept them on the air for seven years. Reser starts December 7 for Cliquot Club Gingersals. Program will be on the Columbia Broadcasting System.

"Skeets" Miller Sailing On New "China Clipper"

ALAMEDA, Calif., Nov. 16.—William Burke Miller, NBC night program director, New York, is scheduled to leave here November 22 on board the Pan-American giant commercial plane when it hops off on its maiden trans-Pacific flight.

On board with him is to be Harold P. See, NBC field engineer, New York.

On the Air,
as on the Midway—

Showmanship

Brings 'Em In!

The sort of Showmanship that brings NBC Network advertisers the largest radio audience in the world

Wherever crowds are caught and held, Showmanship does the job. This goes for every form of entertainment—from a Midway muscle dance to grand opera. And in the building of those radio programs which achieve their top on NBC Networks, Showmanship gains its greatest audience.

The glamour, excitement, humor and romance which distinguish these nationally famous programs do not just *happen*. Their vast daily audience is won and held by the most adroit type of showmanship. Their carefully calculated impact on the emotions of their listeners represents the talent of expert showmen, within the organizations of advertisers, their advertising agencies and the NBC Program Department. Broadcast to the nation through the facilities of NBC, pioneer in the network broadcasting field, these programs are outstanding examples of radio showmanship. The habitual audiences they have built represent a plus value which all NBC advertisers receive.

Tune in the RCA Magio 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



KLZ Reorganizes; New Staff Is Set

DENVER, Nov. 16.—The staff of KLZ has been reorganized, due to the resignation of Mr. and Mrs. Benny Bengston, former principal owners of the station

and also production manager and program director. The station was sold the past summer to the Oklahoma Publishing Company. Mr. and Mrs. Bengston have moved to Hollywood, Calif., where Mr. Bengston will edit the *Little Theater Digest*. Mrs. Naomi Bengston was well known nationally thru her connection with KLZ, which was established as the first station in Denver by her first

husband, Dr. W. D. Reynolds.

The new staff at KLZ includes E. K. Gaylord, president; Herbert Peck, counsel; Edgar A. Bell, secretary-treasurer; J. I. Meyerson, station manager; F. W. Meyer, assistant manager; F. L. Allen, promotion and publicity; Arthur P. Wuth, program director; Mark Hansen, production manager; Fred D. Fleming, news editor; Matthew D. McEniry, spe-

cial features manager; Miss Pat Burns, continuity editor, and T. A. McClelland, chief engineer.

KLZ is the Denver outlet for Columbia, but locally managed with policies shaped to local conditions.

The new owners are spending considerable money in rebuilding and adding studios and more office space, and more improvements are contemplated.

ERNIE AND HIS ORCHESTRA
Broadcasting Via WTC-NBC.
NOW ON TOUR.
Dir. CONSOLIDATED RADIO ARTISTS.
1619 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.

LEO KAHN AND HIS ORCHESTRA

Broadway's Sensation
PAUL MARTELL AND HIS ORCHESTRA
99th Week Arcadia Ballroom, New York

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

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

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 Direction ROBERT H. EDSON.

DON RICHARDS AND HIS MUSIC.
Now Playing
CASINO MONTCLAIR, New York, N. Y.



Smart Rhythms For the Smart Set
Exclusive Management EDW. I. FISHMAN, Orchestra Corp. of America, 1819 Broadway, New York, N. Y.

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



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

STATION NOTES
Address All Communications to the New York Office

JOE McGUIGAN, popular fight referee, is ailing over WDAS, Philadelphia, as a singer of Irish ballads.

JOSEPH WISSOW, concert pianist and former soloist with the Philadelphia Orchestra, started a sustaining feature on WFIL, Philadelphia.

PROGRAM DIRECTOR Murray Arnold and Press Chief Martin Gosch revived the *Boneheads*, a comedy act, which gained them fame in the early days of Philadelphia radio, on WFIL.

DRAMATIZATION of local events has been started by Station WGST, Atlanta, for 15 minutes six nights a week, sponsored by the Carroll Furniture Company.

WMAZ, Macon, Ga., has resumed publication of its bulletin, *News and Views*. It was discontinued three months ago, but is now going out to about 400 businessmen every other week.

WILLIAM A. SCHUDT Jr. recently addressed the Rotarians in Charlotte, N. C., where Schudt manages WBT.

PERSONNEL at KELD, El Dorado, Ark., that State's newest station, includes F. E. Bolls, manager; Leon Sipes, assistant manager and announcer; Gladys Morgan, program director; T. P. Thompson, commercial sales; Eddie LeCaptain, operator and news reporter; Charles Mathis Jr., chief operator.

NEW ANNOUNCERS at WLW and WSAI, Cincinnati, include Al Godwin, Frank Cooley, James Alderman, Floyd Mack and Tom Slater. Peter Grant is head of the staff, which numbers 21, believed to be the largest with any American station.

ALKA SELTZER is using *The O'Malveys* on WBT, Charlotte.

LESTER E. BESSEMER, engineer with WMAZ, Macon, Ga., five years, resigned to go with Collins Radio Company, Cedar Rapids, Ia.

WBXY, Green Bay, Wis., after a recent survey of audience response, has concluded that no one type program can be called the best liked.

New Biz, Renewals

NEW YORK, Nov. 16.—New accounts and renewals on the Columbia Broadcasting System:

POMPEIAN CO., thru Topping & Lloyd, starts December 2, Monday, Wednesday and Friday, on WABC and 25 stations, 4:45-5 p.m. Program is Harold Stern's Orchestra, Margaret Sangtry, Jerry Cooper.

MOHAWK CARPET MILLS, thru Blackett-Sample-Himmert, Inc., renews, effective December 9, on WABC and 21 stations. *Five-Star Jones*.

FORD MOTOR CO., thru N. W. Ayer & Son, Inc., New York, starts December 1, Sunday, 2:30-3 p.m., rebroadcast 5:30-6 p.m. on WABC and 42 stations. Jose Manzanares Orchestra.

D. A. SCHULTE, INC., thru Frank Presbrey Co., starts December 3, Tuesday and Thursday, 7-7:15 p.m., on WABC and 15 stations. Rube Goldberg, Vera Van and Waldo Mayo's Orchestra.

New York Area

PISER FURNITURE CO., thru Zinn & Mayer, starts November 19, Tuesday and Saturday, 6-6:15 p.m. Talks. WMCA.

WILLIAM P. GOLDMAN & BROS., direct, renews, until December 5, Thursday, 7:30-8 p.m. Sid Gary and variety show. WMCA.

Newark

NORTHAMPTON BREWERY CORP., direct, starts November 20, Wednesday, 8:30-9 p.m. Pat Rooney, vaudeville acts, George Hall Orchestra. WOR.

JULEP CO., thru Mitchell Faust Agency, starts November 18, with participations in Martha Deane program. WOR.

NATIONAL SAFETY BANK & TRUST CO., thru Kayton-Spiro Co., starts November 17, Sunday, 2-2:15 p.m. *Inquiring Reporter*—Jimmy Jemall. WOR.

PURE OIL CO., thru Freitag Agency,

MORTON SALT has started a new series on Southwest Broadcasting System called *Uncle Mort's Hayloft Party*. Talent includes Ben McKay, Eddie Duncan, Lonnie Williams and Marvin H. Bowman as *Uncle Mort*. Steve Wilhelm is the producer.

J. L. VAN VOLKENBURG, president of KMOX, St. Louis, is in New York for a week. Spending most of his time at CBS.

HARFIELD WEEDEN is now program director of KTAT, Fort Worth, coming over from KNOW, Austin, Tex. Earl Rodell has shifted from KTAT to KNOW. Marjorie Luethli, of K TSA, San Antonio, is moving to KNOW as continuity director.

F. W. SARTAIN has been added to the sales staff of KMOX, St. Louis. He was previously with the U. S. Chamber of Commerce.

TORONTO EVENING TELEGRAM broadcasts its news direct from the newsroom over Station CFRB twice daily, this being handled by Jim Hunter, the radio editor. The deal is ad space in exchange for time. Robinson McLean, staff reporter of *The Evening Telegram*, in Ethiopia, was recently heard over the Columbia chain direct from Addis Ababa.

JOHN HUGHES, former KVI, Tacoma, Wash., announcer, has joined the staff of KFRC, San Francisco, in a similar capacity.

GORDON OWEN, who was on the sales staff of KSL, Salt Lake City, has joined KYA, San Francisco, as account executive.

COL. RHYS DAVIES, short-story writer and former stage producer, has been appointed production manager for Audisp Corporation, San Francisco transcription concern.

JERRY MAYHALL, ork leader at the Harris-Alvin in Pittsburgh, started a weekly commercial over WJAS in that city at 4:45 p.m. on Sunday. Billy Yates, formerly with Don Bestor, is the featured vocalist.

starts November 16, Tuesday, Thursday, Saturday, five-minute transcriptions. WOR.

FLORIDA FARM COLONIES, Inc., started November 10, thru Hudson Advertising Agency, Sundays, 3-3:15 p.m. Hawaiian music. WOR.

GREAT STUFF PRODUCTS CO., thru Bess & Schillin, started November 12, three 15-minute periods weekly. WNEW.

WISS SONS JEWELRY CO., thru Schek Advertising Agency, starts November 18, five 15-minute periods weekly. WNEW.

ASSOCIATED STORES OF AMERICA, thru Bess & Schillin, starts November 17, one 15-minute period weekly. WNEW.

New Orleans

EL ROI TAN CIGARS, thru local distributor, 21 spot announcements a week over WSMB and WWL. WWL contract calls for announcements between two chain programs.

ATLANTIC & PACIFIC TEA CO., thru local management. One-minute spots to follow each Kate Smith broadcast over CBS. On WWL.

STANBACK CO., renews, Audrey Charles, soprano, accompanied by studio organist, Carl Lelky, six 15-minute programs per week. WWL.

MARKS ISAACS CO., department store of the city, 15-minute concert transcriptions once a week. On WSMB.

Macon, Ga.

STERCHIS, 15 minutes daily. WMAZ. REID & MURDOCK, 26 daily announcements. WMAZ.

A. S. HATCHER CO., 30 daily announcements. WMAZ.

CARTER HARDWARE CO., six 30-word daily announcements. WMAZ.

DAYS, 15-minute hillbilly show, once weekly. WMAZ.

MAYO'S CREDIT CLOTHING, three announcements daily; five-minute news

(See NEW BIZ on page 10)

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

WGYNBCO
Network.
★
NOW ON TOUR.
FRED YANKEE AND HIS SOCIETY SWING ORCHESTRA
Management: MATTY ROSEN, 180 W. 48th St., 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.,
788 7th Avenue, New York City.

★ ★ ★ ERNIE WARREN AND HIS ORCHESTRA.
Direction, MILLS ARTISTS, INC.
788 7th Avenue, New York, N. Y.

★ **HENRY HALSTEAD** AND HIS ORCHESTRA
COCONUT GROVE,
Central, New York City.
Exclusive Management
EDW. I. FISHMAN,
1818 Broadway, New York City.

J. L. FRANK PRESENTS THE
LOG CABIN BOYS
Address
W H A S
LOUISVILLE, KY.

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

★ **B. FRIDKIN** AND HIS MUSIC
The International Maestro
NOW ON TOUR.
TAPB, Personal Rep.
1818 Broadway,
N. Y. C. Columbus 5-1588

VICTOR Shell Oil Program.
WITH
WALLACE BEERY YOUNG

ED WEEMS
AMERICA'S MOST VERSATILE ENTERTAINING ORCHESTRA
Reopening in the
EMPIRE ROOM
OF THE PALMER HOUSE
CHICAGO, JAN. 6
Now on Tour Warner Bros. & R. K. O. Theaters.
Milwaukee and Wisconsin Exposition, Milwaukee Auditorium, November 18-24.

EDDIE LEONARD, JR.

Colorado Station Airs Legislature

DENVER, Nov. 16.—For the first time proceedings of the State Legislature are being broadcast. It is a special session, meeting for the purpose of hearing evidence regarding malfeasance in office by Secretary of State James Carr.

Permission to broadcast the opening day was secured by KLZ from Governor Ed C. Johnson, speaker of the House and the president of the Senate. Immediately KFEL-KVOD demanded the right to broadcast the opening day also, which was granted. An effort was made after the House convened to stop the broadcasting, but the stations won 51 to 11. KLZ broadcast the opening day only, but KFEL-KVOD has stayed on the job every day, and have broadcast all the evidence taken in the hearings.

At the close of the hearing in the House a motion was passed instructing a telegram be sent the federal radio commission to permit the power of KFEL-KVOD to be increased from 500 to 1,000 watts during the trial. This motion was offered by Representative Harry Johns, who had originally opposed broadcasting. In apologizing for opposing the original motion he mentioned having received many letters from his constituents favoring the broadcasts. KFEL-KVOD makes no pretense at covering the entire State, being primarily interested only in the Denver market, and the request for increased power was made so more persons could receive the broadcasts.

The motion for increased power passed unanimously, as did the motion in the Senate to permit broadcasting of the impeachment trial there.

KLZ was unable to broadcast the proceedings day by day because of Columbia chain programs, but KFEL-KVOD has been on the air an average of five and a half hours every day the hearing has been on.

Asking its listeners to write in if they wished the broadcast of the session to continue, KFEL-KVOD received over 13,000 letters and postals, the majority of the writers desiring that the session be aired.

Rube Goldberg Signed For Schulte Program

NEW YORK, Nov. 16.—Rube Goldberg, newspaper cartoonist, starts a commercial for D. A. Schulte, Inc., cigar store operator, December 3 on the Columbia Broadcasting System, together with Waldo Mayo's Orchestra and Vera Van. It's Goldberg's first radio series. Cigar stores company is taking to the air in competition with the United chain, now on the Mutual network.

Frank Presbrey Company is the advertising agency for Schulte.

Stoop and Budd Separate

NEW YORK, Nov. 16.—Stoopnagle and Budd, CBS comedy team, undergo a temporary separation while Budd Hulick takes over an orchestra organized for him by the CBS Artists' Bureau. Team will be reunited in January in a new show on the network.

Hulick will act as leader, vocalist and emcee with the band, which starts a sustaining show November 23. After that the outfit is to tour. Hulick previously conducted a band in 1928 on a transatlantic steamer.

Smith Ballew and his orchestra, playing at the Cafe de Paree, are now a nightly remote over KHJ, Los Angeles.

Owner and operator of KFSO, San Francisco, spent the past week in Hollywood conferring with Guy Earl over programs for his S. F. station.

The Mike Can Take It

PHILADELPHIA, Nov. 16.—Fact that Jack Carey, WDAS announcer, fills in his spare time as a football referee caused a near riot in the WDAS studios Monday. Ira Walsh, station sports announcer, interviewed two rival football captains for his regular sport period.

One of the captains recognized Carey in the studio as the referee who gave his team an adverse decision the previous day and made a pass at him. Carey ducked in time, the punch landing on a WDAS microphone.

Lohengrin on Wax

SAN FRANCISCO, Nov. 16.—What is believed to be the first wedding ceremony ever recorded in wax, at least for the Pacific Coast, was cut by Titan Productions, Inc., San Francisco transcription concern, on November 7, when Elna May Thompson and George Willits went thru the ceremony with the Rev. Bilton Brunning officiating. Altho the ceremony wasn't official, because the license was obtained in another county (discovered after the ceremony was performed), the couple have their "I do's" cut in wax for posterity. Enid Hubbard, San Francisco Examiner reporter, was bridesmaid; William Gilchrist, assistant sales manager for Titan Productions, was best man.

MCA-MBS Artists Bureau Possible

NEW YORK, Nov. 16.—Possibilities of an artists bureau for the Mutual Broadcasting System, plus a deal between that network and the Music Corporation of America, are pending. Settlement may be effected shortly, with Nat Abramson, head of the WOR Artists Bureau, leaving today for Chicago, where both proposals are slated to be discussed. Abramson will meet Fred Weber, MBS co-ordinator, in Chicago.

Abramson's trip is also to iron out band broadcasting arrangements to Mutual. Currently, some Chicago bands broadcast on a 20-minute basis, breaking up the MBS schedule and cutting in on programs. With New York bands now broadcasting, due to the end of the \$3 remote fee battle, the network also wants to do away with song repetition.

Altho it will be at least a year before Mutual is on a Coast-to-Coast basis, it is stated that numerous station officials of the network feel that an artists bureau is necessary for protection of its talent, sales to outside sources, etc. The deal with MCA would give exclusive broadcast rights to MBS. CBS and NBC have their own band departments, with the agreement between NBC and MCA, whereby the latter's bands were to get preference, now cold.

Radio Center for Brussels

BRUSSELS, Nov. 11.—The corner stone of the new radio center of Belgium, the home of the Belgian National Radio Institute, was laid last week. Offices and studios of the Belgian radio organization will be located in the new building.

FCC Follows Up British Ban On Baron Aloisi's CBS Talk

WASHINGTON, Nov. 16.—Announcement is made by Federal Communications Commission that it has sent a letter under date of November 1 to the American Telephone and Telegraph Company, the Radio Corporation of America and the Columbia Broadcasting System, as follows:

"During the meeting held by this Commission on October 23, 1935, a motion was adopted directing that the facts be ascertained so far as they relate to the American communications companies under the regulation of this Commission, as to the alleged cancellation of a broadcast to this country from Geneva by Delegate Baron Pompeo Aloisi on October 10, 1935. In connection with the investigation a reply to the following questions should be submitted, together with any additional information pertinent to this incident:

"1. On what date or dates were arrangements made for this broadcast and for what hour and date was it set? 2. With whom and by whom were such arrangements made? 3. Did the British Post-Office officials authorize this program? If so, was the decision to cancel the transmission made at the last minute? 4. Give the plan of the communications' routing of the speech in question, i. e., from Geneva to the United States, listing each intermediary point and the identity of each transmitting agency along the route of communications.

"5. Give a list of the call letters of the stations in this country which had scheduled the speech in question. 6. When was information first received and

Spot Advertisers' Wide Range Revealed in October Figures

Recapitulation of billing by business classification of NBC operated stations shows virtually every type of sponsor represented in the breakdown percentage

NEW YORK, Nov. 18.—Spot broadcast advertising is favored by virtually every type of advertiser, with few commodities other than the usual staples buying much more time than the average advertiser. Altho such accounts as automobiles and accessories, gas and oil, food products and in some localities breweries have a larger percentage of billing, nearly 50 accounts work out the 100 per cent of the total billing. Breakdown of billing by business classification by National Broadcasting Company operated stations for the month of October reveals the following figures:

Classification	Number of Accounts	Percent of Total Billings
Automobiles and accessories	44	7.7
Bakeries	11	3.0
Banks	1	.2
Beauty shops	6	.3
Breweries	13	7.1
Chain stores	3	1.6
Cigars, cigarettes and tobacco	6	4.0
Cleaning supplies, etc.	3	.5
Clothing stores	8	7.8
Coal and building supplies	9	4.5
Dairies	7	4.6
Department stores	34	4.9
Electrical appliances	12	4.0
Food products	30	13.8
Furniture stores	9	1.9
Furriers	3	.8
Gas appliances	2	1.2
Gas and oil	9	10.2
Groceries	1	.1
Household goods	5	2.1
Ice	3	.3
Insurance dealers	5	1.3
Jewelry	5	1.2
Ladies' wearing apparel	5	1.3
Laundries	4	.4
Loan committees	4	.9
Medicines	23	8.4
Musical instruments	1	.1
Nurseries	1	.1
Oil burners	3	1.0
Paint dealers	9	1.3
Politics	23	5.2
Professional services	2	.3
Publications	1	.1
Radio dealers	5	.6
Railroads	7	.3
Real estate	1	.1
Schools	1	.1
Restaurants	5	.3
Shoes	7	1.0
Soft drinks	3	.3
Stationery and printing	1	.5
Theaters	1	.2
Toilet goods and cosmetics	7	3.3
Transportation	1	.1
Utilities	5	1.9
Miscellaneous	26	2.8
	383	100.0

MELODIES BY LARRI WMOCA



GYPSEY LEE, Accordion. POLLY WELCH, Harp. HARRY A. ROMM, Representative, RKO Bldg., Radio City, N. Y.

NOW ON TOUR. Personal Management FRANCIS GORDON.

RAYMOND M'COLLISTER



"The Paganini of the Saxophone."
Featuring JAZZ, NOVELTY AND CONCERT SOLOS.
Address: The Billboard, Dallas, Tex.
RKO ARTIST

charles carlile

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

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

ACE BRIGADE

TRIANON, Cincinnati, O.
WLW, MUSIC CORP. OF AMERICA. WSAI.

Peppe Named Head Of CBS Band Dept.

NEW YORK, Nov. 16.—Columbia Broadcasting System's Artists' Bureau has set James V. Peppe, Midwestern dance-band promoter and ballroom operator, as director of dance bands. Peppe succeeds Al Zugsmith.

Peppe, former band leader, now operates several dance halls in Ohio. He is keeping these, but management is going to his brother, Lou Peppe. The halls are the Valley Dale, Columbus, and Greenwich Village, Dayton.

Allen Joins NBC Sales

SAN FRANCISCO, Calif., Nov. 16.—Lawrence Allen, manager of KGW-KEK, Portland, Ore., outlets for NBC, joins the network's sales department here December 1. Allen, a graduate of Oregon State College, entered radio shortly after his graduation and has been manager of KGW-KEK for the past two years. His appointment here was announced by Harry F. Andersop, manager of NBC's Western division sales department. Allen succeeds Capen Eames, who leaves NBC today to become Pacific Coast manager of The Family Circle, weekly publication of the Safeways stores.

Alois Havrilla won the diction award for radio announcers for 1935, award being made annually by the American Academy of Arts and Letters. There was no award last year. Previous winners are Milton Cross, James Wallington and David Ross. Havrilla is an NBC announcer.

from whom, indicating that the British Post-Office authorities declined to relay the interview? (Quote the communication which contained such information). 7. After information was received indicating the attitude of the British Post-Office authorities, was any attempt made to obtain reconsideration of its decision, and if so, what were the steps taken? 8. If any efforts were made by you to transmit the speech in question thru any other routing, submit the facts in detail with regard thereto.

"9. Submit certified copies of all contracts, agreements and correspondence in your possession which in any way relate to the incident in question.

"In connection with the rebroadcast of the Aloisi speech from Rome on October 13, 1935, the following questions should be answered:

"10. On what date were arrangements made to pick up the speech direct from Rome? 11. Thru what officials were these arrangements made? 12. Give the name, frequency, call letters and power of the station transmitting the speech from Rome. 13. What receiving station in the United States was used to pick up this program? 14. What means were used to transmit the program from the American receiving station to the headquarters of the Columbia Broadcasting System, and thru what official were these arrangements made?

"The specific information answering the above questions should be submitted in the form of an affidavit and should be forwarded so as to reach the Commission not later than November 30, 1935."

PROGRAM REVIEWS

(EST Unless Otherwise Indicated.)

Mae Desmond

Reviewed Wednesday, 7:45-8 p.m. Style—Dramatic readings. Sponsor—Dr. Malis. Station—WIP (Philadelphia).

Mae Desmond, an old favorite among local theatergoers, returns to the airwaves in a bit that should be welcomed with open arms by her countless number of friends and listeners. And her following should certainly gladden the heart of both sponsor and station. A leader in local stock companies of yesterday, Miss Desmond revives bits of the famous stage productions which were hits when she played them before the footlights. She brings back again the theater to radio, and local stations can certainly stand more programs of this type.

Show debuted Monday and when caught in its second stanza was already gathering plenty of pull among local dialers. When caught she did the bit from Uncle Tom's Cabin where Tom gives Topsy doses of religion. As Topsy Miss Desmond was right at home and the six minutes allowed for the bit seemed all too short. She was aided by Frank Feilder, her husband. Altho receiving no billing, he did a corking Uncle Tom.

To make the stage setting complete, Miss Desmond does a curtain speech in which she brought in the personal touch and also a plug for her dentist sponsor. Closed with the reading of Hold Fast Your Dreams, an old-time poem. She emotes all over the studio, but there is that personal touch which makes for grand radio presentation. And no small measure of credit is due Margaret (Mike) Schaeffer, who scripts and produces the stanza, and to Sandy Guyer, who does good work with the overlaid copy. Spotted every other night, it should easily build as an outstanding act—the talent is there. Only fault is the abundance of commercial splicing. Four minutes of ad copy is certainly too much for any 15-minute show. Should be cut in half. With just a bit more polish on the showmanship angles, Miss Desmond's bits are a natural for a visual audience if the sponsor could stand the stampe. First show is reported to have pulled over 200 unsolicited letters. ORO.

"News Pageant"

Reviewed Wednesday, 10:30-10:45 p.m. Style—News commentator and guest. Sustaining on WHN (New York).

Local Scripps-Howard evening paper, The World-Telegram, had confined its radio tirades in the past to one Wall Street news report in the afternoon on WJCA. Recently The Telegram took three additional spots on that same outlet and has added one on WHN. It is a co-operative proposition, the station getting a break on its program listings and perhaps other matters, as well as a free news period at a time not usually sold to a sponsor. Newspaper gets a free program and the resultant good will. Since the Scripps-Howard organization is getting radio minded anyway, and United Press is selling its news in connection with radio advertising, it is presumed that similar tieups are being made in the various cities where S-H sheets are printed.

This particular program gives nothing away in the direction of hot news flashes, nor does it pretend to do it. Rather it gives a resume of what appeared in the paper the current evening. Opening is a recorded bit of band music and then the whir of the presses is heard. The Telegram News Voice then takes the mike and announces the pages from which the news item is being taken, such as page one, four or sports. Mixture of local and foreign items is usually given. This program included the Cairo riots against the British; local murder case (in which the paper is especially interested on account of the district attorney); feature story on woman mountain climber; death of Frank Navin, Detroit tiger head; England's elections, and an item on science pertaining to a new medical discovery.

Preceding the last item was the guest, a World-Telegram columnist, Kay Austin, who writes on new gadgets found in stores, etc. She was interviewed and told what effect the long warm fall had on business and various merchandise. Also a few words on the Christmas trade expected and preparations being made by

the stores. Miss Austin's inexperience at the mike probably lessened her effectiveness, but withal she has a pleasing voice and personality. On the Friday night broadcast the news dispenser did more of a commentator job, and since the sports writer who was to appear as guest had gone out of town, another voice read the answers on football. Just in case a listener did not read the evening papers the "pageant" would at least give him the highlights as viewed by The World-Telegram. M. H. S.

"Town Meeting of the Air"

Reviewed Thursday, 9:30-10:30 p.m. Style—Forum. Sustaining on WJZ (NBC network).

NBC started this idea last season and heading into the summer months ran out of desirable speakers. This season it appears that a good strong list of debaters has been lined up in conjunction with the League for Political Education and the program is a natural as to assured success and as a silencer of all critics on the so-called educational side of the fence. General plan is to have two prominent speakers from political, industrial or other walks of life give their views on an important question, the speakers taking up approximately 20 minutes each with their discussion, which allows another 20 minutes for the audience to ask questions limited to 25 words. Program originates at the Town Hall and the audience is comprised of the above-mentioned League members. A fee is paid for admittance and at the close it is stated that the speeches and questions, plus the answers, are reprinted and obtainable for 10 cents.

George V. Denny presides and at this particular out in the open debate Norman Thomas, Socialist leader, and Noel Sargent, secretary of the National Association of Manufacturers, gave their views on the question, "Must We Reorganize for Recovery?" Naturally, Thomas spoke from the Socialist point of view and Sargent revealed himself Republican. Both sides delivered much that was meaty, altho, of course, Thomas is the more brilliant speaker. The spirit was antagonistic, but rather cordially so, and the free discussion at the close shows the audience much interested in the proceedings. Questions sound embarrassing at first but the targets manage to squirm out somehow.

Small band is heard at each end of the program and the "town crier's" bell. Succeeding program scheduled a discussion on problems of American youth, with representative young men to speak their views, such as college, CCC camp and others. Great program if the list of good speakers holds out and the prominent men induced to come forth and talk. M. H. S.

Dr. F. N. Stanton to CBS

NEW YORK, Nov. 18.—Dr. Frank N. Stanton has been appointed to the Market and Research Department of the Columbia Broadcasting System under John J. Karol. Dr. Stanton comes to CBS from the Department of Psychology of Ohio State University and is best known for his studies in the field of audible vs. visual advertising media. He is also the author of several books on this and kindred subjects.

NEW BIZ

(Continued from page 8)

spot daily; 15 minutes every Sunday. WMAZ.

A. G. RHODES & SON, 15 minutes daily. WMAZ.

RIVERSIDE ICE & COAL CO., 28 announcements and eight five-minute programs. WMAZ.

SPARKS MOTOR CO., 26 one-minute transmissions. WMAZ.

PH. H. POSTEL MILLING CO., renewal, three 15-minute periods weekly. WMAZ.

IRONIZED YEAST CO., thru Ruthrauff & Ryan, New York, 27 announcements. WMAZ.

UNITED DRUG CO., thru Street & Finney, five 15-minute transmissions. WMAZ.

BURDEN, SMITH & CO., 168 daily 15-minute programs. WMAZ.

Philadelphia

EASTERN HOME MODERNIZERS (home furnishings), thru Crowley-Labrum Agency, begins November 18 for an indefinite period, Monday, Wednesday and Friday, participation in Anice Ives show. WFIL.

FRITZ & LA RUE (rugs), thru Charles Blum Agency, begins November 18 for 12 weeks, Monday, Wednesday and Friday, participation in Anice Ives show. WFIL.

SAMUEL DEFREHN & SONS (window shades), placed direct, begins November 18 for six weeks, Monday, Wednesday and Friday, participation in Anice Ives show. WFIL.

DR. MALLIS (dentist), thru Feigenbaum Agency, began November 11 for seven weeks, Monday, Wednesday and Friday, 7:45-8 p.m. Dramatic sketch with Mae Desmond. WIP.

TODDY, Inc. (chocolate syrup), thru N. W. Ayer & Sons Agency, began November 10 for 13 weeks, Sundays, 4:45-5 p.m. News commentator. WCAU.

TODDY, Inc. (chocolate syrup), thru N. W. Ayer & Sons Agency, additional beginning November 25 for 13 weeks, Monday thru Friday, 5:15-5:30 p.m. Kiddies' show. WCAU.

LEGIT ROAD

(Continued from page 3)

Mayor William N. McNair will officially welcome the entire company at City Hall. The Student Prince is penciled in as the Thanksgiving week show, with the pre-Broadway showing of Swing Your Girls, the musical smash Anything Goes and Three Men on a Horse set to follow.

Another legit center here will be marked on November 26 when the Pittsburgh Playhouse's new theater in the Oakland district will be officially opened with a week's run of The Wind and the Rain. Herbert V. Gellendre is the director.

RICHMOND, Va., Nov. 18.—Earl Carroll's Vanities played to only fair business at the Mosque Monday and Tuesday nights of this week, while Cornelia Otis Skinner, in a one-night engagement Monday at the Lyric, had a sellout. The business of the Carroll show was affected not only by the opposition at the Lyric, which was under Episcopal Church auspices, with the house practically sold out the day before, but by the fact that George White's Scandals had opened at the Mosque two weeks ahead of the Vanities and had given a performance pronounced by the producer himself as not even a good dress rehearsal. Carroll's show, however, scored heavily, which, with the notices it drew in both

papers, helped the second night's business. The fashionable audience at the Lyric was enthusiastic in its reception of Miss Skinner's The Wives of Henry VIII and the two sketches she offered.

MEMPHIS, Tenn., Nov. 18.—Three Men on a Horse played to capacity business in Ellis Auditorium's 3,600-seat South Hall twice last week. The play drew favorable comment from press and public and gave the season an excellent start here.

December bookings include Blossom Time, Cornelia Otis Skinner and her dramatic sketches and Katharine Cornell's Romeo and Juliet.

SAN FRANCISCO, Nov. 18.—With two shows opening Monday and the opera season in full swing, San Francisco theatergoers have a busy week before them. In fact, it's one of the busiest in many months.

President Theater, dark for several years, has been taken over by the San Francisco Theater Guild and opens Monday night with Julie Benell, in The Gossipy Sez, playing at popular prices. John Blake is the producer, and others in the cast are Phoebe Clark, Winifred Marcia Mason, Violet Fayne and Clark Kendall.

J. J. Shubert brings a revival of Blossom Time to the Curran Theater that same night, the second of his operetta season productions here. Starring is Robert Shafer, young tenor, who has been drafted from radio.

N. Y. WPA

(Continued from page 5)

ville, minstrel and circus fields an opportunity to be placed on the projects.

Reconsiders CCC Order

After a confab with Whitehead, Rice said he was as yet "undecided" as to discontinuance of vaude and drama units for the camps. He is understood to have promised Whitehead he would attempt to keep the units working in the camps, except possibly in very bad weather.

When the weather makes travel impossible the camps will probably use films contributed by the picture companies "at nominal rental costs." "A small admission charge will cover the rental of the film and the purchase of projection machines." Projectionists on relief will be given jobs running the machines.

The nine unions that okehed Rice's plans are the AFA, Equity, United Scenic Artists, Dramatists' Guild, Newspaper Guild, Stagehands Local 1, Operators Local 306, Empire State Union and Hebrew Actors' Union. The musicians' union was not solicited for its support, due probably to its avowed opposition to the policies of the new relief music administrator, Dr. N. Sokoloff.

Legit Projects Pend

Mrs. Flanagan denied Thursday newspaper reports that jobs for 4,000 were being held up because local legit managers would not co-operate. Rice declared that the League of New York Theaters had already submitted its plan for the tryout and that as soon as he gave it his okeh casting would begin. It is understood more than 250 scripts have already been submitted for the tryout project.

The LNYT has named Otto Metzger its general manager and agent for the tryout theaters. The league also approved selection of three theaters and three plays that are to begin the experiment.

Equity stated yesterday that members with relief projects are eligible for "excused cards" which permit non-payment of dues.

Squawks and Squawks

Complaints about various aspects of the changing legit setup here continue to come in. One newspaper published charges that showmen whom Mrs. Flanagan had asked to co-operate and advise had been treated discourteously when visiting the local WPA offices.

Other squawks concern the recent appointment by Rice of his own press agent, Phyllis Pearlman, as the publicity director of the WPA theater project. Many point out that there were plenty of well-known jobless press agents around looking for a job.

Circus-Vaude Changes

Charles Mosconi was appointed senior project supervisor for vaudeville yesterday, while his former assistant, Walter Diggs, was promoted to circus project head. With Col. Earl Boothe definitely out as head of the drama and vaude divisions, Rice's staff is supervising the drama unit directly.

Network Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Period covered is from Friday, November 8, to Thursday, November 14, both dates inclusive.

Red Sails in the Sunset.....	30	Cheek to Cheek	17
I've Got a Feelin' You're Foolin' ..	29	Twenty-Four Hours a Day	17
Top Hat	27	Thanks a Million	16
On Treasure Island	26	I'm Sitting High on a Hilltop	15
Here's to Romance	25	I'd Love to Take Orders From You ..	14
I Found a Dream	23	I Wish I Were Aladdin	13
I'd Rather Listen to Your Eyes	22	At a Little Church Affair	12
Little Bit Independent	20	Don't Give Up the Ship	12
No Other One	20	When the Leaves Bid the Trees Good-	
You Are My Lucky Star	20	By	12
Isn't This a Lovely Day?	19	Got a Brand-New Suit	11

West Coast Notes; KNX Suit on Dec. 2

LOS ANGELES, Nov. 16.—On December 2 KNX's \$500,000 libel suit against *The Los Angeles Times* gets under way in Los Angeles Superior Court. Suit charges the newspaper with printing a defamatory article attacking the radio station's stand on the broadcasting of news and its refusal to join in with Press Radio a few months back. Larry Belenson, prominent Coast attorney, is handling the case for KNX.

Elaborate plans are being made here to entertain Alexander Woollcott during his two-week sojourn on the Coast. Met Thursday at the Pasadena station, the radio commentator was given a tremendous ovation. During his stay in the Southland he will be the house guest of Harpo Marx and broadcast his Sunday *Cream of Wheat* program from the studios of KHJ.

Radio studio technicians are seeking recognition from the Los Angeles Broadcasters' Association and at a dinner meeting at the Biltmore Tuesday the matter came up for official consideration. Group is said to represent 80 per cent of the radio studio technicians in Southern California. Alfred Dahlstrom, of KHGJ, presented the technicians' plea for recognition.

Fox-West Coast is going heavy on radio plugs for *Thanks a Million* and has bought spot-time announcements following every major network broadcast on both NBC and CBS stations.

San Francisco

SAN FRANCISCO, Nov. 16.—With NBC rushing its new \$500,000 Hollywood studios and executive offices to completion for use the end of this month, rumors are again being circulated and denied here that the network's Western headquarters will be moved from San Francisco to Southern California.

NBC is plenty burned because of the rumors and the latest "squash" comes from Don E. Gilman, the network's Western division vice-president here.

"It is emphatically NOT true that we plan to make Hollywood our Pacific Coast headquarters," the irked vice-prexy said. "I'll admit we're investing half a million dollars in Hollywood and that programs originating there will probably become more numerous as time goes on. But we also have a \$2,000,000 investment here in San Francisco. Besides which, our local staff is so large that we could not possibly accommodate it in our new building."

San Jose

SAN JOSE, Calif., Nov. 16.—KQW has remodeled and improved its studios and executive offices to the tune of more than \$3,000, according to C. L. McCarthy, manager. Improvements include new technical equipment, a visible reception room and studio. Station has also signed with MacGregor & Solle, Inc., San Francisco transcription producers, for its recording service.

BOOTH UNIONS

(Continued from page 3)

toward their employers, their patrons and their employees."

The referee pointed out also that when Judge Collins had described Allied as a company union last year the decision was based on affidavits and not on testimony given at the trial. The Marsh decision also orders the De Luxe Theater, Bronx, to reinstate Allied men and dismiss Local 306 men. The decision covers 30 pages and the testimony taken during the eight-month trial runs more than 6,500 pages.

Hearings on Allied's defense of its injunction against the Haruth Amusement Corporation began Thursday in the First Judicial Department of the Appellate Division here. Allied is attacking the constitutionality of the Quinn-Neustein anti-injunction law. Matthew M. Levy, appearing as attorney for 306 and for nine other AFL unions interested in defending the law, is opposing Allied.

On Wednesday Attorney Joseph A. Teperson filed a notice of appeal to the Appellate Division, on behalf of Empire State union, from a judgment in the Supreme Court enjoining it from picketing the Edgomas Amusement Corporation theaters.

DES MOINES, Nov. 16.—Local 286 of the IA is closing negotiations with the Orpheum Theater and Tri-States Theaters Circuit. One-man booth operation is the main point in the pending contract.

AIR BRIEFS

By JERRY FRANKEN

THE BABBO account moved last week from the Peck agency to Blackett-Sample-Hummert. . . . NBC has effected a tieup with *The New York Daily News* and began a sustaining series Sunday (17), putting the paper's comic strips on the air. Frank Novak going on the show. . . . *Dangerous Paradise* folds in another month, ending two years. Then Paul Whiteman starts in for the same account. . . . With Al Goodman now on the Lucky Strike show, Luden's auditions several bands this week. Two of them are Richard Himber and Irving Prager. Prager is Goodman's son-in-law. . . . To find out what the new Crossley rating figures would be, under the old system of computing, multiply the present figure by 10 and divide by 6.

Guy Lombardo, according to report, would like to go on Mutual from the Arcadia, Philadelphia, but won't while Jan Garber is on that network. . . . Cecil Warwick & Cecil are supposed to have bought *G Men* by Phillips Lord, but the agency says "ain't so." . . . Sandra Swenska is back from Europe, but can't work for several months. . . . Mary Rogers, in Mary Roberts Rinehart's serial, *Miss Pinkerton*, gave an audition for Camay last week. It will be repeated this week. . . . Marty Lewis, of *Radio Guide*, fully recovered, was in town over the week-end. Skipped back to Chicago Sunday. . . . Omega Chemical Company auditioned two shows at CBS. . . . Vincent McConner has left Radio Script Mart. One of the scripts he has presents Daniel Frohman reminiscing and another tells of the House of Witmark, music publishers. . . . WOR signed another group of talent, including Honey Dean, Trudy Thomas, Garfield

Swift and Beatrice Wane. . . . Eton Boys have incorporated.

NBC's broadcast of the recent stratosphere flight, it is thought, will go down as one of the best broadcasts in years. . . . The Woman's National Radio Committee is now being consulted, every once in a while, by program builders, who want that group's opinion and approval on shows. . . . Garnett Marks, former WOR announcer, now spelling for WMCA. . . . Ed Waite has left Benton & Bowles to go to California for Lord & Thomas. . . . Terry La Franconi, new to the East, started on NBC this week. He is a tenor and has sung in opera. . . . Alton Cook, radio editor of *The New York World-Telegram*, is a sailor. Just bought a cruiser. He wants to compete with Mike Porter, of *The Journal*. . . . Lou Fink, an insurance man, will be in the *Music Is My Hobby* program December 5. . . . Igor Gorin, radio baritone in *Hollywood Hotel*, will be in an MGM picture soon. The Revelers are back from Europe. They came under the recent jazz ban in Germany.

The testimonial dinner to Alfred McCosker will be broadcast over both WOR and WMCA. . . . Paul Daniels and Jackson Beck are playing the leads in *Danny and Gustave*, a new WBNX, New York, program, dramatizing news and news oddities. . . . The Junior League of New York starts a show on WOR November 28, doing an adventure series. . . . Bob Sullivan, formerly in the press department of the American Broadcasting System, has just sold a yarn to *Esquire*. . . . Continental Can is on the market for a show.

CHI AIR NOTES

By NAT GREEN

The ducks and quail in Old Virginy are scurrying for cover this week. . . . Charlie Correll and Freeman Gorden are down in the Old Dominion State for a week's hunting and their shows will be relayed to the network from wherever they happen to be. . . . Holland Engle returned to the air last week with a three-a-week series over WBBM on Monday, Wednesday and Friday. . . . It's a one-man show entitled *Sunny Sam, the Molasses Man*, sponsored by the Oelrich & Berry Company. . . . Karel Sula, well-known portrait painter, has asked Irene Wicker, "Singing Lady," to sit for him as a subject for a series of contemporary artists' portraits he is painting for an exhibition. . . . Russell Pratt, singing comedian of the old Three Doctors combo, opened Saturday on the Jamboree show over WENR-NBC. . . . One of his former partners, Joe Rudolph, is now director of WCBD, which recently moved from Waukegan to Guyon's Paradise Ballroom here. . . . Gene Arnold, who has been interlocutor of the Sinclair Minstrels ever since they were organized, is leaving the show and will be succeeded by Gus Van, of the old singing team of Van and Schenck. . . . Melisande, new romantic torch singer discovered by Lillian Gordon, is with Danny Russo at the auto shows in Atlanta and Memphis. . . . Alice Joy is back in Chicago and starting this week will be heard on the National Farm and Home Hour on NBC.

To clear up the confusion existing regarding pronunciation of his name, Ulderico Marcelli has changed his name to Rico Marchelli. . . . His orchestra is heard on Mondays over a 43-station NBC-WJZ net. . . . A special string orchestra, with Roy Shield as guest conductor, will be heard in the new *Headin' South* program sponsored by the Illinois Central system. . . . Also in the show are Donald McGibeny, commentator; Edna Odell, contralto, and the Vacation Boys, vocal trio. . . . Jim Jordan, of Fibber McGee and Molly, celebrated a birthday November 16. . . . Seven months ago this week Jim and his wife, Marian, made their debut in the McGee roles at the Radio City studios and after four weeks returned to Chicago, where their program has since originated. . . . The Cliff Arquettes (he's Luke Ferguson in *Welcome Valley* and Thaddeus Corn-

felder in *Myrt and Marge*, are expecting a little stranger on Christmas Eve. . . . *The Je-Do Shop*, new script show by Barbara Lowe, went on the air last week over WJJD and will be heard twice weekly. . . . Chester Lauck (Lum, of Lum and Abner) made that trip to Mena and Waters, Ark., to gather material for a "family almanac" the boys are authoring.

G. Robert Stewart, formerly contact man with Carroll-Dean-Murphy, Inc., has joined the Morenus Agency in a similar capacity. . . . The Morenus audition studio is being remodeled and enlarged and new offices are being built to accommodate the growing personnel. . . . A new WISN (Milwaukee) commercial series features the Milwaukeeans Orchestra, with Milton Brandl as vocalist. . . . Myrt and Marge have introduced two Japanese college girls in their sketch, the script calling for a Honolulu setting for a couple of weeks. . . . R. Calvert Haws became program and production director of WCFL November 15. . . . The new arrival in the Pat Kennedy household has been named Pat Jr. . . . Roberta, blond beauty formerly with Glenn Lee, is clicking with Carlos Molina at the Peabody Hotel in Memphis and will be in Chi soon with Molina. . . . *The Country Cousins*, a new show on WCFL, features Georda Young and Frank Bolwahn and Bill Shawl, formerly with the Pickard Family. . . . Group will be heard as guests of Virginia Clark, the "Friendly Neighbor," starting this week. . . . Cheri McKay, out of the hospital after a siege of throat infection, was presented with a solid gold vanity case by the Merry Macs to celebrate her return to the mike. . . . Walter Blaufuss, NBC conductor, will inaugurate a weekly musical novelty, *Spanish Caballeros*, over NBC November 20. . . . Chicago Conservatory Radio Choir, directed by Carl Van Buskirk, is now heard over WCFL on Sundays.

NO TAX ON

(Continued from page 6)

"phonograph," according to its ordinary meaning as well as its technical meaning, does not include the equipment used in broadcasting studios, but refers to those instruments which, prior to the advent of the radio, were extensively used

in homes to reproduce sound mechanically from records designed for use on such instruments, i. e., ordinary phonograph records, or to use the language of the Act, "records for phonographs."

"There is strong and ample judicial authority for the view that for the purposes of the excise tax the Bureau should ascertain the commercial significance of the words 'records for phonographs' and construe them accordingly. (American Net & Twine Company v. Worthington, 141 U. S., 458; Sonn v. Magone, 159 U. S., 417; Philadelphia Storage Battery Company v. Lederer, 21 Fed. (2d), 320). From evidence submitted it is obvious that in the industry concerned a very definite distinction is made between phonograph records and electrical transcriptions and that the latter are not commercially known as 'records for phonographs.'

"The phrase 'records for phonographs' used in the Act also indicates that use is the criterion. In other words, not all records are taxable, but only those for phonographs. The courts have frequently had occasion to determine tax questions which turn on the use of the article to be taxed. A long line of cases has consistently held that where use is the criterion, the chief use of an article, not the exclusive use, controls. The leading case on this point is *Magone v. Wiederer* (159 U. S., 555). Applying this principle to the present inquiry, it is clear that the chief use of phonograph records or 'records for phonographs' is in connection with those instruments which are technically, commonly and commercially known as phonographs, and the fact that phonograph records are also used for broadcasting purposes does not change the nature of their chief use.

"In view of the foregoing, it is held that electrical transcriptions for broadcasting purposes and motion-picture records of the 'sound-on-disk' type are not 'records for phonographs' within the meaning of Section 607 of the Revenue Act of 1932 and are not subject to tax under that section. Those records which are commonly and commercially known as phonograph records, even tho they are frequently played over the radio, are nevertheless 'records for phonographs' and are taxable as such.

"S. T. 550 (C. B. XI-2, 477) is revoked and S. T. 651 (C. B. XIII-1, 399) is modified to accord with the views expressed herein."

PETITION FOR

(Continued from page 4)

debentures of GTE due in 1940, part of the debenture issue of \$30,000,000.

Presentation of the plan to reorganize GTE was started this week. Reorganization of the corporation under the plan being presented to the court by Aaron Finger, Wilmington attorney and counsel for a committee holding more than \$12,000,000 in debenture bonds, would bring, figuring on closing market figures of yesterday, a benefit of \$4,750,263.70 to the creditors without considering the option of the creditors to purchase 20th Century-Fox Film stock on a two-year call schedule, it was stated this morning. The privilege of buying the stock on call has a high value in itself, it was pointed out.

The new company under the plan would acquire substantially all of the assets of GTE pledged and unpledged, including claims belonging to the old company or its receivers. Outstanding bonds amount to about \$30,000,000. United States Senator Daniel O. Hastings, of Delaware, is the receiver. William J. Quinn, New York counsel for Senator Hastings, and Albert G. Starr, of New York, spoke on behalf of the reorganization plan.

In the petition filed in Federal Court by Carton he alleges that, altho Section 77-B of the bankruptcy act was adopted in June, 1934, and altho an involuntary petition under the section was filed in the Federal Court on June 12, 1934, no effort has been made to require the filing of an answer to the petitioner. Meanwhile Chancery proceedings and the Chancery receivership of the debtor, with United States Senator Hastings being made the receiver, have been allowed to proceed without interruption "to the point where now it is proposed to settle and dispose of the main assets of the debtor for a comparatively trifling sum and to reorganize the affairs of the debtor in a manner wholly incompatible with the interests of the bondholders." He also claims divers damaging effects would eventuate.

New Wheeling, W. Va., Ordinances Take Sock at Niteries, Ballrooms

WHEELING, W. Va., Nov. 16.—The city council took a sock at night spots in new regulatory ordinances which become effective Friday. Night clubs and dance halls where beer is sold were hit. Liquor dispensing in public places is prohibited by West Virginia law, but the State law is being totally disregarded.

Under the new regulations three licenses will be issued instead of one. Night clubs will be forced to pay \$500 for a license and dance halls \$100. All other establishments where beer is sold \$50 licenses. Formerly all places were subject to a city license tax of \$50. Night clubs will be permitted only in the downtown business district until 2 a. m. Dance halls and other license holders must close at 1 a. m. None of the places can do business before noon Sunday.

Night clubs, formerly unrestricted, can have dancing and floor shows until 2 a. m. Other license holders must halt dancing at midnight. Dancing on Sunday is prohibited until 9 a. m.

Dance halls are permitted orchestras only up to five pieces. Ordinary beer dispensing places are permitted radio or phonograph music only.

Females under 21 are prohibited from all licensed places unless accompanied by an escort. All under 18 are banned.

Liquor Agents Raid Philly Hot Spots

PHILADELPHIA, Nov. 16.—The biggest drive against bootleg liquor since prohibition put local hot-spot business on the skids this week. Last Friday (8), just when the spots were preparing for a holiday celebration with Philly hosting the Navy, 14 federal agents joined 38 enforcement agents of the State Liquor Board in a sudden swoop on the 1523, Memphis, Satiner, Onyx, Rumanian Inn, Cadillac Tavern and Miskie's Cafe. Over 100 proprietors and employees were nabbed and held on bail ranging from \$600 to \$2,700 on warrants charging sale of bootleg liquor, indecent floor shows and sale of spirits after hours and on Sundays.

The raids put the soft-pedal on night rendezvousing and once again the folks are flocking back to the hotels and class niteries. The quality of the acts booked in are making the people realize that all the fun isn't found after the legal closing hours. Arcadia International House is leading the way by retaining their large floor show in spite of a name band booking. Guy Lombardo opens the 15th for an eight-week spell with Jean Sargent headlining a parade of stars, including Cy Landi, comedian; Gold and Curran, singers; Birdie Dean, dancer; Fritchard and Goldie, dancers, and Mario Villani, emceeing.

Previously a name band at the Arcadia meant that the floor show would be cut to a dance team and a girl singer.

Prince Staging Shows

NEW YORK, Nov. 16.—New angle being tried here is a series of 10 Sunday night performances produced and presented by Prince Oublenky at a local hotel, beginning November 24. Tickets are being sold singly and for the series. Evening will consist of supper, dancing and an "intimate entertainment." Opening show will have the Mordkin Ballet and Oublenky's Chant Ensemble. Oublenky hires the hotel facilities for the evening, the affairs having no direct connection with the hotel.

Watch for

EXHIBITION DANCING AS A BUSINESS

By Fred LeQuorne

A Special Feature of the CHRISTMAS NUMBER

of The Billboard

License may be revoked if an intoxicated person is found in any licensed place.

Night clubs must stage all entertainments in the main assembly rooms. "Back room" and "upstairs" entertainments are banned. Nude performances caused this regulation. Licenses may be revoked if an immoral or indecent performance is presented.

Miami Casino To Open

NEW YORK, Nov. 16.—Louis Blumenthal and Jack Shapiro, owners of the French Casino here, say their proposed new casino in Miami Beach, Fla., will open the middle of January. Spot will be a replica of the local spot and will seat 1,000 people, making it the biggest night spot in Florida.

HERMAN FINE and Larry Teal have taken over Paramount Attractions, Detroit, following the withdrawal of Fred Zlerer to join Detroit Artists' Bureau as booker.

NIGHT CLUB REVIEWS

Hotel Biltmore, New York

Current show here is outstanding on two points: it marks Estelle Taylor's local night club debut and also the American debut of Boy Foy, sensational juggler from Europe. Howard Lally's Orchestra and a vocalist round out the entertainment.

Miss Taylor, who has been away from this city the past two years, makes an impressive debut as a night club entertainer, having previously given most of her time to pictures, radio and vaudeville. In a smart white with gold gown, she is still a distinct personality. Refraining from spilling about good old Hollywood, she is all the more effective by coming out and singing and then bowing off. It is a modesty that is becoming. Offered three numbers, *Isn't It a Lovely Day?*, *Blow, Gabriel and In My Solitude*, encoring with *The Continental*. Doesn't try any low-down hot stuff—the place is too dignified for that—but sticks to straight singing and without trying extra fancy vocal tricks, either. She has an interesting soprano voice which comes over the mike nicely.

Boy Foy, who appears to be around 16 years old, amazes the customers with his juggling while on a unicycle. He performs difficult balancing and juggling of sticks, hats, plates and balls, and on the wheel all the time. "With the proper exploitation he should cause a furor in this country."

Lally's Orchestra, which has done picture work, is a nice dance band. It has an excellent pianist and a good string section. What it needs now is a distinctive style to set it apart from the other outfits. May Katherine, a society deb turned singer, vocalizes with the band and makes a pleasant impression.

As one might suspect from the name, the Florentine Room is large and airy. Intimacy is achieved thru the rather somber wall colors and layout of tables. Prices are pretty steep, but the spot caters to the money trade and goes formal for the late show, when it does most of its business. No minimum, altho there's a cover charge after 10 p. m.

Mayfair Casino, Cleveland

Harry Propper's new Mayfair Casino, located in the heart of the Playhouse Square sector, has played to turn-away biz since the big opening a few weeks ago. This beautiful spot is reported to have set its operators back plenty, but at this writing it would appear that the gay spot would prove itself a real winner financially.

Housed in the former Ohio Theater, this glittering palace is unquestionably one of the ace spots of the Middle West. Decorative motif, old rose and gold creation, sparkles 'neath the brilliant lighting effect. The oval-shaped bar, with its 16 bartenders, offers an enticing invitation to the patron as he journeys along the lengthy lobby and cocktail lounge

Success Story

NEW YORK, Nov. 16.—Bill Brady, sensational night-club singer, who started his professional career with a \$60-a-week job at Leon and Eddie's Night Club six weeks ago, will be making \$1,750 a week when he hits Hollywood December 15.

Jack Pomeroy, personal manager of Brady, just signed a seven-year picture contract with MGM, starting Brady off at \$500 a week and building to \$3,500, with a new contract optional if he is starred the first year. When Brady starts in Hollywood, he will also begin broadcasting for Shell at \$500 an airing and will double into the Trocadero Club at \$750 a week. Brady had gone into "Scandals," but Pomeroy pulled him out this week, claiming he wasn't given a good spot.

Brady's rise into big money is the year's outstanding success story.

Howard-Adams Moves

CHICAGO, Nov. 16.—The Howard-Adams Productions Company, night club and orchestra bookers, has moved from the Matthews Tower to the Woods Building. Bert Kaye, former performer, has joined the organization.

Music Men Talk Over Bribe Ban

NEW YORK, Nov. 16.—Well-attended meeting of music publishers was held Tuesday at the Hotel Astor for the purpose of talking over the matter of having the Federal Trade Commission work out a plan to do away with bribery and other forms of unethical plugs. About 25 music men were present, with John G. Paine, chairman of the board of the Music Publishers' Protective Association, presiding. Altho there was considerable discussion, it was generally agreed in the end the FTC be asked to set up rules and regulations as soon as possible. In the meantime, it was also generally agreed that the music men would cease to offer payments for plugs in any way whatsoever.

At one point, George Whiting, of the Broadway Music Corporation, stated that in his opinion the judicious use of special arrangements was a good thing for a song and in some cases the publishers shouldn't squawk against supplying them. While it was conceded that all present were equally guilty at one time or another of supplying or paying orchestra leaders for arrangements, practically everybody present said they were opposed to the further practice, or of granting subsidies in any manner. Whiting's talk created a furor for a while.

Rob Laffinier, of the Roy Music Company, thought that the entire popular music industry ought to be cleaned up since the played plugs in evidence were outrageous. "There is altogether too much dough being spent," he said, "by music men for either radio or even sheet music position."

As recently stated in these columns, Mr. Paine has already conferred with FTC officials, in Washington, who expressed a desire to co-operate.

Elsa Maxwell at \$2,000; Other Paul Small Bookings

NEW YORK, Nov. 16.—Paul Small has spotted Elsa Maxwell and Arthur Moran into the Versailles Club beginning December 7. Miss Maxwell is in at a reported \$2,000 a week.

Small also has Pritchard and Lord going into the Paradise December 8 with the Bernie Band, and Goff and Kerr with the Ed Sullivan vaude unit. Clemente's Rumba Orchestra opens at the Versailles Thursday. Out-of-town bookings include Charles Emerson, Rita Baye and Morita and Diaz into the Book-Cadillac, Detroit, and Barbara McDonald, Birdie Dean, Joe Lewis, Dolly Kay, Billy Reed and Louise Mele into the Royal Frolics, Chicago, next week.

Jack Pomeroy to Coast; Now Booking Floor Shows

NEW YORK, Nov. 16.—Jack Pomeroy, night club producer, may go to the Coast soon to stage dances for Walter Wanger pictures. He may accompany Bill Brady, who goes to Hollywood on a contract with MGM December 15.

Pomeroy has big floor shows working in Albany, Boston, Philadelphia and Pittsburgh now, in addition to spotting a girl troupe into the Royal Frolics Cafe, Chicago, and individual acts into other night spots. He is also planning to produce a musical, *Hit the Gong*, on Broadway this winter.

Owens Joins Morris Office

CHICAGO, Nov. 16.—Tony Owens, well known among night spots and long identified with the amusement department of *The Chicago Herald-Examiner*, becomes head of the cafe and hotel division of the local William Morris office next week. He succeeds Elsie Cole, who has gone into business for herself.

night feature is the singing of old-time songs by the band boys and glee club, the patrons joining in the singing.

Dinners in the Gold Coast Room are \$2. Cuisine is all that can be desired. The excellent management of Ben Marshall and the popularity of Horace Heldt have given new life to the Gold Coast Room and placed it in the fore front of Chicago's smart dine and dance places.

Green.

Money and Methods Chill Vaude Agents Eying Night Spot Field

NEW YORK, Nov. 16.—Scores of vaude agents are cultivating the night club field, hoping it will prove their salvation. With vaude at its lowest point in this city, many vaude agents are trying to hold on to their acts by digging up night club dates. Many, however, have given up in disgust, claiming the night club field was too hard to crack, altho quite a few have made good.

Chief complaint of the ex-vaude agents is that the salaries are so low in the night club field. Plenty of work around, but no dough. Night club agents can make real money only if connected with class hotel dineries or the big cabarets. The smaller spots pay acts such small salaries that there's not enough money involved to make the agency commission worth while.

Most agents prefer dealing with hotel spots, claiming the money is usually better and the methods are usually strictly businesslike when compared with the tough-guy tactics employed by some cabarets. Not only that, but hotels are anxious to uphold dignity and reputation and cannot afford to breach con-

tracts, whereas some cabarets think nothing of short payoffs or no payoffs at all. And usually, when there's pay-off trouble in a night club, neither the agent nor the act wants to argue too much. There's usually too many tough-looking hangers-on around.

A better type of agent will undoubtedly enter the night club field when it becomes more stabilized. And with them will probably come better acts and cleaner business methods.

Two New Worcester Spots

WORCESTER, Mass., Nov. 16.—Dor-mant for many years in the matter of night life, this city is awakening with a vengeance and before the year is out

will have two of the outstanding night spots in New England.

Recently completed at an estimated cost of \$40,000 was the new Putnam & Thurston's Restaurant. Present plans call for a name band and floor show to appear on Saturday nights thru the fall and winter. A local orchestra plays nightly for dancing. Place is actually doing a turnaway business on Saturday nights now, with good crowds on week days.

In the process of construction is The Lido, huge night club, to be operated by Chris and John Tsouros, local restaurant impresarios. This spot is on the site of a former cafeteria and is being made over in the European manner. Owners report it will be ready before Christmas.

DON TRANGER, orchestra leader with Gertrude Avery's *Diamond Revue*, has completed a full season of fairs for George A. Hamid and is resting at his home in Meadville, Pa.

Fear Spread of Chiseling As Hotel Bands Go on Air

NEW YORK, Nov. 16.—Return of hotel dance bands to sustaining periods during the past week is regarded as the first step in a new chiseling campaign with leaders trying to get air spots from the hotels and the hotels refusing to pay the \$3 tax themselves. This means that the leaders will be paying the Local 802 broadcasting fee themselves and in some cases, perhaps many, falling below the established union wage scales. Local is preparing to keep close watch and will make it tough for any leaders found going below the set wages. While the contracted price may be scale or above, if the musicians or the leader pay the tax, that will bring them under the prescribed amount.

Hotels gave in this week, when continued poor business allowed them no other step. However, the local has failed of its principal purpose, in that it has not obtained unionization of the hotels. Special dinners, banquets, parties, etc., will still go to non-union men.

Hotel Waldorf-Astoria has three bands on the air on NBC. Each leader or the men paying the fee. Bands are Freddy Martin, Al Donahue and Xavier Cugat. Harold Stern at the Fifth Avenue, Howard Lally at the Eltmore are also on NBC. NBC is giving the bands one spot, CBS two, per week. Eddie Duchin and Johnny Johnson are also due for NBC spots.

Ted Flo-Rito, who said he would leave the New Yorker if he wasn't given his contracted spot, starts on Columbia Monday (18). Other CBS bands are Henry Halstead, Park Central; Isham Jones, Lincoln Hotel; George Hall, from the Taft. Ozzie Nelson, at the Lexington, and Eugene Jelenik, playing luncheon music at the same hotel, are due to go on soon. Hal Kemp and Johnny Johnson are also due to go on WOR. This station is planning to add new band spots and cancel the lesser-known local bands, outside of Local 802 jurisdiction.

CLUB CHATTER

MARCO AND ROZIKA, dance team formerly known as Babin and Babin, will jump into Sam Pick's Club Madrid in Milwaukee at the conclusion of their present engagement at the Via Lago Cafe in Chicago. Billy and Kitty Carroll, comic ballroom dancers, are appearing nightly at the Club Arbor in Charlotte, N. C. Fred Miller is current at the Cabrillo Inn, San Pedro, Calif. Peggy Fraser is the most recent addition to the Fraser Family, standard turn. Frasers are now touring clubs and theaters in Michigan.

Rider Sisters are appearing between dances at the Radisson Hotel in Minneapolis. Cy Broughton will play his accordion in Florida this winter while his brother, George, stays home in New York. The clever duo will be together again next summer. Danny Odzark, cro dancer, has been held over another two weeks at the New Casino Club in Toledo, O. Blue, King and Deen opened last week under MCA at the Club Sheridan in Tulsa, Okla., with other dates in the Southwest to follow. Benny Allen, Chic Abbott and Tommy Martin left the Jo-Lo Club in Kalamazoo, Mich., last week. George Nelldoff's Carnival of Gypsies, 10-people singing and dancing unit, is being held over at the Hotel Schroeder in Milwaukee until November 30.

The entire unit goes into the Walnut Room of the Bismarck Hotel in Chicago December 13. Freddie and Ruby Cain, tap dancers; Martin and Marvel, ballroom duo; Four Diamondettes, Jim-Schuh and Al Weyman and Ann Gullmfoyle are presenting the floor entertainment at Club Cassano in Cincinnati this week. Jeanne and Earle, comedy dance turn, open a two-week stay November 20 at New Orleans' Shm Sham Club, after which they head for Florida for the winter.

WOODS AND BRAY, unusual ballroom dancers and potential Bob Ripley subjects, will continue at Detroit's Northwood Inn for a couple of more weeks. Frances Woods, tem half of the

duo, is a deaf mute and distinguishes various musical rhythms thru vibrations of the dance floor. Ray Everett, Tacoma (Wash.) restaurateur and sportsman, recently opened the Dixiana Cabaret in that city. Initial floor show that worked to good business included Irene McCammon, Les Wade, Gene Bishop, Helen Howard and Roger Mayo. Diane and Del Campo opened a two-week engagement at the Club Madrid in Milwaukee November 15. Bordine and Carol are featuring their character dances at the Congress Cafe in New York. Came in November 13 from the Eldorado Club in New Jersey.

ROSCOE ATEs is headlining the current bill at Jimmy Brink's New Lookout House in Cincinnati. Pat Palmer, doing straight for Ates; Bobby Cook, blues singer; Mann, Dupree and Lee, dance trio; Buddy Walker, emcee, and the Eight Muriel Girls complete the show. Fay Eckert, a little girl with a big voice; Betty Burns, dancer, and Chet Springer, pianist, playing the Albert Pick hotel chain, two weeks ago opened the new Showboat Room of the Ventura Hotel in Ashland, Ky. Red Duncan, singing and dancing emcee, is completing his second month at the German Village in Columbus, O. The current show includes Raska and Rhonda, Bobby Barnett, Clara Abrams, Maxon and Wood and Dorothy Maye. Johnnie Wages, billed "The One-Man Band," continues at the Hub in Zanesville, O.

PAUL DUKE opened his European tour at the Empire, Edinburgh, last week. From there he goes into the Palladium, London. Estelle Taylor is in the Biltmore, New York, at a reported \$1,000 per week. And Elsa Maxwell goes into the Versailles, New York, early next month for two weeks at a reported \$2,000 per, booked by the Paul Small Agency. Caperton and Columbus

(See CLUB CHATTER on page 25)

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The attractive and appropriate Balloons we supply make a big hit around the tables, and give patrons a better time. Ask us about this promotion idea.



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Combination Cafe Workers and Entertainers. Girls that can sing and dance, or play instruments to work as Waitresses. Also can use a few Men that can entertain and to work as Cooks, Bus Boys or Dishwashers. State what you can do as entertainers, age, and lowest salary in first.

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TUNE PIANOS—Anyone of average hearing now capable. No musical knowledge necessary with my easy method. Price, \$2.00. J. C. SULLIVAN, Grant St., Irwin, Pa.

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JANE MOORE
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CURRENTLY STARRING
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Personal Management
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Ace of Card Manipulators.
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EDWARD K. BICKFORD
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ALYCE CRANDALL
INTERNATIONAL DANCE STARS,
Offering a Complete Repertoire of the Dance.
Now Nightly at TERRACE GARDENS, Jamestown,
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DANCER EXTRAORDINARY.
Permanent Address, Wilmette, Ill.

BLANCHE AND ELLIOTT
ULTRA MODERN DANCERS
"Present out-of-the-ordinary dances."
Indianapolis Star, November 10.
This week, Palace Theatre, South Bend, Ind.

LOUIS ARLEY OLIVER SISTERS
SENSATIONAL NOVELTY HAND BALANING.
MERRY CHRISTMAS TO MY FRIENDS.
JACK MIDDLETON, Representative.

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COIN & CARD MANIPULATION
38 Marwood Avenue, Albany, N. Y.

SAMMY CLARK
Master of Games
MARQUETTE CLUB, CHICAGO.
Thirty-Eighth Week.

CAFE ENTERTAINERS, SINGERS, DANCERS, CAFE MANAGERS, Let Us Supply Your Talent.
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38 West Randolph Street, Chicago.

ANNOUNCING

A NEW SERVICE FOR READERS OF The Billboard

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SAVE MONEY BY BUYING THRU THIS NEW DEPARTMENT

SAY "I SAW IT IN THE BILLBOARD."

BANDS and ORCHESTRAS

PHILADELPHIA BRIEFS . . . Jose Manzanares doing a week at the Bellevue-Stratford Hotel prior to his Ford broadcasts. . . . Frankie Richardson leaves the Open Door to replace Harold Knight at the Old Madrid. . . . Little Jack Little bringing his ork for the first time in Philadelphia on the Earle stage. . . . Bob Crosby making his initial Philadelphia appearance on Turkey Day at the Ben Franklin Hotel. . . . Guy Lombardo replaces Bert Block at the Arcadia International House, swank Philly nitery, for an eight-week spell, with Eddie Duchin to follow. . . . Dave Van Horn held over indefinitely at the Four Horsemen Club, ritz polo club, outside of Philadelphia. . . . Anna Banta's girl band replacing Al Phillips at the Streets of Paris. . . . Art Hicks moves from the Overbrook Inn to open Frank Conway's Tavern in Collingswood, N. J. . . . Mickey Famlant leaves the Stables, Philadelphia, for the Silver Lake Inn, Clementon, N. J. . . . Shaffer's Hofbrau opens with Bill Donohue's Band to join the ranks of Philly night clubs. . . . Harry Young augments his ork at Pierre's Roof, Philadelphia.

NICK LUCAS and his orchestra open November 29 at the Oriole Terrace, Detroit, for two weeks after playing the Auto Show there. . . . Leo Reisman and his orchestra are doing Brunswick recordings of several tunes from *Porgy and Bess*. Included are *I Got Plenty o' Nuttin'* and *It Ain't Necessarily So*. . . . Jack Denny now has Jack Carleton and Jean Shaw, novelty song team, with his

orchestra at the French Casino. . . . Henry Halstead has been renewed until January 1 at the Park Central Hotel, New York. He is broadcasting four times a week over CBS and WOR. . . . John Gart, formerly a house organist with the Loew theaters, is now accordionist with George Sterney and his orchestra at the Hotel Plaza, New York. . . . Roy Fox, American conductor, who went to England in 1930 and is now one of the top leaders there, is due back in New York shortly after the first of the year. . . . Celebrating the fourth year with one sponsor, Phillips Magnesia, a testimonial dinner will be thrown to Abe Lyman at Jack Dempsey's Restaurant November 20. . . . Dempsey and Fred Waring arranged matters. . . . Ron Perry and his orchestra replaced Little Jack Little and his orchestra at the Hotel St. Moritz, New York, last week. . . . Little is now touring theaters. Perry, a newcomer to New York, was at the Lido Country Club, Long Island, recently. . . . Jerry Blaine and his orchestra playing at the Continental Cafe, Newark. . . . Val Ernie has left Leon and Eddie's and is at Maxim's, New York night club. . . . Ernie Holst is expected to start broadcasting soon from the El Morocco night club.

Etzi Covato closed last week at the Royal Oak Hotel in Wilmington, Del., to go into the Plaza Cafe, Pittsburgh. . . . Tom Gentry, now under Frederick Brothers, is out with a unit that includes Larry Chambers, Hadje Baba, Beth Moore and Curry and White. . . . Tal Henry, back from a four-month tour of the South, is filling an indefinite engagement at the Trianon Ballroom in Cleveland. . . . Marvin Herbert and orchestra conclude a lengthy stay at the Jo-Lo Club in Kalamazoo, Mich., this week. . . . Chip Decker is one-nighting on Long Island, N. Y. . . . Add unusual Election Bets: Joe Taft, member of Art Dubrow's Orchestra, playing at the Chop House in Hartford, Conn., lost a bet to his boss and was forced to fish unheedingly (bait-cast at that) for an hour on Main street.

TED JENNINGS and his 12-piece orchestra, with Hazel Bruce, vocalist, have been held over for the fifth week at Castle Farm in Cincinnati. . . . Ted claims to have broken some sort of a record recently when his ork bus, parked harmlessly on the side of a road, was hit twice within a few seconds by other cars. . . . Ted Robbins and band and Tommy Snyder's 20-piece floor unit are current at the Rossmere Hotel in Boston. . . . Blue Barron remains at the Paradise Showboat in Troy, N. Y. . . . The combo, under the management of Harry Freedlin, is set at the Paradise until the middle of January with a WGY wire. . . . Phil Harris is on the Shubert

MUSIC NEWS

(Communications to New York Office.)

Elbert Patterson, of Shelbyville, Tenn., has written in *the Land of the Midnight Sun* as a tribute to the late Will Rogers.

Sam Pokrass, composer of the musical version of *Cyrano de Bergerac*, and a familiar and successful figure in Tin Pan Alley, is to become an actor. Sam has written three songs which will be introduced into *Sattelite*, a new comedy with tunes, which opened in New York this week. He will play the piano besides having a role that will keep him on the stage most of the time.

Rocco Vocco, newly appointed general manager of Remicks, has gone to Chicago on what he calls a "get-acquainted trip." Altho Vocco has spent many years in the music business in Chicago, he has not had the opportunity until now to take appraisal of those constituting the personnel of the various branch offices representing his firm. Other cities will be visited, with no shifting or important changes until he returns to his desk in New York.

Johnny White, quondam professional manager for Felst, Inc., has assumed the same position with the Santley-Joy concern. His son, Melvin, has gone over to the Shapiro-Bernstein firm, both taking over their new jobs Monday, November 18. It is still Judge with Johnny. At any rate he has been re-elected by a large majority to serve another term of four years as Justice of Peace in the districts embracing Putnam Valley, New York State.

Following in the wake of others who have found substantial remuneration in publishing their own songs, Marty White, of vaudeville, is sponsoring a number, *My Heart Won't Stop Beating for You*, which he has written in conjunction with Bobby Howard.

Mary Ellen McLaughlin, daughter of John McLaughlin, of the Sam Fox Music Publishing Company, will be 9 months old Saturday, November 23. In order to commemorate the event as quietly and appropriately as possible, John has arranged a reception for two guests, namely, Frank Black, general music director of NBC, and Mrs. Black. The affair will be held at the McLaughlin home in Forest Hills, L. I.

Three exploitation trips have been arranged in the interest of Harms, Inc. George Piantadosi, professional manager, will visit Philadelphia and its environs, with George Porgie taking in Canada and George Simon assigned to Washington and Baltimore. The journey of the three Georges has been set for this week.

Carl Doehrms has been added to the sales staff of the Irving Berlin Company. He is to make a Coast-to-Coast trip.

Irving Berlin informed this department that he expects to remain in the East until next spring. Which should indicate that he will not do any more writing for the films for a while at least. Berlin intimated that most of his time will be devoted to turning out an Irving Berlin revue for his own theater, Music Box, New York, a venture which has been announced and denied these many months. According to the popular composer and publisher, the show looks tangible this time.

Band Bookers Incorporate

ALBANY, N. Y., Nov. 16.—The Universal Orchestra Bureau, Inc., having its principal office in New York City, was granted a charter of incorporation here this week. The concern, which will engage in the booking business, has a capital of 200 shares of stock, subscribers to which are E. M. Geller, David Lewis and George D. Higgins.

Shawnee Orchestra, Inc., has also been chartered to engage in business in New York State. The principal office is at Binghamton, N. Y., and the promoters include Jack Lynch, James C. Clark and Hugh J. Heffern.

Another new corporation authorized to engage in business is Exhibition Directors, Inc., of Manhattan. Its objects are to organize, conduct and manage exhibitions of various kinds. It has a capital of 200 shares of stock, held by Hugo Gerber, W. F. Purdy and R. H. Sexton.

Sheet-Music Leaders

(Week Ending November 16)

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

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

- | | |
|--------------------------------------|-----------------------------------|
| 1. Red Sails in the Sunset | 8. I'm on a See-Saw |
| 2. Treasure Island | 9. Roll Along, Prairie Moon |
| 3. Don't Give Up the Ship | 10. I'm Sitting High on a Hilltop |
| 4. You Are My Lucky Star | 11. I'm in the Mood for Love |
| 5. Check to Check | 12. Thanks a Million |
| 6. Twenty-Four Hours a Day | 13. Boots and Saddle |
| 7. I've Got a Feelin' You're Foolin' | 14. Isn't This a Lovely Day? |

PHONOGRAPH RECORD best sellers will be found on page 64.

HENRY BUSSE followed Phil Harris into the Oriole Terrace in Detroit last week and will be replaced next week by Nick Lucas. . . . Detroit Artists' Bureau booked the new Lucas combo into the Detroit Auto Show, currently on in Convention Hall. . . . Ted Weems has a WTMJ wire from the Milwaukee Auditorium, where he is furnishing the music for the Milwaukee-Wisconsin Exposition. . . . Noble & Donnelly's Gold Coasters and Billy Baer's unit will play the Milwaukee Auto Show, beginning November 30. . . . Lop Jarman and band are filling an indefinite engagement at the Showboat Ballroom in St. Louis. . . .

Theater stage in Cincinnati this week. . . . Ed Clearwater recently emigrated from Walker, N. Y., to the Circle Ballroom in New York City to drum for Jerry Monroe's Orchestra, playing there. . . . Jerry Wise and Chet Grimm, vocalists, and Bobby Meeks, accordionist, are being featured with Walt Sears' Band, playing at the Indiana Roof in Indianapolis. . . . Sears and company have been held over for the third week. . . . Al DuPre gets under way November 27 with his new orchestra just assembled in Utica, N. Y. . . . Graham Orchestra Agency, of Utica, has routed the new combo on a series of one-nighters thru New York State.

BILL FREDERICK will open November 23 at Reed's New Casino in Niles, Mich., with a newly organized 10-piece band, featuring Janice Hallett, songstress. . . . Harry Poulin and Red McKay are handling the arrangements for the new combo and Carl Gilso is managing. . . . Phil Spitalny's all-fem band will be the first stage attraction at the recently reopened 4,800-seat Minnesota Theater in Minneapolis. . . . Charlie Fulcher is back home in Augusta, Ga., from a profitable two-week sojourn in New York, where he placed two new tunes, *Carolina Shag* and *The Tin Can Man*, with the Alfred Music Company. . . . Clement Romanet recently left Joe Mannone's Band at the Hickory House in New York and is now en route to join Cab Calloway on the West Coast. . . . Drexel Lamb opened an indefinite engagement at the Club Lido in Jackson, Mich., November 8. . . . Phil Sheridan, veteran Northwest band leader, has been confined to bed for several weeks with a throat ailment, making it the first time in 22 years that he has not been wielding a baton. . . . Don Ricardo and his Continental Orchestra are still with Harry Clark's *Rancho Grande Revue*, currently playing thru the Northwest. . . . Unit is back in the States again after a short tour of Canadian Northwest theaters.

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BANDS REAPING HARVEST

3-Way Fight On Bookings

English demand for Americans an opposish war—Simon reps for new outfit

NEW YORK, Nov. 16.—The demand for American acts in Europe has revolved into a three-cornered battle for the bookings, the third and new entrant into the scene being Bertram Montague and Collins Variety Agency, who book for the Provincines and Scotland. General Theaters Corporation until now has had an open market in picking up American acts, but several weeks ago found opposition from Charles Clore and Alfred Esdalle, operators of the Piccadilly in London in association with the Whitcomb Agency.

Montague and Collins, who besides being bookers are also agents, made a tieup this week with the Simon Agency here for the latter to be their American booking representative for a term of five years. They advised Simon that he can offer American turns in the neighborhood of 10 weeks, their theaters including the Theater Royal, Edinburgh; Pavilion, Glasgow; Shakespeare, Liverpool; Tivoli, Aberdeen, and Piccadilly, Glasgow.

Clore and Esdalle have been having trouble in lining up American acts for their London house in view of the general report that GTC, operator of the Palladium, considers that booking as opposition and therefore any acts accepting dates there cannot get their dates. However, this group has been managing to book American "names" for their theater.

GTC, with the Foster Agency representing it abroad, does the bulk of its business thru the William Morris and Curtis & Allen agencies here, the bookings being done by Lou Wolfson and Dick Henry, respectively, of these offices.

Hylton To Play Theaters

CHICAGO, Nov. 16.—Negotiations were concluded this week between the U. S. Immigration Department and the Music Corporation of America whereby Jack Hylton, British bandmaster, will be allowed to play theaters and possibly other spots besides his broadcast programs for the Standard Oil Company. One of the requirements of the permit is that Hylton continues to use American musicians, of whom he has 22, besides six vocal soloists and an arranger brought on from England.

Hylton's first appearance on an American stage will be made at the Palace Theater here, where he opens November 22 for six days. He then plays the Palace, Cleveland, for eight days, opening on Thanksgiving Day, and closes with a week at the Downtown, Detroit, beginning December 6. His weekly Sunday evening broadcasts will be made from Cleveland and Detroit while playing those cities.

Watch for

VARIETY STAGESHOWS AND THEIR IMPORTANCE AT THE ROXY THEATER

By Howard S. Cullman

A Special Feature of the CHRISTMAS NUMBER of The Billboard

Sprechen Sie Deutsch?

BERLIN, Nov. 16.—On the bill at the Apollo Theater, Duesseldorf, Germany, recently were six acts—five German turns and one American, the latter Ade Duval, conjurer of silks.

The Germans all did silent acts and the American did the only talking act on the bill—and in a good brand of German, too.

As a result Duval garnered flattering comments from the press and the angle is being played up upon Duval's current engagement at the Wintergarten here.

Benny Davis Breaks Milwaukee Record

CHICAGO, Nov. 16.—Benny Davis and his *Sawdust Revue*, playing his first percentage engagement, broke the season's box-office record at the Fox Palace Theater, Milwaukee, this week when he played to approximately \$10,000 with stiff competition.

Davis was advanced in Milwaukee by Frank Burke, of the Sligh-Salkin office, with a space-grabbing campaign, which included an amateur song-writing contest, writing a special tune for Marquette University and giving the winner of Dave Miller's amateur show at the Wisconsin a week's professional engagement on the Palace stage. "Marquette Night" at the theater was capacity, with cheer leaders, the glee club and the Trojan football stars as guests. Five hundred amateur songwriters entered the contest, sponsored by Vivian Gardner, radio editor of *The Wisconsin News*.

The Davis revue goes to the Earle, Philadelphia, for the current week, then to Washington, D. C., with several Midwest percentage weeks set by Sligh & Salkin to follow. The show is slated to repeat at the Palace, Milwaukee, in January.

Shows Into St. L. For Holiday Weeks

ST. LOUIS, Nov. 16.—The Ambassador Theater here, a Fanchon & Marco operation, is scheduled to take on stage shows during the holiday weeks. It is likely that the combo policy will be continued thereafter, tho it depends on the business done during the festive weeks.

So far the Olsen and Johnson unit is scheduled to go into the house for the Christmas week, while the Henry Armetta show is penciled in for New Year's.

New Texas Firm

AUSTIN, Tex., Nov. 16.—F. O. Williams, who recently piloted the Weaver Brothers and Elvry unit on a Southern tour, is now with the G. & W. Booking Exchange here. Office intends servicing this area with vaude.

Vaude Coming Back Strong; For New Year's Eve, Anyway

NEW YORK, Nov. 16.—Vaudeville is coming back, at least for New Year's Eve. The town, now harboring but two vaude spots, Loew's State and RKO's Tilyou in Coney Island, will see practically every circuit house playing a holiday eve show. Bookers and agents are already preparing themselves for this sudden tho short-lived boom, considering that previous seasons, better than this, were hair-teasers when it came to booking the New Year's Eve shows.

In view of the scarcity of acts, the circuit bookers are already buying their shows for that period, almost a two-month advance booking. Right now, however, they are concentrating on lining up their shows for the houses now playing combo policies, as with those out of the way they will be able to start on the one-night bookings.

These one-night bookings are usually a nightmare to the major bookers, inexperienced in that direction, but this

"Name" Tooters Crowd Field; King and Hylton Enter Scene

MCA unlooses its attractions into vaude—King takes \$8,500 per for eight weeks, Hylton \$7,500—many more take advantage of situation—houses anxious takers

NEW YORK, Nov. 16.—Vaude is proving itself a rich field for prominent bands, the situation being accentuated this week by the booking of two outstanding band personalities, Wayne King and Jack Hylton, the latter England's top ork leader. The field has opened up to bands extensively during the last month or so, with the Music Corporation of America reaping the harvest with its bands. Ferd Simon is the booking representative for the firm. Circuits and indie houses are paying the bands anywhere from \$2,500 to \$11,500 a week and lining up eight and more weeks for them.

Hylton, an English importation, repped here by MCA, is at the head of a Chicago band, his English musicians not being allowed in. RKO booked him for the Palace, Chicago, opening this Friday, to follow with Cleveland and Detroit, giving him \$7,500 on the week. King and his band, also an MCA attraction, have been booked for eight weeks at \$8,500 net a week, opening January 10 in Minneapolis.

Among the other MCA bands, with Simon agenting, working the field are Ben Bernie, getting \$3,000 net a week; Ted Weems, whose salary is \$3,000; Guy Lombardo, \$8,500; Art Kassel, Mal Hallett, Johnny Hamp, Eddy Duchin, Gus Arnheim, Phil Harris and Anson Weeks. Other bands playing vaude, not affiliated with MCA, are Rudy Vallee, who gets top money, \$11,500; Duke Ellington, Ina Ray Hutton, Frank and Milt Britton, Jimmie Lunceford and Will Osborne.

The influx of bands into the vaude field, those only of "name" caliber, came about as a result of the demand for "names." MCA unloosed its flock of attractions, with the circuits and indie theaters anxious takers.

Frank Smith Chairman Of Chi Charity Show

CHICAGO, Nov. 16.—For the second successive year Frank B. Smith, manager of the RKO Palace Theater here, has been appointed as chairman of the entertainment committee of Mayor Kelly's *Night of Stars* party. Affairs take place annually at the Chicago Stadium for charity and every entertainer in the city usually takes part. This year's show will be held December 18 and it is hoped to obtain \$300,000 for poor relief.

"Parisienne" Deal Set

NEW YORK, Nov. 16.—The booking deal on the current show at the French Casino here, *Foix Parisienne*, has been completed by RKO. The show is scheduled to open a 10-week tour March 19 at the Boston. Boston Salary of the show is \$8,500 net plus a split. Ferd Simon agented the deal.

GEE! WOMEN, Will J. Harris' new revue, is booked for the Oriental, Chicago, opening November 22.

Loew's 1-Nighters Thru New England

NEW YORK, Nov. 16.—The Loew-Poll houses in New England are going in for one-night vaude shows, which grew out of the popularity of amateur nights. Shows are being booked by Irving Barrett here and billed as "Jamboree Stage Shows." The word vaude is avoided, the houses figuring there's no value in it any longer.

The Globe, Bridgeport; Palace, Hartford, and Palace, Waterbury, are using the one-night shows, comprising four to five acts sent from this city by cars. Other houses will probably take these minnie units after making deals with the unions. One of the houses uses a pianist only while another uses an 11-man pit band, indicating the lack of a uniform union policy.

Barrett is also spotting one-night shows into the indie Strand, Stamford.

Asbury Park Opening

NEW YORK, Nov. 16.—The St. James, Asbury Park, N. J., takes on vaude this Friday as a three-day stand. First show is George Choos' unit, *Cavalcade*. The Dows are booking this Walter Reade house.

Polish Up

YOUR TALENT!

Consult the Theatrical Schools Section in the next issue of The Billboard

OR

Write Theatrical Schools Editor, The Billboard, Palace Building, New York, for information on types of courses and locations of reliable schools.

year it is expected that it will be worse than a nightmare. A couple of the bookers revealed that they don't know where they'll get their acts, and they point out that they'll be anything but choosy in lining up these shows.

The few standard acts still around, of course, will work, but the amateur bookers will do a landslide business. The relief rolls will have to give up a lot of the acts, and many an agent who formerly trouped will probably put on the grease paint for the one night. These acts will do a lot of bicycling between the theaters, doubling and even tripling. Night clubs can't be expected to help out much in the situation, altho the theaters will be able to draft some of them.

New Year's Eve is one night when everybody works, from the Strand Building musician to the hibernating social directors.

VAUDEVILLE NOTES

PHIL ARNOLD, vaude funster, has moved up and is now emcee at the Rainbow Grill in Radio City. . . . He replaced Ray Heatherton. . . . Harry Flamm, of F. & M., cast a short just made by Columbia and directed by Benny Rubin. . . . Marion Lewis, of the team of Sayles and Lewis, is recuperating in New York after an operation brought on by a fall during the summer. . . . Milton Frome, after six weeks at the Paramount Club, Chicago, opens Friday at the State, New York, with the Willie and Eugene Howard act. . . . Ramona and Chelo, dance team, are at the Cafe Rene, New York, where they'll be for about eight weeks. . . . Pat McManus, one-legged wire walker, will play the West Coast theaters during the summer. . . . Harry Tremblay, whistler, formerly with Charlie Ahearn and Earl LaVerre, is now doing a single for the Gus Sun office in Detroit under the

name of Harry Jordan. . . . Jimmy Parrish, after a 22-week theater run on the Coast, opened at the Club Gay Paree, Sacramento, for an eight-week stay. . . . He sent his band out with a unit. . . . Musical May Mack is now vacationing in St. Paul, her first, she says, in 17 years, and doesn't intend to take to the road again until the spring.

FERD SIMON is actually commuting between New York and Chicago. . . . He went to the Midwest this week again with Bill Howard and Nat Holt, RKO men. . . . John Hickey has folded his South Sea Cruise unit, calling it no-go after a couple of weeks. . . . Audrey Seiber has already completed two consecutive years as m. c. at the Earle, Washington, D. C. . . . She's a discovery of Guy Wonders and a local girl. . . . Maclean and Grace, former vaude act, are now a daily feature on Station WGY, Schenectady, as Grace and Scotty. . . . Rose Gillen, former Arthur Fisher secretary, is now a typewriter-pounder for Ferd Simon. . . . Current show at the Paramount, Newark, the ptx and vaude, went in as a four-day combo, but held the week anyway. . . . Mother of the Kalchheim family came into New York from Chicago to visit her sons, Nat and Harry, and their families.

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Paris Bills

(Week of November 4)

The Alhambra Music Hall and the Cirque d'Hiver, both located near the Place de la Republique, are waging a stiff publicity battle in the newspapers and with lithos. Both advertising "international" programs for the coming week—the Alhambra to feature Adelaide Hall and the Cirque d'Hiver coyly vague as to the "international" phase of its program. Alhambra drawing them in with bill headed by the Borah Minevitch gang.

ABC offering a good program featuring a sketch with the comedian, Max Dearly. Feature acts on the bill are the excellent American skaters, the Three Cosacks; the snappy American jugglers, Three Swifts; Lily and Emy Schwarz and Jeanne Aubert. The Vocal Kings and several local favorites complete the bill.

The European also has a good bill, starring Mireille, writer of song hits, and featuring the adagio trio, Sonia, Gansser and Andre, and the clowns, Boulicot and Recorder. Monecy Music Hall has the local favorites, Georgel and Frehel, song warblers; the Four Medingers, musical novelty; D'Anselmi, ventriloquist, and Talamas, illusionist.

The Kafka, Stanley and Gray Four, American aerial act, and Linga Clingh, Hindu magician, are featured at the Gaumont Palace. The Four Winclairs, comedy acrobats, are at the Rex. Francis Mangan production, with Doris Niles and Ben Behee Arabs, held over at the Olympia.

NEW ACTS

Ruloff, Victor and Tamara

Reviewed at the Bronx, Bronx. Style—Comedy dancing. Setting—Full stage. Time—Twelve minutes.

This comedy dance trio has obviously been inspired by the increasing number of acts burlesquing ballroom dancing. By being imitative it immediately loses a lot of its punch, altho audiences seeing its type for the first time will probably enjoy it immensely.

Starting off with much dignity, they begin taking falls and their clothes start to fall apart. The climax comes when Ruloff's pants begin to fall, which gets a lot of laughs.

Altho it did okeh here, the act is too much like so many others to get very far in the better houses. P. D.

Chappell and Read

Reviewed at the Grand Opera House. Style—Singing. Setting—In one. Time—Nine minutes.

Chappell and Read are two Negroes, mixed team. Act consists of four singing numbers, two duets and a solo for each. The woman has a pleasant but

CHANCE FOR—

(Continued from page 5)

they threatened, resigned. He also denied that the meeting had discussed the possibility of bringing in an outside business man to head the organization, tho all of these possibilities were being discussed by actors at the bar below the room in which the meeting was being held.

Other actors corroborated Perkins' report of the meeting, but added that there were many questions which had not been satisfactorily explained by those council members who were present. According to several of those present, Jay Fassett, a council member, had said that members had no right to question the actions of the council they had elected, a statement which was generally disliked, but Perkins said that such a statement had not been made.

List of Points Drafted

A group of actors had come to the meeting with a list of points they had drafted for presentation to the administration, the points being conditions on which they would offer the administration their support. They did not present them at the meeting, however, the confusion being too great. It is probable that they will bring them up at Monday's meeting.

If a third party is created, as seems almost certain, it would probably control Equity affairs, swinging the balance of power between administration and Forum.

The administration, meanwhile, has sent out to the membership notices of the general meeting November 25. Over the signature of Paul Dullzell, they read: "At this special meeting action will be taken on the following subjects:

"First, the protest of the president and executive secretary against the Forum, its procedure, policies and actions, which states in substance that in their opinion the Forum constitutes a menace to the association and to the theater as an institution and which calls on the members to uphold their protest, and further states that if the members prefer the Forum and its policies they feel it necessary to resign.

"Second, to consider the petition signed by over 100 senior resident members to discuss the Works Progress Administration and the relation of the members of the association to such activities."

This second part of the meeting is virtually useless, since, despite the petition, the council has already okehed the WPA activities. The meeting can condemn the council's action, but it cannot change it.

The Sun, New York daily, ran an editorial Thursday urging actors to support the administration. This was another point discussed at last night's independent meeting.

Sense of last night's meeting, condemning both administration and Forum on certain points and upholding them on others, is upheld by a survey of general membership opinion now being conducted by The Billboard. Many members feel that both administration and Forum should continue, seeing no necessity for a vote that condemns either.

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the stage. One is a girl playing a violin and doing one solo number immediately before Neece's harmonica bit, and two men on balalaika string instruments. J. P.

Julie Neece and Co.

Reviewed at the Grand Opera House. Style—Flash act. Setting—Full stage. Time—Ten minutes.

This act is an average dance flash turn, in need of brushing up and some showmanship. Neece is a young red-headed chap and in his work gives the impression of being a newcomer. His share of the act consists in several tap dances and one harmonica solo, St. Louis Blues. Act also has a ballroom team, whose contributions are rather routine. One is a somewhat rumbalsh dance; the other is the Continental.

There are three instrumentalists on

Loew's State, New York

(Reviewed Friday Evening, Nov. 15) Hurray for the State, the Stem's only real vaudevilmer, a fact that it takes full advantage of and indications are that it will enjoy this prestige for a long time.

Three Jackson Boys are a grand opener with their acrobatic act. Very picturesque in bodies stripped completely except for trunks, these muscle boys give out with a sterling assortment of hand-to-hand stunts that are made to look easy considering the ease with which they are executed.

Edgar Bergen was a terrific hit with his ever-enjoyable ventriloquist act. Here's a novelty turn that gets laughs from start to finish, the dialog being perfect, Bergen's handling of the dummy is expert, building up the laugh value. A girl assists. Act had a tough time in getting off.

Sammy Cohen, together with the missus, Doris Roche, does well in trying. He's changed his act around, and the early minutes aren't as bright as they could be. Too drawn out. Cohen, tho, is a clever and untrifling funster, with the missus a clever singer of songs.

Bernie and all the lads close, finding the audience a pushover. Winchell's pet peeve, a matter not overlooked, clowns around delightfully during the run of the act, yet skips it cleverly. There are 17 boys with him, quite a few of them doing specialties, and in general provide all-round good entertainment. Play a flock of pop tunes, get in their specials, and Ben, besides hoking, gabs and works on the fiddle occasionally. Hit of the specialties is Joey Reardon, a kid who imitates instruments. He's clever and stopped the act cold. Then there's Walter Hyde, son of Victor, who shapes up as a good hooper, and Freddie Carter, who does nice acro work. Ray Hendricks and Billy Wilson are excellent as the band's singers, and Dick Stable and Manny Prager are very good in novelty bits. The "au revoir" fade-out brought a deafening applause response. SIDNEY HARRIS.

State-Lake, Chicago

(Reviewed Saturday Afternoon, Nov. 16) (First Show)

This house continues to book consistently good shows which are backed up by Verne Buck's excellent pit and stage band and the State-Lake Sweethearts, the crack house line of 14 under the direction of Dorothy Nutter. Preston Sellers, featured organist at the Oriental Theater for some time, has joined Buck's organization and plays a Hammond electric organ in the stage-band shows.

Hashi and Osai, working before a beautifully embroidered Japanese drop, started the show, with Osai, the woman, doing some nice perch work which included hand balancing at the top of the pole. Hashi did some water-bowl juggling, and both did other feats of skill, leaving to a nice hand.

Nord and Jeanne, in deuce spot, have a fair line of comedy chatter. Al Nord's playing of two tunes at once on the banjo, Bluebells of Scotland and Yankee Doodle, and Jeanne's singing of From Now On and her closing dance were the high spots of the act. Two bows.

Five Wonder Girls, a youthful acrobatic aggregation, presented several acrobatic routines, a clever control and contortionist single who did some marvelous tricks and many other fine tricks by the girls. Two bows.

"Cookie" Bowers opened with his usual sound effects and proceeded, without change, in the same act with which he has played other theaters around here. His pantomime of a woman undressing got his biggest laughs, with the man in the early morning coming in for second honors. Good hand.

The stage revue opened with the State-Lake Sweethearts doing a neat routine to a college medley. Gordon, Reid and King, in full dress, followed with a fast routine of excellent dance steps, which included challenge stuff, comedy eccentric work and plenty of

nifty steps. Took a big hand. Rita Rio, a hot-tamale type of singer and dancer, with more bumps than a phrenologist, wiggled and shouted her way thru several songs and dances to good applause. She was formerly known as Una Vilon. The State-Lake Sweethearts closed with a swell number, in which part were attired as being in the army and part as in the navy. Some fine tap work was in evidence. F. LANGDON MORGAN.

Shubert, Cincinnati

(Reviewed Friday Afternoon, Nov. 15)

Phil Harris and his orchestra, supplemented by several specialty artists, are the current stage fare at the local RKO Shubert. Altho popular to Cincinnatians due to a recent extended engagement at the Netherland Plaza, local hotel, including broadcasts over WLW, the Harris aggregation stacks up as just another band turn. The layout boasts a trio of capable entertainers, but to class the whole affair as good stage fare is stretching it too far. Musically, the Harris combination stacks up right in line with the rest of the bands that have appeared here so far this season, and there have been plenty of them. As it now stands, the Harris aggregation is grand stuff for a dine and dance spot, but it lacks several elements to make it sound stage entertainment, chiefly variety and sure-fire comedy. Harris also suffers from the fact that the booker failed to set an added "name" feature in with the band, a break that the other ork turns had. A small, friendly and enthusiastic crowd witnessed today's first show.

Opening has the band playing, with Phil Harris at the mike to say "hello." Phil then introduces Beatrice Howell, who does a good job of impersonating Zasu Pitts, Katharine Hepburn, Edna Mae Oliver, Freddie Bartholomew, Irene Bordoni, Fanny Brice, Lionel Barrymore and Barbara Stanwyck. She took a fine hand at the finish.

The orchestra swings into Cotton, with Harris handling the lyrics in good fashion and to handsome returns. Follows with a warble on That's What You Think to another good hand. Should have been enough, but Phil gives 'em one more, Up a Lazy River, which had a tendency to slow up the proceedings. At this point Harris introduces a personable little miss as Little Audrey, a character which Harris has made popular in his stories over the ether lanes. The youngster runs thru a dance routine in a fair sort of a fashion.

Next on is the sweet and comely Leah Ray, band's featured vocalist. Starts off with I'm in the Mood for Love and follows with Truckin', both done in good voice and pleasing style. Miss Ray and Harris double up on a novelty arrangement of Let's Turn Out the Lights. It's one of the best things in the show and they took a smash hand for their efforts.

Wilbur Hall hung up a near showstop with his tricky and screwy methods of playing the various musical instruments. Opened on the trombone and followed by playing the trombone and fiddle at the same time. Won another big hand by his comedy work on the violin, playing the instrument in almost every conceivable fashion. Pulls extra laughs with trick work done with the aid of his big shoes. Bowed off to a sock hand after playing Stars and Stripes on the tire pump. Encored easily and took the final bows to the biggest hand of the afternoon.

Harris and Miss Ray then sing Thank You for Such a Lovely Evening. Number gets them applause but serves as an awkward closer for the show. BILL SACHS.

Radio City Music Hall, N. Y.

(Reviewed Thursday Evening, Nov. 14)

The Music Hall becomes its arty self again this week, with the stage show a very delightful 36 minutes. Use no specialty acts, but instead call upon the entire house staff and its effective production forces to provide highlights in beauty and entertainment. Despite its arty nature, the show isn't slow or dull, which is praise enough. Current film is The Man Who Broke the Bank at Monte Carlo, starring Ronald Colman. Business was very good at this last show opening day.

Stage show is a musical revue labeled Downbeat and is split up into five sessions. The symphony ork handles the first item, Verdiana. As usual, this musical aggregation does an excellent job,

the value increased by the clever arrangements of M. Baron.

Quartette From Rigolotto follows, participated in by Viola Phlo, Edwina Eustis, Jan Peerce and Robert Weede. Audiences here take to such numbers, and this one wasn't an exception. Peerce's beautiful singing was outstanding, altho the others contributed handily to the well-known selection.

Nocturne is a beautiful number engaged in by the ballet corps, again proving the exceptional ability of Florence Rogge, ballet director. Certainly a very effective routine, accompanied by splendid lighting, with the girls doing a right fine job.

Black Magic, following, is the highlight of the show, a luminous color effect contribution by Strobilite. This luminous treatment is indeed an advantage to any show, especially when handled so effectively by a production crew such as the Music Hall has. Al Silverman and Kay Swift wrote a special, Saving a Woman in Half, and Robert Weede, the glee club and the Rockettes carry out the idea.

Blue Danube is the closer, enlisting the services of the singing quartet and the ballet group. A beautiful waltz item, tho dull at times, yet the audience appreciated it to the extent of heavy applause. All in the way you do it, and they know how here. SIDNEY HARRIS.

Stanley, Pittsburgh

(Reviewed Friday Afternoon, Nov. 15)

This week's review headed by swell radio-exploited talent and a honey of a picture (MGM's Rendezvous) is giving the Stanley the best all-round program in months. Biz was slightly off at this viewing but word-of-mouth reports should help the box office during the remainder of the week. Stage bill has no production numbers, and in this case is in no need of any. The wealth in talent takes care of that.

Customers are told that they are witnessing a regular radio review, attended by all the radio program odds and ends for the sake of realism. Novel idea but cuts in on the speed of the show when taken too literally by Frank A. (Mac) McMahon, announcer.

The Four Step Brothers, colored hoofers, make an excellent opener for

this 72-minute bill. They are tops in taps and really clever when stepping harmoniously to a waltz tune. Pitch in some gags and competitive turns that earned a great hand.

Rufe Davis and his Radio Rubes are next and proved real fun with their rustic imitations and hillbilly ditties. Rufe's imitations of animals, a "dip" of a flying plane and an approaching train were the high spots of this act. The boys (Arty Hall, Walter Howard and Jerry Adams) are of invaluable assistance. Open with Hand Me Down My Walking Cane and included I'll Never Leave Old Dixie Land Again, The Blue Ridge Mountain Home and Climbing Up the Golden Stairs. Latter was ably reinforced by Arty Hall. Three bows.

Last week's amateur winner of a local radio program was spotted next. Beginning with the present show this will be an added weekly feature. Jeannie Chornyak, slight in stature but possessing a fairly impressive soprano voice, is the first to earn a week's engagement in this house. Delivers Sweet Mystery of Life and earned a good hand.

Cross and Dunn, engaging and delightfully original, are next. The boys look down upon the crowded song-team field because they always manage to be different. Their songs are accompanied with welcome production turns and clever arrangements. Usher in their novelty with I Feel a Song Coming On, followed by Loved the Same Girl for Fifty Years, in which Allan Cross, impersonating an old man, reviews some sentimental incidents with Henry Dunn. Continue with Life Is a Song in their entertaining manner and close to heavy applause with another hit sketch revolving around the Little Man, You Had a Busy Day tune.

Molasses and January (Pat Padgett and Pick Malone) follow with their sock comedy act. The team has great material and delivers in topnotch fashion. The house rocked with laughter, an "A" mark for a comedian in any language. Molasses can also handle a harmonica well and January can furnish some funny steps for the high spot of their offering.

Mary Small is spotted in the middle of the Molasses and January act and, as usual, goes over big. She is a familiar figure in local presentation houses and a favorite. Her voice seems to be im-

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proving with time but not her stage appearance. She displays a shyness during her entrance, exit and curtain speech which is not in keeping with the self-confidence she possesses during her songs. At this time she offers a medley from *Top Hat*, *Santa Bring My Mummy Back to Me* and *Let 'Em Keep It Over There*. Four bows. Also comes on for the finish with a chorus from *Here Comes the Showboat*.

SAM HONIGBERG.

Grand Opera House, N. Y.

(Reviewed Friday Evening, Nov. 15)

Opening a weak show this half at the G. O. H. is Julie Neece and Company, flash act, with Neece, a red-headed chap, tapping and playing one number on the harmonica; a ballroom team in a rumbaish affair and the *Continental*, and three instrumentalists. Latter are

a woman playing the violin and two men on balalaka instruments. The act is fairly entertaining. Neece looks like a newcomer and in need of experience. The work of the team is routine.

Chappell and Read, a Negro mixed singing team, in second place and doing all right. The woman of the team is a soprano, with a rather weak voice but nice quality. The man, a tenor, has a powerful voice and sells a tune with plenty of effect. Open with a duet, the woman does *Zing, Zing Zing*, they duet *Chloe* very effectively, and the man closes with *Shine*.

Nixon and Sands, in next-to-closing, failed to deliver the expectations of that spot. The man works very hard, mugging, clowning and singing, but doesn't accomplish much. The girl, nicely shaped, plays a Spanish *senorita* in some crossfire and the dancing. Only did fair.

Chay-King Way Troupe, Chinese juggling act, closed. Turn is the routine offering of the Oriental type, dish twirling, a jump thru five hoops with knives protruding and the like. Pictures were *Virginia Judge* and *Public Menace*. JERRY FRANKEN.

Bronx, Bronx, N. Y.

(Reviewed Friday Evening, Nov. 15)

Still giving the customers double features and four acts for 15 and 25 cents evenings. Extra giveaway tonight was a soup plate, one of dinner set of 24 dishes.

Manager Mayer has dropped the Friday night amateur shows, but is planning the second local *Follies* show next month, with Jack Regan doing the staging. The Godino Siamese Twins come in here next week for a five-day run and were plugged by a swell sound trailer at this performance.

Current show comprised four acts. Opening turn was *Reckless* and *Reflaw*, cycle turn. The man does comedy and stunt riding on a unicycle, bicycle and a high extra-size bicycle, while the girl does fill-in work on a unicycle. Good bike act.

Matty and Maxie, colored male team, failed to get over. Their material is not so bad and their singing voices are only fair. Their delivery is too slow and there are too few punch lines to keep the act on high. Lack of a special drop to round out the jail idea hurt the act, too.

Henry Scott, who had been emceeing, offered an entertaining piano turn. He's a swell pianist, but prefers to hoke it up. Did a lot of comedy and also a couple of stunts, including playing a hotcha tune while wearing mittens. For an encore he displayed versatility by doing a pantomime of a man taking a bath.

Ruloff, Victor and Tamara are the latest combo to do a burlesque on ballroom dancing. Start off with dignity and then begin flopping around and tearing their clothes. The climax is Ruloff's pants coming off. Got plenty of laughs here, altho the act will probably have a tough time in the better class houses.

Pictures were *Silk Hat* and *Sander of the River*. PAUL DENIS.

Orpheum, Los Angeles

(Reviewed Wednesday Afternoon, November 13)

As the first big name on its fall and winter program of bringing to Los Angeles some of the truly big headliners of vaudeville, the Cohen Brothers are this week offering Sophie Tucker. House opening day was filled to the doors, with lines forming out front as the first vaudeville show went on. In at a salary guarantee larger than the average weekly budget for the house has been the past two years, Miss Tucker looks like a cinch to pivot the house over the \$15,000 mark for the week, which is somewhat of a record for the Orpheum.

Stage show runs a solid one hour and 20 minutes. Opening is the *Bentos Four*, a novelty dance trio of two men and one girl. Together they accomplish some remarkable feats and end up by bringing on the junior member of the quartet. Lad is about 8 years old and does some nifty acrobatic work with the two men. Bowed off to a nice hand.

In the duce spot is Mack Murray, who swallows anything from matches on down to burning cigars and cigarettes. Murray got the audience with him on his first trick, which consisted of lighting a cigarette after cigarette, placing them in his mouth and singing the chorus of a popular ditty. With eight cigars inside his mouth he gulps a couple times,

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belches out a cloud of smoke and proceeds to eat a few books of matches and a few lighted cigars. Smash finish is given the brief turn when Murray, a la Hadji Ali, belches out the cigarettes, cigars, sparks, matches and all in a series of well-spaced belches. Closed to a tremendous ovation.

In the trey spot are Nash and Fately, fresh from their triumphs at the Fanchon & Marco Paramount three blocks down the street. Using the same routine used at the Paramount three weeks before, the act failed to click and passed out like a drunk in a fog.

Next on was Sophie Tucker, still being accompanied by Ted Shapiro. Miss Tucker held the stage for a solid 23 minutes and begged off with four encores. Her numbers are the usual rough-and-tumble variety with one or two sentimental ditties to lessen the strain, if any. Her *I Picked a Pansy in the Garden of Love* and *He's Making a Lily of Me* wowed the folks, and they wouldn't be satisfied until *La Belle Tucker* accommodated with her *Life Begins at 40* number, which is equally risque.

Closing the show is Lionel Hampton's Band with a company of 20 colored entertainers. Hampton conducts the boys in a few hot numbers and introduces nine specialty artists, none of whom are particularly outstanding. The Five Jones Brothers, using a Mills Brothers style of singing, got the best hand out of the specialty numbers. Act closed with a torrid arrangement of *Tiger Rag* that had Hampton down the aisles beating everything in sight with a pair of drumsticks.

Picture this week is *Harmony Lane*. PAUL BLACKFORD.

Orpheum, Lincoln, Neb.

(Reviewed Tuesday Evening, Nov. 12) (TRANSCONTINENTAL REVUE)

Setting this town back in the category it once enjoyed, that of being a break-in spot, the *Lovridge-Goldie Transcontinental Revue* is readying for Chicago showing and Eastern routing. Nut on the show is about three times that of the average fare here, and the show correspondingly that much better, inducing record-breaking business during the three days shown. Producer is Vic Victoroff and of the product he may be justly proud.

Lavish in costume and settings, there are 14 picked beauties who dazzle in four numbers during the show. Acts included in the layout are Miles and Kover, Nikko and Grace Romoff, Bill Telaak and Company, and the headliner, Roy Atwell.

Miles and Kover, swell dancers, are on twice, first in the opening Spanish number with the help of the girls, and second, next to closing, again with the girls, in a Javanese idea. They ballroom first and adagio in the last. Grace Dittman, good-looking gal, steps on in the duce for a string of *Top Hat* tunes and off in favor of the show's big nude number, Vivian Vaughn featured. A beautiful thing and unoffensive.

The Romoffs, in their burlesque of previous ballroom stepping, are smooth comics, appeal directly aimed at those who like the sophisticate. Good hand. Roy Atwell, mixer-upper, trots on mike in hand here and gets some belly-laugh. His floundering well liked by this house's trade.

Miles and Kover in the adagio, then Bill Telaak, helped by Sally and Bill Brown, takes over for some bone-breaking comedy. Was encored several times. Then it's a parade number by the girls and the troupe walks on for the finish.

Girls here are the talking and selling point—everyone a looker. It runs about 55 minutes. B. OWE.

Earle, Philadelphia

(Reviewed Friday Afternoon, Nov. 15)

A capacity house was in attendance at the Earle's matinee today and exhibited satisfaction at the show headed by Little Jack Little and his orchestra.

Opening number on the bill is the class dance act of Allen and Kent in *Dance Stars of Today* and *Yesterday*, which presented a pleasing variety of stepping old and new style.

In the duce spot was the always popular act of Red Donahue and Uno—Uno being a donkey with a swell stage presence. They presented their familiar routine—hobo, cop and kicking donkey—and the audience ate it up.

The customers also found much to cheer in the juggling act of Bobby May. In fact, the applause kept on after the next number started and was so vociferous that May was obliged to return for another bow. May has a nonchalant style which turns the usual props of a juggler into wands of dexterity. Beginning with the conventional Indian clubs, he works thru to some ingenious balancing with a top hat and cigar and then performs some knock-out stunts with rubber balls.

In the feature spot Little Jack Little and his band of 12 musicians continued to win the approval of the payees. The outfit opens with a swift medley of currently popular airs, with Little at the piano singing the choruses. Then are introduced Minor and Root, a splendid ballroom dance team, who present a graceful, nimble routine.

The band offers a jazz number, *Rigmarole*, followed by *In the Mood for Love*, in which Little solos the chorus. Next come imitations of the orchestras of Hal Kemp, Eddie Duchin and Guy Lombardo. Little's work at the piano is enhanced by an illuminated keyboard in these numbers which makes only his hands visible to the audience.

To the soft accompaniment of the violins Minor and Root return for a languorous ballroom waltz, and then the band turns loose with *Somebody Stole My Gal* for a finale. Encore demands were so persistent that the outfit responded with another medley of popular melodies.

The film is *Personal Maid's Secret*. H. MURDOCK.

Chicago, Chicago

(Reviewed Friday Afternoon, Nov. 15)

For three weeks now this house has been producing large colorful presentations, a policy advocated by this reviewer for some time. The audience reaction has been more than favorable to the change and its continuance will keep the Chicago Theater in a class by itself. The return of the orchestra in a featured spot with a personality conductor would complete the transformation. Two nicely done presentations this week preceded by Jesse Crawford, who received his usual response from the audience following his organ specialty.

Rhythm Fantasy opened the stage portion of the bill and showed the 28 line girls dancing before a Broadway drop. Alene and Evans followed with some fine hand-balancing work done in an easy manner. The boys are very neat in appearance and have perfect muscular control. Took a nice hand. The second scene was a drop representing a large piano, with the mixed chorus of 16 apparently standing in front of a large piece of music on the music rack. The Three Bennett Sisters harmonized on *Rhythm of the Raindrops* and *I've Got Rhythm* as the vocalists joined them and the girls danced.

Stan Kavanagh, working before the traveler, opened in his quiet manner with clever ball juggling and soon had them laughing with his comedy movements. His Indian club manipulating sent him off to a good hand and one bow.

Victor Herbert Gems, the second presentation, was laid in a garden set and had the massed chorus singing the *Italian Street Song*. As this was finished the 28 girls did a ballet number; Lucia Diano sang *A Kiss in the Dark*; Peggy Lee contributed a tap routine, and Dave Jones and Peggy Lee did a tap ballroom routine. Lucia Diano and Mark Fisher did *Ah! Sweet Mystery of Life*, and the finale had the entire vocal ensemble singing *Tramp, Tramp, Tramp* and *Mascot of the Troupe* as the line girls, in red and blue costumes, did a routine using fencing swords. Big hand at the curtain. F. LANGDON MORGAN.

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Sunday Show Ruling Gets Revamped on Miller Kick

Players in Sabbath shows to receive nine-eighths rather than ten-eighths, as previously—had been paid for layoff night—Equity council votes revision

NEW YORK, Nov. 18.—Revision of the ruling concerning extra pay for Sunday performances was made at the meeting of Equity council on Tuesday, bringing the dough for Sabbath work down to one-eighth extra, which was what the membership voted in the referendum sent out last summer. Hitherto the actors had been getting two-eighths extra, according to Matter was brought to a head by Gilbert Miller, who intends playing his forthcoming *Victoria Regina* on the Sabbath. The League of New York Theaters, appeared before the council Tuesday and won their point.

When referendum was sent out to membership on whether or not to play Sunday shows, winning alternative was that providing for an extra eighth of a week's salary for Sabbath work. According to law, actors playing on Sunday got another day off, and when the Equity rule was put into effect two-eighths was demanded for the Sunday performances, in addition to the regular salary, the actor thus getting paid also for the night he laid off. This in effect meant that the manager was paying two-eighths extra for Sunday performances, or three-eighths for a single performance which, on any other day, would be paid by only one-eighth. This was the contention of *The Billboard* at the time the rule went into effect.

Altho actual Equity ruling was for one-eighth, not two-eighths extra, various managers have opened on Sundays without questioning the Equity interpretation of the rule. Miller was the first. In discussing the matter before the council meeting Frank Gillmore, Equity president, said that the argument was caused by an honest difference of opinion.

Equity council upheld Miller's contention, but not unanimously. Players hereafter get nine-eighths a week when working on Sundays, not ten-eighths.

Summer Stock Already!

PROVIDENCE, Nov. 16.—The Newport Casino, which was dark for the first four weeks of last summer's season before being opened by Actor-Managers, Inc., will see no repetition of that condition next summer.

Helen Arthur, executive director of Actor-Managers, Inc., announces that next year that organization will operate the theater, putting on an eight weeks' season, opening early in July. Guest stars and a 50-cent to \$2 scale will be the policy. As to plays, at least one of the July productions will be appropriate to the Rhode Island Tercentenary Celebration scheduled for 1936, with local residents augmenting the cast. August will be "festival month" at the Casino, with plays of special interest and appeal to the Newport summer colony to be attempted.

Another "Jubilee" Fire

NEW YORK, Nov. 16. — Wednesday night performance of *Jubilee*, hit musical at the Imperial, had to be called off because of a fire back stage after the matinee. Blaze started under the throne chairs used in one of the scenes, and Fire Marshal's office was called in to investigate its origin. When show was trying out in Boston fire broke out in one of the dressing rooms. Most of damage caused by latest blaze was due to water, which ruined a large amount of scenery and some costumes.

Watch for

THE LEGITIMATE TAKING THE AIR

By Noel Meadow

A Special Feature of the CHRISTMAS NUMBER of The Billboard

OUT-OF-TOWN OPENINGS

"First Lady"

(PHILADELPHIA)

Authors, Katharine Dayton and George S. Kaufman. Producer, Sam H. Harris. Director, George S. Kaufman. Settings by Donald Oenslager. At the Garrick for two weeks, beginning November 11.

Cast: Jane Cowl, Lily Cahill, Stanley Ridges, Diantha Pattison, James Seeley, Helen Brooks, Jessie Busley, Regina Wallace, Rita Vale, Ethel Wilson, Judson Laire, Thomas Findlay, Oswald Yorke, Frank Dae, Florenz Ames, Don Beddoe, George Parsons.

Lucy Chase Wayne, granddaughter of a president and wife of the Secretary of State, is the deadly enemy of Irene Hibbard, wife of a Supreme Court Justice in Washington's jealous political and social set. Lucy is also a politician of experience—tho an over-reaching one—and when she believes Irene is booming a young Western Senator for the Presidential nomination, which Lucy believes her own husband should get, she tries to

forestall Irene by starting an under-cover boom for Irene's husband. Unfortunately, the boom, intended as a gag, wins the loud support of the Women's League for Peace, Purity and Patriotism, and Lucy finds that in her smartness she has hurt her own husband's chances. It almost takes the Marines to get her out of her scrape.

Has all the earmarks of a hit. Received 100 per cent praise in all the reviews and has been building to capacity at the Garrick. Jane Cowl, as Lucy, has one of her best comedy chances in a long time and she responds fully. Play is good satire, both at expense of Washington political maneuverings and feminine managerial traits. The lines are bright and witty and the play moves fast. Looks as if Kaufman is in on another one. *Murdock.*

"For Valor"

(PHILADELPHIA)

Authors, Martha Hedman and Henry Arthur House. Producer, George C. Tyler. Director, Frank Craven. Settings by Edward Morange. At the Broad for one week, beginning November 11.

Cast: June Walker, Frank Craven, Thomas Coffin Cooke, Rhea Martin, Beatrice Terry, Hilda Plowright, Charles Lette, Charles Dow Clark, Manart Kippen, Lenore Sorsby, Frank Coletti, Sam Sidman, Frederica Goings.

Wally Brown, dry-goods salesman in a small town, is war veteran who is reticent about the reason for his citation during the conflict. His meddlesome, doting wife resents his modesty and wants to show him off, so they can become "important." Unknown to Wally, she contacts her Congressman and gets for him a belated medal and then gives out the story to the papers. The whole town of Rogue River Falls rallies around the annoyed Wally, who won't talk. But Mrs. Wally will, and a play flashback shows her conception of how Wally won his medal. In the climax Wally breaks down and tells the true story, not quite so romantic as his wife has put it.

Received a general thumbs-down verdict here, tho the idea was held to be a good one. Chief criticism was against dialog of the amateurish variety and the heavy-handed approach to the fantasy scenes. Under Craven's direction the play is being rearranged and the dialog mended. Time and work may change it into the possibility class. Has good picture chances. *Murdock.*

"Katy Did—So What?"

(BOSTON)

A world premiere, in its present form, of Mary Young's own play, *Katy Did—So What?*, written, staged, directed and acted by Miss Young, took place at the Copley Theater last Tuesday evening. Consensus of criticism, the second-string writers, was of the kindly variety, with only Elliot Norton, of *The Post*, speaking right up. He said it was terrible stuff. It also marked the world premiere of Elaine Barrie, whose cross-country dash after the fleeting form of John Barrymore recently filled front-page space. Miss Barrie took a minor part—and from all indications that will continue to be her fate. The play is about a wild party, written in a try-to-be-shocking atmosphere of post-war times. The cast includes Marjorie Clark, C. Albert Smith, Edgar Mason, Elaine Barrie, Mildred Dana, Eric Kalkhurst, Mary Young, Robert Ober, Barbara Jarvis, Margot Stevenson, Roy Erikson and Richard Heath. The house got oodles of publicity by bringing Barrie here, but very little cash business. *Beat.*

"Love Is Not So Simple"

(PHILADELPHIA)

Author, Ladislav Fodor. Adapted by Philip Moeller. Producer, Theater Guild. Director, Philip Moeller. Designer, Lee Simonson. At the Chestnut for two weeks, beginning November 4, on American Theater Society subscription.

Cast: Ina Claire, Dennis King, Joanna Roos, Helen Westley, Arnold Korff, Lawrence Westley, Harry Hermsen, Lloyd Gough, Bruce Cardigan, Leslie Dymall, George Vigoroux, Marion Shockley, Frances Hayes, Robert Ridgely, Karl Urbont, Kathleen Comegys, Catherine Cooper, Hannah Clark, Robert Williams, Cornell Wyde.

Hilde, daughter of a busy but not wealthy Viennese physician, and Hans, careless law student, love each other but conceal this fact with talks of comrade-

Sensible Richmond Gals

RICHMOND, Va., Nov. 16.—One lone girl responded to Earl Carroll's invitation to Richmond's aspirants for a career on Broadway. Due publicity was given the offer of the producer to consider Richmond girls as candidates for his "Vanities" chorus, and Monday afternoon was set for the Southern beauties to parade before him on the stage of the Mosque, where the revue was presented Monday and Tuesday nights. Carroll was on the stage at the appointed hour, expecting a mob, when Marjorie Matthews, local tap dancer, presented herself. She was the only applicant. Carroll's explanation of the lack of the usual rush was that it was due to "conservative mothers."

FROM OUT FRONT

By Eugene Burr

If Miss Ethel Barrymore wants to make a fool of herself, that should certainly be her own business. If she wants to alienate her vast army of followers, that, too, is a matter for her private concern. But when she sets out to alienate the vast army of followers and potential followers of the stage, when she makes a fool of the theater, it then becomes a matter to be considered by all who have the theater's interests at heart. Particularly by the many who are now trying to engineer a return of the road.

In *Parnell*, a current drama, when Gladstone wishes to defeat Irish home rule he apparently yields to it, and then forces a scandal in the Irish leader's life, crushing the leader and the Irish Party along with him. Similarly, if film men are really interested in preventing a return of the road, they could have done no better than pretend to yield to it, then sending Miss Barrymore out as the first ambassador of the stage.

Miss Barrymore's eccentricities, particularly of recent years, have been unfortunately notorious. In most cases they could be glossed over—but not now. Just as Irish home rule was on the threshold of success when the O'Shea divorce scandal broke, so the long-awaited return of the road is nearer than ever before. Play-hungry communities throuthout the country are willing and eager to support legit. Grosses of all touring attractions this season have been highly heartening. Naturally, on the effect created by the current attractions the fate of many future seasons must depend. And it is just at this time that Miss Barrymore decides to indulge in more of her little whimsies.

Last week she created an extremely unfortunate impression by getting into an entirely unprovoked verbal battle with a New Orleans girl reporter. That was too bad—but after all it was just La Barrymore at it again. The impression, tho distinctly unsavory, was also entirely personal.

But worse was to come. On Friday, November 8, Miss Barrymore appeared in *The Constant Wife*, her current touring vehicle, in Shreveport. We quote excerpts from the review of Burch Lee Jr. in *The Shreveport Times*:

"Ethel Barrymore, supposedly one of the greatest actresses ever to speak a line from an American stage, played in the Municipal Auditorium Friday night, and walked out of the lives of nearly 2,000 Shreveporters, perhaps forever, leaving them with a poor taste in their mouths because of a performance far below her publicized ability.

"And as the climax to a performance that only in spots showed flashes of brilliance, Miss Barrymore haughtily wiped the famed nose and strode from the stage after she had cast a disdainful look about an audience that had brought her out for a bow because they thought it their duty to a trouper.

"Miss Barrymore apparently had no control over herself during the performance. In the first act her footing was not secure and she slurred her first lines.

"As the lights came on in the huge auditorium a stunned crowd moved slowly out. They had come to see a member of the royal family of the stage, and they left having seen the shell. Perhaps it was her age, and then again perhaps it was something else. It might have been that Shreveport was too small, but comments of the homegoers indicated that Miss Barrymore's next appearance, if again, will be when it snows in June."

That is the situation. It is not to be doubted that every one of those 2,000 Shreveporters is nursing a grudge, a justifiable and legitimate grudge, not only against Miss Barrymore, but against the stage. The dark taste in their mouths applies not only to the actress who left it there, but also to the stage she represents.

Twenty Katharine Cornells (if there were 20 Katharine Cornells), trouping about the country in a manner that displays their integrity, both personal and artistic, trouping in a way best to represent both themselves and the theater, cannot undo or make up for the impression of one Miss Barrymore, with insecure footing and slurred tones, insulting 2,000 patrons who paid to see her and who were potential supporters of a return of the road.

We shouldn't like to be in the next troupe, no matter how good, to play Shreveport. That's the unfair part of it.

If Miss Barrymore wants to make a fool of herself she may; but she should be prevented from making a fool of the theater. If she can't behave, she and her play should be yanked from the road at once. Even then she would have the satisfaction of knowing that she had thrown the rest of her company out of work.

ship and 50-50 friendship because neither has the money to indulge in romance. Both marry for security. Hilde to a manufacturing baron and Hans to a rich girl. Bored with her husband, Hilde returns to Hans only to find that Hans' wife, her friend, is about to give birth to a child. Loyalty makes the lovers turn from each other and they go their ways. Final scene, 10 years later, finds both bemoaning the fact that life has passed them by in spite of their marriages and philanderings with others. They are afraid to risk their 50-50 friendship by surrendering to each other.

Viennese comedy of the sentimental school, which doesn't provide the comedy moments both Miss Claire and King handle so well. Play is a combination of pat theatrical situations (the blessed event, the gay-sad partings, etc.) and a bewildering change of mood, ranging from light farce to emotional drama. Shapes up as a weak vehicle unless its action can be tightened in direction. Cast wasn't completely sure of itself at opening. Pulled by Guild after Philly engagement. *Murdock.*

"Fancy That" (NEW HAVEN)

Four-act comedy by Foster Furcolow. At the Trinity Parish Auditorium November 14-15. Evenings only. Director, Charles Foster.

Cast: Anthony Grillo, Arthur Haesche, Lou Sternchuss, Foster Furcolow, Harry Elmerman, Charles Furcolow, John McCormack, Richard Swartout, Edward Astran, Helen Bolton, Mary Dodd, Keith Miller, Evelyn Campbell, Alice Harrison and Donald Abeles.

The comedy was rather slow in getting started, but once that it got under way the theme unraveled quite nicely. The action was spotty, but some fine acting by Charles Foster and also by Lou Sternchuss kept laughter at peak. Mary Dodd, Foster Furcolow and Helen Bolton were also good.

The theme: Danny O'Toole, the champion, has changed promoters and has signed with Wheeler for a fight. Flash, the p. a., thinks of substituting the champion's brother, Egbert, recently ar-

rived from England with all the British customs and chatter, for the champ—hoaxing an operation as the way of making him better looking—without cauliflower ears, etc. The trials and tribulations of Egbert in this champion's role provide ample food for humor—lagging at times but staple enough to be entertaining. With Egbert's fiancée arriving from England more difficulties

are presented, but the grand finale reveals that everything works out all right, with the real champion making the fight, Egbert being concealed in the apartment. The press announcement covers the real champ's entrance by a fake story about operation being a failure. Egbert gets a bonus of \$10,000 from the promoter and a p.-a. job. *Colavoipe.*

THE NEW PLAYS ON BROADWAY

58TH STREET

Beginning Tuesday Evening, Nov. 12, 1935

MOTHER SINGS

A play by Hugh Stange. Directed by Hugh Stange. Settings by Harry Gordon Bennett. Presented by William Crosby, Inc. (Hugh Stange)
Mort Sullivan... Gregory Robins
Judge Purdy... John L. Kearney
Sarah Schermer... Mary Morris
Cameraman... Herbert Morrill
Rollo Floyd... Clifford Hix
Amelia Rowe... Clara Bertrand
Judge Black... E. J. Blunkall
Prosecutor Newman... Leon Stern
Ben Schermer... Wendell Phillips
Sheriff... Anthony Bassett
Eva Wilkins... Mae Shults
George Wilkins... Royal Stout
Frank Schermer... Ralph Theodore
Doctor Walton... Wilson Reynolds
Ben Schermer (the Boy)... Fred Haffner
Jenny Sykes... Virginia Runyon
Aunt Martha... Violet Hill
Bert Miller... William Nunn
Mayme Speer... Bernadine Hayes
Sergeant Joe McCarey, U.S.M.C.

When Ben was a little boy his father shot his dog; and his mother, in order to save money, told him that there was no Santa Claus. Certainly for Ben there was none. When his father died his mother kept him under her dominant control, making him into a perverted little slave. He was allowed the companionship of neither boys nor girls, but kept strictly to his mother, who labored under a horrific combination of sadism and incestuous desire. At least that is what Mr. Stange seems to indicate at the 58th Street.

When a siren from the five-and-ten-cent store comes to spend her summer vacation in the ill-omened Schermer homestead (an inexplicable choice of a vacation spot), what more natural than that Ben's warped and perverted mind should burst into flame? She leaves, marries, and returns some years later with her daughter, Ben, who has been consumed with visions of her, decapitates a chicken and then uses the same ax in the same way upon her.

Miss Mary Morris, a specialist in outhouse ladies, enacts the dreadful mother with terrifying earnestness. Ralph Theodore bustles as the father, and Wendell Phillips does generally good work as Ben, a role virtually impossible to interpret. Bernadine Hayes' recent work in the cinema gives no hint of the possibilities she displays as the five-and-ten-cent siren.

Harry Gordon Bennett's set is excellent. Mr. Stange, undoubtedly, has an idea. He tried to work it out in grim earnest and ruthlessly honest terms. But his ruthless honesty, in the cold glare of the footlights, turns out to be over-emphasis; he is over-wrought rather than earnest, lurid rather than grim. *EUGENE BURR.*

ETHEL BARRYMORE

Beginning Monday Evening, Nov. 11, 1935

PARNELL

A play by Elsie Schauflier, featuring George Curzon, Margaret Rawlings and Effie Shannon. Staged by Guthrie McClintic. Settings and costumes designed by Stewart Chaney. Settings built by Vail Construction Company and painted by Robert Bergman Studios. Costumes executed by Helene Pons Studio. Presented by Robinson Smith and Frederick W. Ayer.

Katharine O'Shea... Margaret Rawlings
Mrs. Benjamin Wood... Effie Shannon
Phyllis... Ruth Shannon
Mrs. Steele... Ruth Matteson
Clara Wood... Phyllis Connard
Captain William Henry O'Shea... John Emery
The O'Gorman Mahon... Gordon Burby
Timothy Healy... Joseph Holland
Thomas Murphy... Barry MacNamara
Michael Davitt... Edward McNamara
Montagu Harrison... Walter Holbrook
Parnell... George Curzon
Gladstone... Alexander Fianik
Mr. Stanley... Harry Redding
John Redmond... Clement O'Loghlen
1st Leader... Barry Kelly
2d Leader... Charles Trexler
3d Leader... Winston O'Keefe

ACT I—Scene 1: Katharine O'Shea's Drawing Room at Eltham, Nine Miles from London, April, 1880. Scene 2: Committee Room 15, House of Commons—a Few Weeks Later. Scene 3: The Drawing Room at Eltham, the Following Wednesday.

ACT II—Scene 1: The Drawing Room at Eltham, Several Years Later. Scene 2: The Same, a Month Later. ACT III—Scene 1: Gladstone's Study, 10 Downing Street, Late Afternoon, Autumn. Scene 2: Committee Room 15. That Evening. Scene 3: The Drawing Room at Eltham, That Night.

Advertised curtain time—8:40. Curtain rose at showing caught—8:51.

A stately, majestic and often effective biographical love drama was brought by Messrs. Smith and Ayer to the Ethel Barrymore Theater Monday night. It is Parnell, written by Elsie Schauflier, and it tells of the love affair with Kitty O'Shea, that rich, romantic blossom that grew and grew until its twining roots choked off the political career of the great Irish leader, stifling his life's work and, indirectly, his life itself.

As a play Parnell contains much that is fine—a beautiful writing, stirring scenes, great emotional power. And yet it never,

reaches the full effect that seems latent in its theme and treatment. That may be for a variety of reasons; the pulling of dramatic punches in the final, almost anti-climactic scenes; the restrained playing of the title role; the fact that, tho it is the tale of a man and his love, it is written almost entirely from the woman's angle.

It concerns itself solely with Parnell's love affair, taking him up at the peak of his power and popularity and introducing him to Kitty O'Shea, the wife (in name only) of a rascally and scheming young politician. Under the husband's self-seeking care the romance blooms, with Captain O'Shea conveniently blind to all that goes on. Parnell moves to the house in which Kitty lives with her aunt, and the two combine romance and politics in a campaign that finally forces Gladstone to promise home rule, the long-sought goal of the Irish Party.

Gladstone, however, emerges rather shabbily in the drama. It was just at this time that Captain O'Shea suddenly decided to open his eyes and press a divorce suit—and the implication is that Gladstone was behind it. Kitty decides to fight the divorce by proving that her husband had knowledge of the affair and that he was unfaithful with Kitty's own sister, Mrs. Steele. In the play there is proof of both points, the whether or not there was real proof is problematical, since both charges were withdrawn and the suit went undefended. The play explains this by having Parnell insist upon the divorce because it will at last give him legally the woman he has so long loved.

Gladstone, backed by his non-conformists, can refuse to deal with an adulterer, and demands Parnell's resignation. Parnell is willing to bargain—a resignation in return for home rule. But his hitherto faithful Tim Kealy turns against him, and in a scene which should be—but isn't—the play's dramatic climax, the Irish Party decides to deny its leader and throw itself upon Gladstone's problematical mercy. The results of that move are history. Parnell, broken, goes home to Katharine and his death.

That death actually took place 10 months after the Irish Party's split; in the play it occurs on the same night, a dramatic faux pas which does much to diminish its effect. It seems unbelievable and cheaply theatrical, and weakens the heart-break that should have come.

Certainly the play has much effect—but not enough. This is largely explained by the performance of George Curzon, imported for the occasion, in the title role. Mr. Curzon seems singularly pale and restrained for so richly romantic a role. It may be that Parnell was as he depicts him—but that does not make him seem real upon a stage. It is impossible to believe him to be a man swayed by passion, a man who might conceivably wreck his life thru the force of a powerful emotion.

Another importation, however, is well (See NEW PLAYS on page 28)

BROADWAY RUNS

Performances to November 16, inclusive.

Table with columns: Dramatic, Musical Comedy, and Musical Comedy. Rows include plays like 'The Girl (Fifth Avenue)', 'Blind Alley (Bilt)', 'Children's Hour, The', 'Crime Marches On', 'Dead End (Belasco)', 'Let Freedom Ring', 'Moon Over Mulberry Street', 'Mother Sings (88th St.)', 'Mullatto (Vanderbilt)', 'Night of January 16, The', 'Night in the House (Booth)', 'On Stage (Manhattan)', 'Parnell (Barrymore)', 'Pride and Prejudice', 'Remember the Day (National)', 'Squaring the Circle', 'Strip Girl (Longacre)', 'Taming of the Shrew, The', 'There's Wisdom in a Woman', 'Three Men on a Horse', 'Tobacco Road (Forrest)', 'Touch of Brimstone, A', 'Winterzeit (Beck)'. Includes dates and performance counts.

Table with columns: Musical Comedy. Rows include 'At Home Abroad (Winter Garden)', 'Anything Goes (48th Street)', 'Earl Carroll's Sketch Book (Metropolitan)', 'Jubilee (Imperial)', 'Jumbo (Hippodrome)', 'Porgy and Bess (Alvin)'. Includes dates and performance counts.

Advertisement for Gilbert Lamb. Text: "An exhibition of equilibristic madness, of impossible body distortions, wit and foolish whimsy."—BERLIN "Volkes Zeitung," October 6, 1934. GILBERT LAMB. Direction NAT KALCHEIM, Wm. Morris Agency.

Advertisement for Alviene School of the Theatre. Text: (Stock Theatre Appearances While Learning.) Graduates: Lee Tracy, Fred Astaire, Peggy Shannon, Una Merkel, Rita Johnson, Etc. DRAMA, SPEECH, MUSICAL COMEDY, VOCAL AND DANCE. Real professional training—the only School in the United States presenting its students a week in each play, plus Talking Pictures and Technical Training in Voice, Direction, Make-up, Pantomime, Dialects, Acrobatics, Characterization, Penning and twenty allied study subjects. Special Courses for Teaching, Directing and General Culture. EMINENT FACULTY. Write for Bulletin to SECRETARY BELL, 66 West 85th St., New York.

Advertisement for Old Plays. Text: Over 1,000 famous old Melodramas, Comedies, Farces, etc., fast running out of print, for sale at 25 cents each. Send for Free List of titles. SAMUEL FRENCH, 25 West 45th Street, New York. The World's Best Entertainment Material New Catalogue FREE. Plays: Minstrals—Black-Outs—Operettas—Monologues. BANNER PLAYBUREAU, Inc. 111 Ellis St., San Francisco, Calif. 137 West 4th St., Cincinnati, O.

Advertisement for American Academy of Dramatic Arts. Text: FOUNDED IN 1884 BY FRANKLIN EL SARGENT. The foremost institution for Dramatic and Expressional Training in America. The courses of the Academy furnish the essential preparation for Teaching and Directing as well as for Acting. WINTER TERM BEGINS JANUARY 15th. For Catalog address the Secretary, Room 145 K, Carnegie Hall, N.Y.



IT WAS Nietzsche, we believe, who wrote that there is no force in nature so powerful that it is not exceeded in influence by some other force. By the same token, performers who looked upon their dressing-room facilities in indie dumps as the superlative degree of dinginess and insufficiency derive some kind of ironic satisfaction from discoveries made while playing certain night clubs. Many of the lesser night spots now offering shows started their careers as restaurants. Like some of the theaters built during the boom era concurrent with the birth of talkies in which managers' offices were added as an afterthought (that is, after the architects' plans were completed), these night spots added shows but didn't exactly add dressing rooms. The result has been that dressing quarters in these converted restaurants are inadequate, unsanitary, dingy—in short, everything but what they should be.

In times like these performers don't as a general rule cancel engagements because dressing quarters are not quite up to par. The few dollars they realize from engagements mean too much to them. But the condition is deplorable; it is a reflection against the humanness of cafe proprietors and against their business judgment as well. Happy performers put on better shows and better shows mean more business. This is plain to see, but the average cafe operator is not as smart as his business demands that he be. Otherwise there wouldn't be as many sudden cafe closings as there are; with salaries unpaid and with creditors becoming unwilling philanthropists by donating beautiful furnishings and kitchenware to a shrewd buyer who picks them up at an auction for a song.

Two factors will bring about better backstage conditions in the cafe field. The first is action by the performers en masse thru their own organization against cafes that refuse to provide them with decent facilities. The second and more practical solution—at this time—is the educating of cafe owners to the truth that they are hurting their business thru the medium of poorly-played shows by keeping performers in a state of discontent and misery.

IT IS understandable why ethical music and vocal teachers whose student contact goes back to less complex days regard with suspicion the general run of schools devoted to so-called radio technic. They claim that there is no such thing in the pedagogical category as radio technic. Their contention will probably be supported, were a survey made, by every successful radio artist on the map.

Radio technic is something that a talented artist acquires quickly; a slight readjustment to a new medium. In its most complex form, we surmise, hardly more difficult to master for one who possesses native talent than a realignment of audience values for a performer who has spent years on the stage and who is beginning a career in night clubs. Today the men in control rooms can well be trusted to take care of the highly important matter of sound volume. We'd like to know what the so-called radio technic schools have to say about that to students who are inclined to ask too many questions. It is a matter of common knowledge among those who face the mike regularly that proper delivery is achieved by adjusting one's distance from the mike to the volume of the voice. This cannot be taught in schools. It is developed by actual experience—and fortunately for those neophytes faced with this problem the listeners-in are less aware of defects caused by inexperience than those who possess them.

Whether or not radio technic schools are the bunk there's no argument about the rate at which they are mopping up. Everybody wants to go on the air, it seems. Some for the thrill of it; others because they believe there resides in them a sweeter-voiced Kate Smith, a funnier Jack Benny and a more garrulous Lowell Thomas. The promoters of the academies devoted to radio technic can't be blamed as much as out-and-out gyms in other fields of bunkodom. If it isn't their school that gets the trade it will be another. The radio-crazy public is determined to find some way to satisfy the urge to get near a mike—even if it's a dead one and even if the instructor would give up his job in a minute if he got an offer approximating a living wage from a station.

A PROBLEM far more serious than is generally thought resides in the matter of Federal projects for unemployment relief among actors and other workers in theatrical fields. It is yet too early for a conscientious observer to take sides. But it is never too early to think. Thought has made men slaves—when dictators and their cohorts exercised a monopoly on thought. But thought has also made men free.

It is a question of overwhelming importance this matter of whether the various projects shall be regarded by those whom they affect as emergency matters or as the nucleus of permanent branches of the show business. Shall the workers employed on these projects resignedly accept what is given them because of their apparently transitory nature? Or shall the workers fight for union conditions based on the realization that the projects are here to stay?

Another question: Shall the various theatrical organizations encourage the projects planning to charge nominal admissions? And another: Shall these organizations nip the projects in the bud?

If the Government projects are definitely of a temporary character it is conceivable that all involved would be willing to make concessions in order to insure their success. If they are here to stay, these excursions of the Government into the show business, it is well that the forces of the business recognize this as a fact and face it without delay. It is not easy to find out and the peculiar feature of the proposition is that even the PWA attaches know little about this; perhaps less than those in the show business who have already professed an interest in these matters.

While we are thinking about all of this and encouraging others to think and inquire and eventually to agitate for what they believe to be right, the most important consideration of all must not be neglected. This is the effect of the projects on the future of "flesh" show business.

Will the launching of the projects strengthen the commercial demand for "flesh" entertainment?

Or will these projects exert a harmful effect on the public's present desire for a restoration of "flesh" shows?

In the answers to these questions, we firmly believe, lies the course to be laid by those with the best interests of the show business at heart. Regardless of the altruistic vein running thru the relief activities of the present administration, President Roosevelt has one eye on present policies and projects and the other on the next Presidential campaign. The voters have a way of expressing their wishes and desires besides the ballot box. Eloquent voices raised high can do more to shape the Government's course than the feeble hum of actors' voices on street corners and hotel lobbies. The organizations representing the actor must regard it as their duty to determine the issues involved in the relief plans and movements. These organizations must act speedily and aggressively once their conclusions are drawn. But there must be behind it all a knowledge of what it is all about. In this crisis show business can ill afford to bark up the wrong tree.

The Broadway Beat

By GEORGE SPELVIN

LET'S hope by this time *Jumbo* is really open. When this was being written the date still stood as November 16. Maybe it'll open if Billy Rose decides to postpone another postponement. Among other problems on the big show is the question of getting the various rehearsing units in from around the metropolitan district and into the Hipp for the radio program. Nobody can try it for any length of time without going nuts. One unit has been rehearsing at the Manhattan Opera House; another (voices) at the Radio City studios; the singing riders, including Donald Novis, are at a Brooklyn riding academy; some of the performers remain at the Hipp, and others are on call at still other spots. On Tuesday an SOS went out for those needed; it was like trying to round up the 1906 grade for a class reunion.

About three weeks ago an ork from out of town landed a radio commercial in New York, said commercial having previously been held by a New York outfit. Local 802 wasn't and isn't any too pleased about it, since it would rather have had the work go to home-town lads. Now the union is checking carefully on the out-of-towners' rehearsal time, pay, etc. One slip and—ouch!

Among the things that make Mr. Spelvin pretty sick are the private tong wars conducted among the various local columnists in the public prints. The lads try to sock out at "imitators," catch each other off guard, refute each other's scoops, and in general act like a bevy of annoying kids. There are only two people interested in each of the squabbles—the two columnists concerned.

Speaking of columnists, Winchell recently began soaking the various "Soak the Rich" plans, devoting a full paragraph to them the other day; he must be getting panicky about his dough. . . . Captains Stevens and Anderson having busted the world's stratosphere balloon record, they shouldn't miss seeing the Jack Benny-Ted Healy picture, *It's in the Air*. . . . The Hollywood "scientists" have a raging snowstorm threatening their balloon—somewhere in the stratosphere. . . . You have to be a capitalist to invest in all the proletarian literature they try to sell you at a left-wing show. . . . Speaking of left-wing shows, somebody should tell the pretty little left-wing asses that powder and intelligence aren't incompatible. . . . And that a shiny nose isn't necessarily a mark of shining crusader's fervor. . . . Last week was Adaptation Week for legit, all three of the shows being dramatized from novels. . . . Despite support from the cloth-workers' union and, indirectly, from the AFL, Albert Bein's *Let Freedom Ring* isn't doing too well at the box office. . . . It seems to be only the extreme leftists who can organize their support effectively. . . . Bein, incidentally, was the subject of a grand human-interest feature yarn in *The World-Telly* last week. . . . Bernie Simon did a thoro, workmanlike and helpful job on his review of Farnell's life, sent out to critics for historical background in connection with the opening of *Farnell*, the play. . . . The current stretch of bad weather hereabouts seems to be driving them into the theaters; the Stem has hit almost pre-depression prosperity. . . . The *Hotel America* is going thru a strenuous modernization now that it's under new management. . . . The Salvation Army, no less, owned it for years, selling out only recently. . . .

Chicago Chat

By NAT GREEN

A BOUQUET to William M. Dewey, manager of the Edgewater Beach Hotel. . . . The Edgewater recently staged a fur show sponsored by a Loop furrier in which Hollywood mannikins were supposed to parade \$350,000 worth of furs. . . . In an ad headed "A Correction," the hotel management says, in part: "We have now learned that many of the mannikins were not from Hollywood, and that the value of the furs was considerably below \$350,000. We regret this error and pledge that it will not recur." . . . That's telling 'em! . . . Jack Hylton, British band leader, isn't going to be so restricted during his stay here after all. . . . He can play theaters and cafes—is already booked for a week at the Palace, and chances are he may play a swanky night spot before the winter's over. . . . All of his musicians are Americans, so everything's o. k. . . . Dick Cook, formerly with RKO, Minneapolis, and lately with *Inland Topics* here, has been made eastern director of that mag, with offices in New York. . . . Myrtle Damerall and her daughter Marge came back from that Hawaiian Islands trip looking like a million dollars.

Harper Joy, a serious Spokane banker when he's at work, sheds his serious mien outside working hours and typifies his name. . . . The other night we dropped in at the Bismarck for dinner, and when I introduced him to Dorny, the magician, who heads the floor show, "Harp" flashed a membership card in the Mystic Circle or some such magical society, revealing a new facet of his many-sided personality. . . . Preview of Max Reinhardt's *Midsummer Night's Dream* Friday night will be scaled as high as a sawbuck for choice seats. . . . George Mitchley, former manager of Galveston Beach Association, in town with the missus. . . . Vera Van, talented CBS songstress, has been signed for *May Wine*, one of the newer Broadway stage shows. . . . Bob Hickey won't eat Thanksgiving dinner at home—has to hurry away to the Coast for the start of Clyde Beatty's new picture. . . . Eric Dahl, long associated with hotel and convention bureaus and well known among show-folks, has joined the Stevens staff. . . . Frank Duffield is one busy person these days lining up the program for the Showmen's League Banquet and Ball, which is going to be a humdinger.

Catherine Hibben, slender, languorous blond photographer's model, who discovered she had dramatic talent and has capitalized it on the air during the last two years, appeared as guest star on the Fibber McGee and Molly program early this week. . . . Fibber and Molly, by the way, do all those characters heard on their programs. . . . Sammy White, comedian, has closed at the Royale-Frolies and left for Hollywood to go to work on the picture *Show Boat*. . . . Rollo (Erlanger Theater) Timponi's 12-year-old niece, Bonita Granville, whose dad is Bernard Granville, musical comedy star, has been selected for one of the leads in the picture *These Three*. . . . A 35-foot robot, with two powerful searchlights for eyes, was the censor for the annual Jungle Ball of the artists last Saturday night, just in case any of the dancers happened to overstep the bounds of decorum. . . . Charming Jean Tennyson, young opera singer, was given an ovation last Wednesday night when she was heard in the role of Mimi in *La Boheme*. . . . Zorine and her Nudists, back from the San Diego expo, are the feature attraction in the new show at Colosimo's. . . . Jack Ryan busy on a Lum and Abner almanac. . . . Eve Becke, singer with the Hylton ork, has to hurry back to England to fill engagements. . . . Colleen Moore, screen star, is here exhibiting her half-million-dollar doll house for charity.

EXHIBITORS ORGANIZATIONS

Sixteenth annual convention of Allied Theaters of Michigan was held at the Hotel Statler in Detroit November 12 and 13, with a registration in excess of 150. About 300 attended the banquet Wednesday evening.

Fred DeLodder was elected president, replacing Ray Branch. Frank Wetzman was elected vice-president; Barney L. Kilbride, secretary, and William Schuttenhelm, treasurer. The last three officers were re-elected, and all are from Detroit.

Directors elected were Sam Brown, Detroit; Cass R. Beechler, Charlotte; William A. Cassidy, Midland; Ray Branch, Hastings; Glenn A. Cross, Battle Creek; A. Eiseaman, Flint; Thomas Ealand, Ferrisdale; Allen Johnson, Grand Rapids; Edgar E. Kirchner, Detroit; William London, Detroit; James C. Ritter, Detroit; F. A. Schneider, Detroit; Peter C. Schram, Kalamazoo; Alex Schreiber, Detroit; J. E. Stocker, Detroit; Roy Taylor, Grand Rapids; Lew Wisper, Detroit; C. H. White, Detroit; George Wilburg, Wyandotte, and Oscar E. Varneau, Grand Rapids.

Grand Rapids was selected as the convention city for 1936. The convention voted to increase the salary of General Manager Henderson M. Richey from \$9,100 to \$10,400; salaries of other officers remain unchanged.

Plans were discussed upon presentation of Allen Johnson, chairman of the legislative committee, to mobilize the membership for legislative activity or contact when needed.

A unanimous resolution was passed giving the support of the convention to the Pettengill block-booking bill. Congressman Samuel B. Pettengill was the leading speaker of the convention, talking for an hour Wednesday afternoon to Allied and to about 50 representatives of Parent-Teachers' Association, Legion of Decency, Federation of Women's Clubs and church and welfare groups. An open symposium followed at which Pettengill and Abram F. Myers, general counsel of Allied States, answered all questions of the visitors on block booking. Myers explained the bill first from a legal standpoint and warned against anonymous pamphlets or other publicity that may seek to misrepresent the contents or effect of the bill.

Presidents A. A. Bair, of Indiana, and Martin Smith, of Ohio Allied organizations, were speakers at the convention. Myers and Sidney E. Samuelson, national president of Allied States, spoke at length in two long secret sessions from which the trade press was excluded. It was understood but not confirmed that recently rumored plans for Allied sponsorship for a production company thru guarantee of playdates was the topic.

Reorganization of the Independent Motion Picture Theater Owners' Association of Delaware and the Eastern Shore of Maryland for action on "Bank Night" and "Jack Pot Night" will be effected soon at a general meeting. President A. Joseph DeFiore, of Wilmington, met with several members of the organization at Harrington recently for a complete reorganization of the group. Others attending were Cornelius Marshall, of Lewes; George Schwartz, Dover; Ben Seligman Wilmington; Charles Horn, Rehoboth, and Thomas Ayers, Georgetown.

A general meeting to thresh out competition problems and to adopt a code of fair competition will be called.

"Bank Night" and "Jack Pot Night" have not invaded Wilmington and Northern Delaware as yet, but have taken the lower section of the State and near-by sections in Maryland by storm.

In the November bulletin of the Independent Exhibitors of Massachusetts, Inc., affiliate of Allied, charges of coercion (See EXHIBITORS' on 4th column)

"THANKS A MILLION"

(FOX-20TH CENTURY)

TIME—87 minutes. RELEASE DATE—November 15.

PLOT—A honky-tonk musical troupe bussing it into New York lands in a tank town to change buses. Town is in the midst of a gubernatorial campaign, and the troupe's manager sells the Commonwealth Party the idea of using his show to swing the voters. This they do, but the show's crooner steals all the thunder away from the candidate. Latter, drunk once too often, is relieved of the nomination and the crooner substituted. After campaign speeches and finally telling the voters not to elect him he sweeps into office along with a first lady, a hoofer from the show.

CAST—Dick Powell, Ann Dvorak, Fred Allen, Patsy Kelly, Paul Whiteman and band with Ramona, Raymond Walburn, Rubinoft, Yacht Club Boys, Benny Baker, Andrew Tombes, Alan Dinehart, Paul Harvey, Edwin Maxwell, Margaret Irving and Charles Richman. A cast at its best, the Dvorak isn't as bewitching as she should be. Allen is ace of screen funny men and with Kelly is a top comedy combo. Powell at his best also. Music and singing great.

DIRECTOR—Roy Del Ruth, turning in one of the best jobs of the year, making 87 minutes seem like three-quarters of an hour.

AUTHORS—Story by Melville Crossman, screen play by Nunally Johnson. Music and lyrics by Gus Kahn and Arthur Johnston and Bert Kalmar and Harry Ruby. Yacht Club Boys contribs also. Dialog of exceptional merit, and songs are tuneful, with Yacht Clubbers' numbers punch-packed.

COMMENT—Height of entertainment—funniest of the funniest and tops on musical and singing specialties. Story may be ridiculous, but blithely so. Surrounding entertainment makes it an ace picture.

APPEAL—Universal, and it's the kind that'll break records.

EXPLOITATION—Barnum this, calling it "show of shows." Sell the radio people, music, comedy, Powell to limit. Political satire affords opportunity.

"IN PERSON"

(RADIO)

TIME—87 minutes. RELEASE DATE—November 22.

PLOT—Miss Rogers is Carol Corliss, picture star, suffering from agoraphobia ever since she was mishandled by an autograph-seeking crowd. Wearing a Frankenstein disguise, she tries to acclimate herself to crowds, meets George Brent and arranges to go away with him to a hunting lodge. There she unravels herself, but he plays cold to her. Meanwhile her leading man, Jay Holmes (Alan Mowbray) finds her and tries to get her back. She refuses, and soon after goes to the village with Brent, where one of her pictures is playing. Making a personal appearance there robs her of her dreaded disease. She loves Brent and while he loves her, won't play ball. She arranges a shotgun wedding, but the sheriff picks the wrong guy in Mowbray. At the last minute it's Brent, and after some fiddle-faddling they finally clinch. It's a swell idea, but heavily produced, lacking satire and missing most of the times.

CAST—Ginger Rogers, George Brent, Alan Mowbray, Grant Mitchell, Samuel S. Hinds, Joan Breslau, Louis Mason, Spencer Charter. Rogers is her usual attractive self, does one nice dance and sings a couple of tepid tunes. Brent is manly and earnest; Mowbray excellent as the leading man.

DIRECTOR—William A. Seiter. Seiter fell down. Picture needs a zippy, rapid-fire pace, but instead is overlong and draggy.

AUTHORS—Alan Scott, adapting a novel by Samuel Hopkins Adams. Music and lyrics by Oscar Levant and Dorothy Fields. Scott's job is partly responsible for the slowness. Songs are inconsequential.

COMMENT—Criticism above takes care of the comment.

EXPLOITATION—Sales results will come in going heavy on Rogers and Brent; also Adams, as the author of *It Happened One Night*.

FILM CONSENSUS

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

Name	Favor-able	Unfa-vorable	No Opinion	Comment
Mutiny on the Bounty..... (MGM)	16	0	0	"Should jar the box offices everywhere."— <i>Film Daily</i> . "A smash."— <i>Hollywood Reporter</i> .
Peter Ibbetson (Para).....	8	5	4	"Lacks mass appeal"— <i>American</i> . "Luminous beauty and sensitive charm."— <i>Times</i> .
I Found Stella Parish..... (Warners)	13	4	3	"Generally satisfying."— <i>Film Daily</i> . "Preposterous."— <i>Sun</i> .
Three Kids and a Queen.... (Universal)	18	0	1	"Good comedy."— <i>Box Office</i> . "Grand fun."— <i>World-Telegram</i> .
She Couldn't Take It..... (Columbia)	6	8	0	"First-rate entertainment."— <i>World-Telegram</i> . "Falls woefully short."— <i>Post</i> .
It's in the Air (MGM).....	13	2	1	"Plenty funny."— <i>N. Y. Exhibitor</i> . "Will please all audiences."— <i>Daily Variety</i> .
The Melody Lingers On..... (Reliance)	6	7	4	"First-rate attraction."— <i>M. P. Daily</i> . "Archaic."— <i>Hollywood Reporter</i> .
Grand Exit (Columbia).....	6	3	4	"Entertaining, if highly implausible."— <i>Times</i> . "Highly entertaining."— <i>Hollywood Reporter</i> .
Fighting Youth (Universal)...	3	3	2	"Ideal picture from all angles."— <i>N. Y. Exhibitor</i> . "Stupid affair."— <i>The Billboard</i> .

NEWS OF THE WEEK

MGM started a new drive to increase its quota of lower-budget pix, in line with the policies of other studios, and to supply the huge consumption of double features. With only Irving Thalberg excepted, all producers on the lot have been notified that they will be expected to make two such pix a year, in addition to regular schedule. New films will be in the \$150,000 classification, with \$25,000 covering story cost and direction. Pix will serve to build up stock company, with lesser knowns on the lot used whenever possible. Widespread double-features is reason for new move, according to studio officials.

Joseph H. Seidelman, Columbia foreign manager, reported company's biz increased in all territories covered, with a 100 per cent coverage now enjoyed in Europe, when he returned here last week from a four-month survey. Said increased sales amounted in some instances to 50 per cent.

The Research Council of the Academy of Motion Picture Arts and Sciences last week approved the recommendations of the New York committee representing the distributing companies, thus paving the way for general industry adoption of the 2,000-foot reel on April 1.

Recommendations were: A reduction in the diameter of the standard 2,000-foot reel from 1 1/2 inches to 1 5/8 inches, to allow more space for handling in the 16-inch projection machine magazines with which most theaters are now equipped.

Minimum reel length of 1,750 to be specified.

Studios to continue to indicate projection changes at the end of the first 1,000 feet of each reel, to provide for houses not yet equipped to handle 2,000-foot reels.

The following section chairmen have been elected in the technicians' branch of the Motion Picture Academy of Arts and Sciences: Harold J. McCord, Warner supervising film editor, chairman of the film editors' section; John Arnold, chief cinematographer at MGM, chairman of the photographic section; Bernard Herzbrun, Para art director, chairman of the art directors' section; Douglas Shearer, director of sound recording at MGM, chairman of the sound section.

Theater business is flourishing, with business conditions in all lines showing a definite uptrend, according to John D. Clark, general manager of distribution for 20th-Fox, who just returned from a five-week tour of the company's 37 exchanges in the U. S. and Canada.

EXHIBITORS'

(Continued from 1st column)

cion are made, the bulletin stating, "Three instances of attempted coercion of exhibitors to buy product have come to our attention." The bulletin lists the three instances. It charges that Columbia has sent circular letters to residents of a town, asking them to demand that the Allied house show Columbia pix. It charges that France Film, Inc., has written to an exhibitor his town or even to build a theater unless he shows French pictures, with the bulletin quoting part of the letter. It charges that *The March of Time* is constantly urging the public to demand that feature, without explaining that compulsory block booking has many exhibits so overcrowded that they could not possibly add another newsreel.

Exhibitors from Kentucky and West Virginia have been invited to attend the convention of the ITO of Ohio at Columbus November 19 and 20 by Pete Wood, business manager of the Ohio group. A regional meeting of national Allied directors will be held in conjunction with the convention.

The annual convention of the Allied Theater Owners of Iowa and Nebraska will be held at the Savery Hotel in Des Moines November 18 and 19. Officers and directors will be elected, and there are several screenings scheduled at the Fox and Para theaters.

THEATRE EQUIPMENT NEW & USED

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"MAN WHO BROKE THE BANK AT MONTE CARLO"

(20TH CENTURY-FOX)

TIME—66 minutes. RELEASE DATE—November 29.

PLOT—Right off the bat a young chap plunges in Monte Carlo and breaks the bank in one sitting. Rubs it in by announcing to the press that such gambling is foolish. Now the gambling syndicate sets its hooks to bring him back to offset the unpleasant publicity. Revealed that he's a Russian nobleman exile and gambled for a flock of Russian fellowmen. Meets up with a beautiful blonde, who was set on his trail to lure him back to the tables, and falls for her. She falls for him as well, and as a result refuses to go thru with the plot. He's lured there anyway, finds out her part in the plot, loses all his dough, but she runs to him and confesses her love even tho he's poor.

CAST—Ronald Colman, Joan Bennett, Colin Clive, Nigel Bruce, Montagu Love, Ferdinand Gottschalk and Charles Fallon. Colman and Bennett do all the work, and both are swell, with Bennett looking better than ever. Bruce is also outstanding.

DIRECTOR—Stephen Roberts. He handled it finely, in keeping with the story. An all-dialog affair, not much chance for action shots, and with this in mind Roberts did expertly.

AUTHORS—Screen play by Howard Ellis Smith and Nunnally Johnson from play by Ilya Sargutchoff and Frederick Albert Swan. Story is mild, tho the dialog is perked up.

COMMENT—A well-done film, interesting, etc., but it's no world-beater. **APPEAL**—It is the average in film entertainment, tho the smartness of dialog might limit it to the better-class audiences.

EXPLOITATION—The Monte Carlo gambling theme is a perfect setup for the flourishing "bank nights" in theaters, so that's a tie-in.

"STARS OVER BROADWAY"

(WARNER)

TIME—89 minutes. RELEASE DATE—November 23.

PLOT—Al, a Broadway would-be, runs into a singing porter and signs him up, starving for a year to pay for his lessons. Tries to get him in opera, but reneges when they say he'll have to study five more years. Instead sells him as a crooner. Kid goes on and up, and takes to the bottle, finally throwing Al over. Later gets further sock when gal he loves, who also wants to be a singer, steps in front of a car after Al has framed it so she's told she has no voice. She recovers, however, and it's all okeh, of course, in the end.

CAST—Pat O'Brien, James Melton, Jane Froman, Jenn Muir, Frank McHugh, William Ricciardi, Marie Wilson, Frank Fay, E. E. Clive and others. Melton is pleasant and has lovely voice, tho it's double-crossing him to put him in opera sequences. Froman confined to singing almost entirely. O'Brien, Muir and McHugh give usual capable performances. Ricciardi's work stands out, and Wilson, as a dumbdora, is a treat. An attractive and talented gal.

DIRECTOR—William Keighley. Okeh, tho he lets it fall to pieces in second half. Production numbers are best forgotten.

AUTHORS—Story by Mildred Cram and screen play by Jerry Wald and Julius J. Epstein. Music and lyrics by Harry Warren and Al Dubin. Trite yarn, which is best in its opening sections, with human Broadway stuff. Goes to pieces badly later on. Song numbers undistinguished.

COMMENT—The pleasant first half just about manages to carry it. **APPEAL**—Music addicts, maybe, should get by on the doubles.

EXPLOITATION—Excellent bevy of names to work with, using Melton and Froman to pull the ether addicts, with O'Brien, Muir and McHugh to stabilize for the pix fans. They're best angle.

"MARY BURNS, FUGITIVE"

(PARAMOUNT)

TIME—84 minutes. RELEASE DATE—November 15.

PRODUCER—Walter Wagner.

PLOT—Mary, keeper of a country food stand, is in love with a mysterious lad who turns out to be Public Enemy No. 1. He fights it out with the cops in Mary's shack and gets away, but Mary is caught and convicted as an accomplice, altho she is quite, quite innocent. A jail break is arranged for her as bait for her man. She gets out and gets a job in a hospital, where she falls in love with a famous explorer, who is a patient. Public Enemy's desire to get her furnishes some exciting scenes; but in the end she lands with her explorer, and shoots the P. E. when he comes to claim her.

CAST—Sylvia Sydney, Melvyn Douglas, Pert Kelton, Alan Baxter, Wallace Ford, Brian Donlevy and others. Sidney gives an admirably restrained performance. Donlevy turns in an outstanding job in an abbreviated role.

DIRECTOR—William K. Howard. It's one of the best directorial jobs of the year. Working with trite and obvious material, Howard has pitched it all in a minor key. Even the worst of the lines and situations seem effective with the underplaying that he has ordered.

AUTHORS—Original by Gene Towne and Graham Baker, with screen play by Towne, Baker and Louis Stevens. Pretty obvious stuff, but gives a slightly new twist to the gangster cycle, and provides a few thrilling chases.

COMMENT—An interesting and exciting picture, due almost entirely to the efforts of Director Howard.

APPEAL—Can easily top the double brackets. A natural for action fans. **EXPLOITATION**—Lay off the gangster and G-man stuff. Play up character of Mary and the unfortunate victim angle.

"CRIME AND PUNISHMENT"

(LENAUER INTERNATIONAL RELEASE)

TIME—108 minutes. RELEASE DATE not given.

PLOT—This is a French version of the famous story by Dostoevski about the student Raskolnikov who kills a money lender and her daughter and is tracked down by the police in thrilling and brilliant fashion. The student is conscience stricken and mad enough to engage in a taunting word battle with the police inspector. Just when the police inspector is finally convinced Raskolnikov is the murderer, but lacks material evidence, the student confesses to a girl and then gives himself up. He is sent to Siberia and the girl follows him.

CAST—Pierre Blanchard, Harry Bauer, Madeleine Ozeray, Alexandre Rigault, Sylvie, Paulette Elambert and Paul Asselin. None are known in this country.

DIRECTOR—Pierre Chenal.**AUTHOR**—Dostoevski. Music by Arthur Honegger.

COMMENT—Winner of several prizes in Europe, this picture is a masterpiece. The thrilling battle of the two brilliant minds (the murderer and the police chief) is something not easily forgotten. However, the theme is depressing and there is little attempt to "popularize" the Dostoevski novel. For class audiences, this is a rare picture. For the masses, no.

EXPLOITATION—The famous novel is the big angle, of course. The English titles, incidentally, make the French dialog easily understandable.

"THE PAYOFF"

(FIRST NATIONAL)

TIME—65 minutes. RELEASE DATE not given.

PLOT—James Dunn, as Joe McCoy, a sports writer on a New York daily, is given the leading column to write, the heritage providing he remain "ethical"—take no bribes. His wife is discontented, even when he gets a nice raise to \$150 (it's only a picture), and finally leaves him while he is touring the winter sports circuit. She returns to New York and gets in debt to Marty Bleuler, who has constantly tried to buy McCoy. He, in order to keep his wife, and because he can't pay back the money, agrees to play ball with Bleuler. He is fired, and after "going to the dogs," gets back on his feet thru the efforts of Connie (Patricia Ellis), a very lovely and impossible sports writer, and a jockey (Frankie Darro). They print the story of Bleuler's attempts to bribe the jockey; he gets his column back, and his wife shoots herself and the gambler because the latter has thrown her over. It's been called hokey before.

CAST—James Dunn, Claire Dodd, Patricia Ellis, Alan Dinehart, Joseph Crehan, Frankie Darro. Dunn is slightly less wooden than usual. Dodd is a perfect terror as the naggy, double-crossing wife. Ellis is quite lovely. Darro is a good actor.

DIRECTOR—Robert Florey.**AUTHOR**—George Bricker. He should be ashamed.

COMMENT—An annoying affair that grows more impossible as it runs on. Won't get by without help.

EXPLOITATION—Play up the horse-race fixing—but lay off the newspaper bribe gag if you want any more publicity in the future.

"SKYBOUND"

(PURITAN)

TIME—67 minutes. RELEASE DATE not given.

PRODUCER—C. C. Burr.

PLOT—Usual older and younger brother stuff, the younger brother (Eddie Nugent) not listening to the elder (Lloyd Hughes) in staying away from Chet Morley (Grant Withers), a smuggler. Younger resents the elder's interference and is forced into the gang by thinking he killed a man. Morley and Kent the elder get into a scrap, Morley wins and takes him up in the air, planning to dump him, but the younger follows and catches him on his plane wing. No foolin'. Gang is broken up, etc.

CAST—Eddie Nugent, Lloyd Hughes, Grant Withers, Lona Andre, Mildred Claire, John W. Cowell. Acting is uniformly on the negative side.

DIRECTOR—Raymon K. Johnson.**AUTHOR**—George Jeske.

COMMENT—Weak story and cast names spoil this for anything but double bills and weak nabe spots. Air shots good.

APPEAL—Men.**EXPLOITATION**—Air photography looks like the best sales point.**"THE JUDGMENT BOOK"**

(BEAUMONT)

TIME—63 minutes. RELEASE DATE not given.

PRODUCER—Mitchell Leichter.

PLOT—Guy inherits a Western newspaper from his uncle. It's in a town run by big, bad cattle men, who brand and flog all who oppose them. Editor, after some hectic adventures, including branding, manages to clean them up practically single-handed.

CAST—Conway Tearle, Bernadine Hayes, Howard H. Lang, Richard Cramer, William Gould, Black King and others. Tearle and Lang excellent. Others over-act enthusiastically. Black King, horse, is grand.

DIRECTOR—Charles Hutchinson. Squeezes all the action, suspense and ominous effect possible from the material. Fist fights, tho, are phoney.

AUTHOR—Homer King Gordon, story. An out-of-the-ordinary Western, with a good deal more suspense than most. Some definitely sadistic angles in the floggings. Unmotivated as most of its type and dialog ridiculous. No one says, "Curse you, Jack Dalton!" but they might just as well.

COMMENT—Despite obvious drawbacks, a better-than-average Western. **APPEAL**—Excellent for the action fans, and should easily carry the lower half of double brackets.

EXPLOITATION—Play up night-rider angles, and also editor cleaning up town. Judgment book idea may be okeh for lobby exploitation.

"THE LAST OF THE CLINTONS"

(BERKE)

TIME—62 minutes. RELEASE DATE not given.

PRODUCER—William Berke.

PLOT—Sit down, pardner, and I'll tell yer about the last of them Clintons. It seems the last is an old hillbilly-lookin'-like prospector who is associated with Harry Carey, I mean Trigger Carson, in tryin' to round up Lew Todd and his cattle-rustlin' gang. Seems also like Trigger is captured by Todd after Trigger has made believe he's one of the gang. So there's additional involvements thru Todd's kid brother fallin' in love with the vigilante chief's daughter, but it all works out and Trigger and the last of them Clintons is off huntin' up more doin's.

CAST—Harry Carey, starred, doing a swell job of the hero gang buster. Others are Betty Moore, Del Gude, Vic Potel.

DIRECTOR—Harry Fraser. Fraser did a nice piece of work in the Western, a good hoss opera. He might have shortened it, however, and checked on Miss Moore's makeup.

AUTHOR—Monroe Talbot. Talbot didn't trouble to do much in the way of diggin' up something fresh.

COMMENT—As said, a good Western. Opening, with a chase, is particularly good. Falls down later and becomes repetitious, with too much hoof thumping, etc. Sound is pretty bad.

APPEAL—Usual Western fans.**EXPLOITATION**—None, except possibly Harry Carey.

Aid Republic In Moss Tilt

Civil Liberties Union group objects to one-man censorship—gives support

NEW YORK, Nov. 16.—National Council on Freedom from Censorship, unit of the American Civil Liberties Union, is taking up the cause of the Republic Theater from the angle of objecting to a one-man censorship of the local theater. Group will challenge the right of License Commissioner Paul Moss to revoke a license before a conviction for obscenity has been secured in the courts. Morris L. Ernst is attorney for the group.

Republic's appeal is due to be argued today in the Appellate Division of the Supreme Court, following the refusal of Supreme Court Justice Dore to issue an injunction restraining the commissioner from carrying out his suspension order. Justice Dore, however, granted the theater a stay until the appeal.

The group points out that "if the commissioner of licenses is successful in the attempt to revoke the Republic Theater's license a dangerous precedent will have been established, giving his office (See *Aid Republic* on opposite page)

Watch for

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By Frederick M. McCloy

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Placing the Blame

NEW YORK, Nov. 16.—In a hearing yesterday before Magistrate Thomas A. Aurelio of five girl models who participated in a show staged by the Society of Illustrators, which arresting officers termed immoral, the judge dismissed the complaint with the statement: "If the police want to stop this sort of thing, why don't they arrest the men who sponsored and produced it?"

The burlesque field looked to this case with much interest in view of its numerous tussles with authorities. The Burlesque Artists' Association cheered the verdict, considering that the blame for indecency of shows has often been laid at the doorstep of its membership. Managers of burlesque theaters, however, have more cause to worry, as the judge clearly told the police what their duty was in arrests of this nature.

Buchanan 'Burleskers' Enter Second Year in Fort Worth

FORT WORTH, Tex., Nov. 16.—Buck Buchanan's *Gay Burleskers* are in their 53d week at the State Theater here. This is the first time since 1928 that the house has been open all summer. Policy of the State is two changes a week with a midnight ramble every Saturday. The ramble and the auction night feature on Fridays have been pulling good business.

In the *Gay Burleskers* roster are Walter (Bozo) St. Clair and Otto Holland, comics; Bob Bly, straights; Ila Holland, sourette; Matt Balch, juvenile; Jack and Jean Devosha, dancers, and Roy Jones, general business.

Line girls are Kitty Bly, Grace Evans, Blanche Buchanan, Evelyn Newell, Blanche Buchanan, Evelyn Newell, Vivian Stevens, Ruby Smith, Frances Lang and Sylvia Bernard. Manager Buchanan leads the four-piece pit ork.

Jaffe Closes and Opens Pittsburgh

PITTSBURGH, Nov. 18.—George Jaffe closes his Variety Theater tonight, but will resume with burly at the house a week from this Monday. Reason for closing was to drop the film and burly matinees and straight burly nights, which he ran for three weeks, and to go back to two-a-day.

Gave the required notice to cast and went on to New York to line up a new show. Billy Arlington and Bert Marks will stay on for the new show, which will also include Teddy Blair, Minnie Mae Moore, Sally O'Day, Leon DeVoe and Frances Smiley.

Hollywood Burly Again

HOLLYWOOD, Nov. 18.—Burlesque will again return here December 1 when Barney Gerard will open his company at the Hollywood Playhouse. First production, now in rehearsal, will be entitled *Follies of the Day*, to be followed by *What Does the Public Want?* Bozo Snyder will be the featured comic and Max Sheek will stage the dances. Entire cast of principals will come to the Coast from the East.

Kearny, Frisco, Reopens

SAN FRANCISCO, Nov. 18.—Kearny Theater, on lower Kearny street, across from the Hall of Justice, and closed last week by fire, reopened Thursday with burly, vaude and pictures. The house, a 350-seater, operated by Charles Michaels, has been renovated and improved at a cost of more than \$3,500. House is playing three shows a day.

ELSA LANG, diminutive prim, and Murray Green, tenor, celebrated 52 weeks with the Minskys.

Burlesque Reviews

Irving Place, N. Y.

(Reviewed Wednesday Afternoon, November 13)

Down at 14th street the Irving Place, home of glorified burlesque, glorifies the burlesque girl. Only two-a-dayer in town, the trend here is to play up the girls, with the customers getting more than an eyeful when they have six strippers, plus a silver dancer; 14 chorines and six showgirls to ogle. Yet all the nudity is presented effectively, the house providing colorful production that entails lots of tasteful wardrobe and scenery. Not much of a play at the b. o. this matinee, tho.

As can be gathered, the comedy is a secondary item here. Whereas dialog is played up at the other local theaters, it is submerged by nudity here. And the dialog is less daring here, but it is just as funny and perhaps funnier than the filth. That's due to the ability of the trio of comics, Bobby Morris, Joe Stanley and Art Gardner. They're plenty in the know on drawing laughs. Charlie Harris is the house's busy straight man, and he's an expert. George Kay, show's singer, and a couple of the strippers help out with bits.

The stripping contingent is led by Gypsy Rose Lee, with the others comprising Buster Phillips, Mildred Clark, Alice Donaldson, Marie Cord and Mickey O'Neil. That's cornering the stripping

market, and these girls reveal plenty. The imitable Gypsy certainly is an audience getter, a Park avenue Mae West type. Others lend handily to "the body beautiful" parade.

Helping in the picture numbers of the show are Kay, who sings a good song, tho too loud at times; Miss Cord, a stripper who has sweet pipes, and Millie Convey, who does a brace of okeh dance routines topped off by a corking acro number, with her body decked out in silvery paint. It must be said that George Pronath, show's producer, did an excellent job of the production, having a wealth of costumes and scenery with which to work.

The 14 chorines are okeh lookers and they do their chores well. The sextet of showgirls, nice lookers, are kept busy, draped and undraped.

Show runs an hour and 37 minutes the first half and 40 minutes the last half, an 11-minute intermission separating them. SID HARRIS.

Gayety, Detroit

(Reviewed Saturday Evening, Nov. 9)
Gayety was reopened as Detroit's fourth burlesque house by Arthur Clamage and Charles Rothstein. Capacity business all day and SRO at midnight, the show caught. Regular bill was enlarged by several special bits and num- (See *Burlesque Reviews* opposite page)

Burly Briefs

RAGS' RAGLAND, dissatisfied with billing at the 42d Street Apollo. New York, moved across the street to the Eltinge. . . . He's in on a six-week booking. . . . Annette, a feature on the Hirst wheel, has been engaged for a return trip, filling in an open week, next week, at the Park, Boston. . . . Sunya Slane got a wire from Pickets to go into the Garrick, St. Louis, for six weeks but had to refuse because of being booked for the Indie. . . . She may play it later. . . . Georgia Sothorn, after being seriously ill at the Flower Hospital, New York, is okeh and went into the Irving Place Sunday. . . .

Millie Convey exited from the house, and Bodine and Carroll went in.

EDNA DEE and Zonia DuVal are on the ailing list. . . . Both are reported as coming along okeh. . . . Evelyn Myers did not appear at the Apollo, New York, Sunday or Monday of last week. . . . Ann Corio may move from the Garrick, St. Louis, to the Roxy, Cleveland, with a fat salary offered her. . . . Gordon Clark, singer, opens at the Park, Boston, this Sunday after closing at the Variety, Pittsburgh. . . . Betty King opened at the Republic, New York, last (See *BURLY BRIEFS* on opposite page)

U-NOTES

By UNO

HELEN WALTERS, who last week did added attraction with Jack Kane's burly troupe at the Empress, Cincinnati, has been held over this week, augmenting the regular line of strippers.

KITTY AXTON, featured stripper, jumped from her home in Evansville, Ind., to Cincinnati last week to visit with friends. During her stay in Cincy Kitty is expected to line up a week of extra-attractioning with Jack Kane's company at the Empress.

CHANG LEE, Chinese dancer, featured last week at the Troc, Philadelphia, with her novelty number, *Lamps of China*, is working a night club there this week, after which she is slated to join up with one of the Indie Circuit shows.

ALLENE, recently at the Knickerbocker Theater, Columbus, O., as a special feature, has returned to the cast of the road show *Sinful* opening this week in Fort Wayne, Ind. Booking was made by R. A. Lowell, Allene's personal representative.

ANN VALENTINE, featured stripper with the Indie circuit, is saving odd fan letters to show the kiddies in future years.

SAMMY SPEARS, at Minsky's Gotham, New York, was so well liked by Harlem burlesque customers that Abe Minsky urged him to sign another contract for a lengthier stay.

ANN CORIO writes she will be in her eighth week at the end of this month at the Garrick, St. Louis. Also that shows are the best burlesque presentations put on by a truly great burlesque showman, Pickets. Also that Mamie Recko is a wonderful pro. Also that cast, week of November 4, included (See *U-NOTES* on opposite page)

PRESENT AS AN EXTRA ADDED ATTRACTION
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Featured Comic with Buddy Abbott Unit

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PERT, PERSONABLE AND PLEASING.

ERMA VOGEELE

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BEBE A BURLESK BEST TOBIN

Show Stopping at the Eltinge, New York City.

BOB ALDA

Straights and Baritone With the Minskys.

MIMI

Exotically Different—With the Minskys.

Harrison Kimball Launching New One

CINCINNATI, Nov. 16.—Harrison Kimball, whose *Cavalcade of Stars* is now in the midst of a 10-week route thru the Carolinas and Virginias, is in town scouting talent and making preparations to launch a new unit to be known as *Music Box Revue*. Ralph Perez is looking after *Cavalcade* during his absence.

Rehearsals for the second show are carded to begin November 28, probably in Cincinnati. Show will open in a West Virginia spot December 1.

Music Box Revue will carry 24 people, including a nine-piece orchestra and a line of eight girls. After a swing thru the Virginias and Pennsylvania Kimball will head the show into Florida, then thru Texas to the West Coast.

Oriental, Beaver Falls, Inaugurates Tab Policy

BEAVER FALLS, Pa., Nov. 16.—Beaver Falls has gone in for tabs in a great way. A regular feature at the Rialto for some time, the Oriental Theater has now adopted a similar idea and business has greatly improved. Shows are booked in for two and three-day engagements.

The Oriental this week had on its boards *Spices of Paris*, featuring Bobby Barry, comedian; Jack Spangler, dancer; Lou Sellar, in a ski specialty; Dorothy Stork, "Miss Missouri of 1935," and Roy Castle and his Commanders.

The Rialto Theater featured Marie Purl's *Everything Goes* unit, a 25-piece show which lists, among others, Julian Stanley's Collegians and Reggie Vestal, Billy Harvey and Duney Truex, comedy trio.

Rudnick Leases Albany House for Early Opening

ALBANY, Nov. 16.—The State Theater, closed for about a year, will reopen in a few weeks. Max Rudnick, operating the Etinge burlesque theater in New York, has leased the house, and as soon as improvements and alterations have been completed will open it as the *Follies Theater*.

F. H. Kells, former manager of the Capitol Theater, will be the manager of Rudnick's house. Theater last used a burlesque policy, and under the management of Rudnick is expected to play revues, musical comedies and other offerings.

BURLY BRIEFS

(Continued from opposite page)

Tuesday night in place of Sylvia, the dancer. . . . Katz and McAllister are due back in New York from Chicago, with the Wilners expected to fulfill their contract. . . . Irene Austin replaced Louise Phelps at the Galety, New York, Sunday, with Miss Phelps moving over to the Star, Brooklyn.

HON NICHOLS was very pleased when Sam Scribner visited his Gayety, Baltimore, and remarked on its fine condition, saying that it looked the same as when it first opened back in 1907 or so. . . . It was the first of the Columbia houses. . . . Charlie McNally opened Sunday at Minsky's Gotham, New York, for a 10-week engagement. . . . Bebe Tobin, recovered from a recent illness, is in rehearsal for a tour of the First wheel. . . . Tom Phillips' daughter, Margaret, is seriously ailing at the Atlantic City Hospital in the Jersey resort town. . . . Joe Kraus, manager of the Gayety, Milwaukee, engaged Leo (Pop) Stevens as production manager. . . . Stevens formerly produced at the Rialto and Star and Garter, Chicago.

ROSE LA ROSA, while playing the Republic, New York, was closed on a Friday night due to a run-in. . . . Steve Mills switched from the Minsky-Weinstock firm to the Howard, Boston, last week. . . . Boob McManus moved over from Minsky's Gotham, New York, to the Oxford, Brooklyn, this week. . . . Joan De Lee was another closer at the Gotham Sunday, following an eight-week stay. . . . Rialto, Chicago, during the playing of the Minsky unit at the Oriental in that city, gave two changes of show during the week.

Tab Tattles

JIG WATSON'S newly organized tab, in the midst of a limited engagement at the Empire Theater, St. John, N. B., will shortly begin a tour of the maritime provinces of Eastern Canada, the same territory played by the troupe last spring. Featured with the outfit are Jig Watson, comic; George Martin, hooper, and the Ted Davis ork.

Tom Collins, for many years featured on the comedy end with Arthur Hawk's show, is now sojourning in Atlanta. . . . Charles (Rube) Fulkerson, who had his *Broadway Flashes* in Ohio and Indiana early in the season, is moving westward with his troupe. . . . Word from the South has it that Paul Reno recently disbanded his troupe there and is making plans to launch a new opry soon. . . . When the *45 Minutes From Broadway* unit played the Pantages Theater, Birmingham, recently the entire company participated in a farewell spaghetti party in honor of Paul and Paullett, who left the show to take a vacation in Dallas, Paullett's home town. . . . Harrison Kimball, whose *Cavalcade of Stars* is currently in the Carolinas, was a visitor at the desk last week. He made a flying trip to Springfield, O., last Friday for a visit with Bob Shaw and this week will jump into Chicago in a search for talent and new ideas for the second unit which he will launch December 1. He reports that conditions in the Southland are better than a year ago. Plenty of 'turks' still in the territory, he says, but they are gradually eliminating themselves with their own methods and practices.

HAZELL CHAMBERLAIN and Ralph Canton, well known in tab and burly circles and for many years associated with Fred Hurley, are now located in Ralph's home town—Uniontown, Pa. They are planning to organize something for themselves to open shortly after Thanksgiving. Hazell and Ralph began the present season with Hurley at the Gayety, Louisville, but left after two weeks. . . . Marvin Boone and Helen Toit, dance team, formerly with several unit shows in the South, have just finished a six weeks' engagement at Club Arbor, Charlotte, N. C., and are on their way to Tampa, Fla., to play another club date before returning to Philadelphia, where they worked all summer. . . . Bert Lamb, whose illness was mentioned here briefly in last issue, is suffering from high blood pressure, hardening of the arteries and other complications, and from all indications his days on the boards are over. With his wife, Nelda, and two young sons, Bert is residing at 827 Charlotte street, Detroit. Fate has been none too kind to them of late and they would appreciate hearing from their friends in tabdom. . . . Nellie Handley is sojourning at her home in Dallas. . . . H. B. Poole, now operating only a night show at his Happy Hour Theater, Houston, is contemplating launching a day unit, with Steve Powers in charge.

Herk in Hospital

NEW YORK, Nov. 16.—I. H. Herk, operator of the Galety Theater here, entered St. Luke's Hospital this week. He was ordered there for observation of a heart ailment.

BURLESQUE REVIEW

(Continued from opposite page)

bers, running rather unevenly one hour and 50 minutes for the first act and 30 minutes for the second. . . . Enlarged bill showed the resources of a cast that can do really versatile burlesque. Both acting and material distinctly better than the burlesque of two or three seasons back. Patches of smut, but they passed with enough fast wit to draw a smile and the show isn't stopped to rub them in. Cast includes some new faces and a number of actors from the Grand Theater, St. Louis.

Billy Foster and Leonard Kramer teamed well together, putting real life into old standbys like *Language* and *The Movable Bar*, Kramer being especially effective as the Greek in the latter scene. Also used some up-to-date material in several bits, including one on the Dionne quintuplets. Lew Pine, eccentric comic, appeared in half a dozen bits, usually ably assisted by Eddie Innis, a personable young straight, and

was able to keep the show moving along at a swift pace.

Honore and Gladie did three big dance numbers, including a waltz, Spanish tango and a Russian adagio. Willbur Rance and Grace Gordon are the singing team of the show, working well together in every spot that really requires a good voice, including both finales. Countess Vanya, Russian dancer, did a big number in gold plus some rather unusual Oriental style dances.

Kitty Ellis, featured femme, is a blonde with majestic presence on the boards. Annabelle LaMorris, brunet, proved such an attraction that the next bit was stopped four times to recall her. Betty Joy did a couple strips, and Neva Nixon, dark redhead, besides numerous other appearances, did an Oriental dance.

One short blonde from the chorus who did a solo deserves special mention. The effectiveness of the chorus numbers was proved when the finale held patrons in their seats.

Credit for the production of the show, aside from the bits, goes entirely to Scotty Humbert, who also produced the show at the Avenue Theater.

U-NOTES

(Continued from opposite page)

Wally Vernon, Jimmie Rose, Vic Plant, Marvin Harmon, Will Hayes, Mitch Todd, Vernie, Marlon Morgan, Tamara, Jerri Meyers, Jo Ann Dare and Margie Lee. And that she has been engaged for RKO unit to open December 4 at Keith's, Boston, with other New England houses to follow at \$1,500 weekly. Was to have opened November 7 but could not, due to St. Louis booking.

PEARL HENDERSON, who was with Carrie Finnell's *Red-Headed Blondes* in burlesque on the old Columbia wheel, writes Miss Finnell at the 42d Street Apollo, New York, that she is recovering from a 12-week siege of sleeping sickness. Convalescing at her home in Milwaukee.

PHYLLIS VAUGHN and Rudy Kahn enjoyed a double celebration, two birthdays on the same day, November 19, in Philly.

CHARLES ROBINSON, Murray Lewis, Harry Shuffle LeVan and Buddy Abbott, with an indie show, participated in a pie-throwing contest in Union City, N. J., the other 3 a.m. near the Hudson Theater. It was a frameup by Buddy for Murray to be the goat, but strange to say Buddy got the custard pie, crust and all. Referee Sam Gould called all bets off.

LESTER MONTGOMERY, pro for indie shows, pulled a novel stunt last week at Minsky's, Brooklyn. Had the entire chorus on roller skates in one ensemble.

SALLY MARTIN, a new Minsky stock dancer from Staten Island, does her stuff in brown paint just to be different from the silver, gold, green and black affected by the others.

GINGER SHERRY pictured in Cleveland dailies and raved over as being the only 19-year-old star at the Roky. Also the only blond Russian dancer in show business.

PAUL KANE, pro at the Star, Brooklyn, along with Mrs. Kane (Doty Vaughn, chorine), parked the family car outside the Mexican Hat, a Greenwich Village (New York) spot, the other eve to

get a bite of chili. Three hours later found the car stripped of horns, caps, etc. That bite cost Paul just 50 bucks to replace the stolen parts.

GLADYS CLARK now the owner of a new gold-plated clarinet. Besides the clarinet, she also plays the sax, violin, piano and accordion.

MIMI LYNN, new stripping ingenue here from the Star and Garter, Chicago, and other Western engagements over a period of eight months, startled the clientele at Minsky's, Brooklyn, last week with her own patented line of art.

TINY HUFF and husband, Harry Ryan, are making a tour of the indie circuit the first time as a team in many months due to Harry's recent illness.

JOE WEINSTOCK back from Hollywood, Frisco and Chicago with lots of stories to tell about pleasant meetings with movie celebs. Talked about formation of other units and a possible European invasion.

BOB ALDA, baritone, but two weeks new in Minsky's stock casts, was promoted to do straights in conjunction with his vocal work.

AID REPUBLIC

(Continued from opposite page)

power to revoke at will any license of any theater." Furthermore, that "if the commissioner can strike at burlesque houses there is nothing to prevent his suppressing legitimate productions."

Group also stated that "the so-called burlesque code, which it alleged was violated, was drafted by the commissioner alone. Now on the strength of a code, drafted without legal authority, it is proposed to suspend a theater's license. In other words, the commissioner becomes lawmaker, prosecutor, judge and executioner."

CLUB CHATTER

(Continued from page 13)

have switched from the Hotel New Yorker to the St. Moritz, New York. . . . Pritchard and Lord succeeded them at the New Yorker. . . . Cobina Wright opened at the Mons Paris, New York, Tuesday. . . . Mac Kaufman is presenting a new classical piano routine. . . . Lucienne Boyer left the Versailles, New York, Saturday to open a concert tour. . . . Alice Hathaway Burrage, another deb turned entertainer, opened at Hector's Club New Yorker, New York, last week.

ED GARDINER WANTS

Seek Comedy Knockabout Tumbling Act, Novelty Single Acts. Wire quick. Other youthful unit people write. Also can place immediately Male Comedy Tumbler for Male Partner. Address Beacon Theatre, Vancouver, B. C. Canada, week November 17; New Rex Theatre, Seattle, Wash., week November 24.

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Ginnivan Showfolks Wintering in Florida

FORT PIERCE, Fla., Nov. 16.—Ed and Anna Hicker, Orland Walker, Theresa Walker, Little Buddy Walker and Elizabeth Mills, of the Norma Ginnivan Dramatic Company, and F. M. Scott, of the Frank Ginnivan Company, are spending the winter here.

Last Tuesday night the Fort Pierce Anglers' Club, which has a membership of 1,500, voted Little Buddy Walker, 5, as its mascot. Buddy fishes daily and has several good catches to his credit. This is Ed and Anna Hicker's fourth season here. All expect to be back with the Ginnivans in the spring.

Tilton-Guthrie Players Find Biz Good in Iowa

MASON CITY, Ia., Nov. 16.—Tilton-Guthrie Players, who recently changed their base town to this city for their circle of Northern Iowa theaters, report business very good.

This is the third season of rotary stock for the show in this territory. The tent season which closed recently was also satisfactory. Nine persons are carried with the troupe, including a six-piece orchestra.

Roster includes David Reese, who just joined to replace Dell Post; Millard Tilton, Billie Guthrie, Eddie Wilson, Jimmie Warren, Darlene Guthrie, Tillie Tilton, Elmore Wilson and Laura Guthrie.

Daly Opening Postponed

DETROIT, Nov. 16.—Opening date of the new stock company headed by Arnold Daly has been postponed from next Monday to November 30. Opening production will be *Men in White*. A strong interest is being built by Daly thru personal contact among well-known Detroiters. Company is expected to have a strong social and financial backing that will able it to carry on over the opening weeks until it is firmly established.



GEORGE SHARP'S *Why Girls Leave Home*, now entering its third month at the Fort Pitt Hotel, Pittsburgh, looks promising to last all winter.

Kansas City Jottings

KANSAS CITY, Mo., Nov. 16.—Lucille Howell, formerly with the Harry Dunbar show, sojourned here for a day this week en route to her home in Oklahoma.

Del Post, formerly with the Tilton-Guthrie Players, has joined the Caylor show in Northern Minnesota.

F. Agar Lyons has closed with the Guy Cauffman Players and is sojourning in the village.

Mack and Marie McDonald have joined the James Todd No. 2 circle in Nebraska.

Toby Nevius, comedian with the Ted North Players the last 60 weeks, has closed to accept a position with Station WIBW, Topeka, Kan. Nevius, known in radio as the "Joker of the Air," will conduct the station's artists' bureau in connection with his staff duties.

Lewis Ostrander, who has been with the Caylor Players in Minnesota for many weeks, has closed and was spotted on the main stem this week-end.

E. E. Hill, manager of Great Lakes Players and former editor of *The Daily Reminder* at Miles City, Mont., reports business good for his company in Montana.

Harry Dale, veteran character man, was seen on the village rialto this week-end.

Mr. and Mrs. M. L. Mitchell, of the M.

Rep Ripples

MONROE HOPKINS PLAYERS in Houston are currently playing *Gossip*, a Robert Sherman comedy. This makes more than 50 of the Sherman plays presented by the Hopkins troupe during its long Houston engagement. Dayne Tetheroh is playing the part of the deacon's daughter, while Mack Long is doing the young minister.

CHARLES LILLIENTHAL is no longer on the reserved-seat gate with the Hopkins show in Houston.

NEIL SCHAFFNER closed his show November 9 and is preparing to take out an amateur unit for Station WCAZ, Carthage, Ill.

DEFOOR SHOW has gone into winter quarters at Tyrone, Ga., after 164 weeks without closing. Management reports a good season with vaude and pictures. Last winter the show combined with the Texas Ted Lewis Company to play schools and halls.

JOHN RAE, veteran rep and stock performer, is now in the production department of WLW, the "Nation's Station," Cincinnati.

SAM DAVIS is back at his home in Jeffersonville, Ind., after winding up a successful season with Jack Hart's Comedians. "The show did very well and the season can be described as good," Sam writes. His plans for the winter are uncertain.

DON TEETERS, of Toledo, O., postcards that "he's still 'keeping plenty busy' with the Repertoire Players in that city."

FRED LYTELL, after a good season on the Fox Show in Texas, is now operating a circle in the Dresden (Tenn.) territory. Fred is sporting a new car and house trailer.

CAPT. J. W. MENKE, skipper of the Golden Rod Showboat docked in Pittsburgh, is planning to move on to New Orleans for the winter season.

& M. Players, passed thru the city this week en route to Hot Springs, Ark., and the West Coast.

Cecil and Ruth Phelps have joined the Hazel McOwen Players, who are circling in Nebraska.

Marie Peters (Mrs. Ted North) was out of the cast of the North show for several days this week to attend the funeral of her mother, who passed away November 8 at Topeka, Kan.

Tip Tyler's Comedians, who began their canvas season in the early spring, closed the season last week in an Oklahoma spot.

Dorothy Howard, past season with Roberson Players in Illinois, left here this week for Chicago to play night spots.

Guy Cauffman Players closed the season last week.

Ralph and Vera Denls closed recently with the George Adkins circle in Missouri.

Joe Marion is conducting an amateur night in each town on his Nebraska circle in connection with his regular show. Idea is clicking and business has increased noticeably.

Wallace Bruce is making tentative arrangements to launch a one-nighter thru Kansas.

A new circle, titled the Happy Highway Players, opened last week in Kansas territory under the management of Miller & Wolford. Mr. Miller was formerly with the Hazel Hurd Players.

Bart Couch, formerly with Harley Sadler, has closed his circle in Wisconsin.

Frederick Lyle, formerly with the Justus-Romain Players, has joined the Mickey McNutt circle in Iowa.

Bradley and Victoria Alexander are with the Hank Neal show in Colorado.

Dell and Flo Phillips closed recently with the Billy Trout Stock in Topeka, Kan., and are joining the Ted North Players for a run of stock at Convention Hall, Tulsa, Okla.

Fred Forbes, general business actor, left here this week to join the George Adkins circle in Central Missouri.

Otis Eaton is sojourning at his home in an Iowa spot.

E. C. Bickford has joined the Steve Burton show circling in Nebraska.

Marjorie Swenson has joined the James Todd No. 2 circle in Nebraska.

Harry Wanner, formerly with Justus-Romain, is now plotting a show thru Oklahoma and Texas.

Judy and Mac Green Players closed the tent season last week in an Arkansas spot and will play theaters the balance of the winter.

Perce Hall and Nellie Kempton have joined the Guy Bates show circling in Southern Minnesota.

Shankland Players closed the tent season recently and opened on a circle of Illinois theaters.

Everett Evans, who recently launched a circle in Missouri, reports good business the first time over.

Hubert and Maud Nevius have joined the George Adkins circle in Central Missouri.

Roscoe Patch, former director with Original McOwen Stock Company in Topeka, Kan., is sojourning at his home in Hartly, Ia.

Mr. and Mrs. David DeMille, former repertoire musicians, are now engaged in the night club field here.

Guy Bates show, circling in Southern Minnesota, is reorganizing and will open at an early date.

Mr. and Mrs. Stanley Siebenthal, Midwest repertoire folks, are now located in Kerrville, Tex., where Stanley is teaching the local band.

Prentis Caulkins seen on the main stem this week-end.

Lorraine Little, after closing with the Neil Schaffner Players, is sojourning in the city.

Carl Grandi, formerly with Christy Obrecht Players and more recently with Neil Schaffner, is a recent arrival here.

Roy Lorenzo, after closing with the Neil Schaffner Players, has departed for Chicago.

Thomas J. Hughes, Los Angeles dealer in show properties, was a visitor in the village for several days this week. He departed this week-end for Dallas, El Paso and Los Angeles. Hughes was accompanied by P. Addington, of Honolulu.

Frank North, former manager of the Frank North Players and more recently with the staff of Station KOLL, Omaha, has entirely recovered from a recent nervous breakdown.

Stock Notes

A NEW STOCK COMPANY is slated to open soon at the Lyric Theater, Fitchburg, Mass.

THE PITTSBURGH PLAYHOUSE opens its season November 26 in its own theater in that city. The opening production, *The Wind and the Rain*, is being directed by Herbert V. Gellendre.

Sharkey's 'Drunkard' Closes

DETROIT, Nov. 16.—Detroit was temporarily without a dramatic stock company—or any legitimate production—this week with the closing of Eugene Sharkey's *Drunkard* company at the Players Theater. Production was closed because the private society owning the house required it for its own productions. Sharkey plans to reopen in a downtown location.

Schaffners Close Show To Accept Radio Offer

CARTHAGE, Ill., Nov. 16.—Neil Schaffner Players, after a successful season under canyas and six weeks of circle stock in Iowa and Illinois, closed here last week.

Principal reason for closing is that Mr. and Mrs. Schaffner received a flattering offer for their services with the staff of Station WCAZ in this city.

Roster at time of closing included Neil Schaffner, manager; Caroline Schaffner, Carl Grandi, Max Grigsby, Roy Lorenzo, Lorraine Little, George Henderson and Bess Henderson.

Guy Palmerton Incorporates

ALBANY, N. Y., Nov. 16.—Guy Palmerton, Inc., a new corporation of Albany, N. Y., has been granted a charter of incorporation by the secretary of state. Principal shareholder is Guy Palmerton, manager and director of the Manhattan Players, now in stock at the Capitol Theater here. Other shareholders are Benjamin Frank Lyon Jr., leading man with the company, and Nancy Duncan, leading woman. The Manhattan Players are in their seventh week here and going strong. The current offering is *Spooks*.



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Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

T. BRADLEY MARTIN, rising young magician, did not open at the Radio City Music Hall, New York, last week as scheduled. Opening has been postponed until November 28, when he goes in for a two-week run. Meanwhile, he hopped down to Miami just to play the special opening show at the Biltmore, then jumping into the Fox Theater, Detroit, November 15, for a week. Bookings thru the William Morris Agency.

MAURICE, mentalist and magician, has gone into the Cafe Rene, New York, for an indefinite run.

ABRAHAM S. HURWITZ, New York playground director and magician, will tour with a special "circus unit" which the New York City parks department is sending out for the kiddies.

LOS ANGELES SOCIETY of Magicians held their monthly powwow and party at the home of Arthur Valli in Hollywood recently. Affair drew a large gathering of mystics and vaudevillians. Herbert Clifton and Daisy Harcourt, vaude artists, kept the crowd amused with reminiscences, while Doc Cuning, Lloyd, Valli and Cantu also added their quota of entertainment. The merry evening wound up with refreshments and story telling, with lots of laughs until 2 a.m. Officers of the Los Angeles group are Frank Fewins, president; W. H. Brown, vice-president; Arthur Valli, secretary, and Alex T. Williams, treasurer.

KONRAD THE WIZARD is sojourning at his headquarters in Eugene, Ore., after a tour of the Pacific Coast from California to Alaska. He is having his equipment retouched and is adding several new effects for the winter season. Konrad is working under the direction of M. C. Gerhard.

TALAMAS, illusionist and card manipulator, is at the Moncey Music Hall in Paris.

OKLAHOMA RING NO. 53, IBM, held its annual magic show November 19 at the YWCA, Oklahoma City. On the program were Grady Nicholson, Dr. Fritz Stackpole, Sam Mackey, Seymour Davis, Prof. Rex Morrison, R. C. Hughes, Mysterious Haenchen, Frank Caton, Herschel LeVan, the Pishney Trio and Albert Robertson. Emmett E. Barbee served as emcee. Officials of the Oklahoma City Ring are R. C. Hughes, president; Grady Nicholson, vice-president; F. C. Haenchen Jr., secretary, and A. Robertson, treasurer.

PIERCE THE MAGICIAN is now working out of the Frank H. Meyers office of Chicago, doing five night shows and three matinees a week at schools, churches and religious organizations. He is working thru Iowa, Illinois, Missouri and Kentucky, presenting an hour and a half of magic at night and 45 minutes at the matinees. Entire show packs in the back of his sedan. Pierce is assisted by his new bride, known professionally as Lois Lake.

L. L. IRELAND, popular Chicago magish, entertained members of the Minneapolis Hanky Panky Club recently and scored with his many new effects.

ADE DUVAL, silk specialist, who has been working abroad for nearly a year, began a month's engagement at the Wintergarten, Berlin, November 1. He is again presenting his act in German. It's a return engagement in that country for Ade. Duval is signed to repeat all of the General Theater Corporation

and Moss Empire theaters in England and this will keep him on the other side until May 10, 1936. Writing from aboard the S. S. Washington somewhere in the English Channel under date of October 29, Ade says that he and the missus are enjoying their extended stay abroad and are having a perfectly grand time of it. He admits, tho, that at times they are inclined to be a bit homesick for familiar faces and scenes.

GENE SONDA, mentalist, shoots from Miami: "Have enjoyed good business in Georgia and still better in Florida. Was right in the middle of the hurricane and don't let the newspapers fool you. It tore things to pieces and did a lot of damage. You'll find this State okeh if you work fair. Am opening at the beautiful Palm Garden here. Saw Prof. Seward. He is a very interesting talker and gets the money."

LAWRENCE LA LONDE, after a swing thru the Western States, is carded to begin a tour of the Northwest soon. Western tour averaged just fair, La Londe reports, with the exception of Buckeye and Phoenix, Ariz., where he played to more than 2,100 admissions.

WILSON THE MAGICIAN, now playing theaters in Ohio, reports that the present season, so far, is the best in the last five years.

LINGA CINGH, Hindu magician, is at the Gaumont Palace in Paris.

TCHANG-LI-NOO, illusionist, is at the Excelsior Palace in Rambouillet, France.

BECKER THE MAGICIAN has just concluded a seven months' tour and is now at his home in Aurora, Ill., where he will remain until after the holidays. He will take to the road again after the first of the year.

PARENT ASSEMBLY, Society of American Magicians, held its first ladies' night of the season November 11 at the Hotel McAlpin, New York, members and guests nearly filling the hotel's grand ballroom. Show was fast, well balanced and entertaining, reflecting considerable credit not only on the performers, but upon the committee, Al Baker, W. R. Williston, Julien Proskauer, Charles R. Harris and Shirley Quimby, who arranged the affair. Al Baker was master of ceremonies, and a good one, too. Those who appeared on the program were Foo Ling Yu and Company (William J. Arenholz and three assistants), John Mulholland, Jean Irving, Mylohn Clayton, St Stebbins, W. R. Williston, Al Baker, Charles B. Harris and Aladdin and Company. Howard Argee provided the musical accompaniments.

GOLDEN GATE ASSEMBLY No. 2, Society of American Magicians, San Francisco, held its annual banquet and high jinx at the Palace Hotel, that city, November 9 with Steve Sheppard and James Muir sharing honors as masters of ceremonies. Prominent amateur and professional magicians of the Pacific Coast attending the affair gave impromptu performances. Banquet and arrangements committee consisted of James H. Diamond, chairman, Charles Murray, Vincent Lynch, Steve Sheppard, Robert Stull and Daniel Pitzkee. Officers of Golden Gate Assembly No. 2 are Douglas Kelley, president; James H. Diamond, first vice-president; Charles Murray, second vice-president, and Dr. Alexander Schwartz, secretary-treasurer.

BALZAR, card manipulator, is at the Casino Municipal in Nice, France.

BURT V. BARNES, trap drummer and slide tromboner, pens from New York City: "Can you remember when Burt V. Barnes was with Hl Henry's Minstrels when the show played Union City, Ind., where Burt's best girl lives? Burt was late the next morning and missed the train. He wired Hl like this: 'I've been true to my baby. Help me out of this. Send ticket.' Burt got his ticket, got his girl, married her the next summer and lived happily ever after for 37 years. At the time I write of Arthur Demming was singing 'I'll Be True to My Baby on the end with Hl Henry.'"

EDITORIAL DEPT.



GLEANED DURING THE PAST WEEK BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to benefit producers, bookers, agents and others concerned with the exploitation of talent in the major indoor fields thru The Billboard's coverage of every branch of the show business.

The "possibilities" grouped below are contributed weekly by members of the staff thru their contacts with various entertainment forms. The field is not limited to theaters and other amusement spots covered in line with review assignments.

SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

For VAUDE

ED SMALL'S SEVEN VOICES—four men and three girls who are known as the "Seven G's" on the Gulf Oil air program. Harmonize skillful arrangements of pops. Would make a good vaude act, having both appearance and entertainment value.

HERBERT KINGSLEY AND EVELYN CASE—male pianist-singer and lovely blond warbler, who have played night spots in the Midwest. Caught at AFA benefit show. Offer odd arrangements of pops, combining hotcha with semi-classical stuff. Refreshing delivery. Should click easily in vaude.

For LEGIT MUSICAL

FLORETTE WHITNEY—tall brunet whose spinning-top toe whirl specialty at the Congress Restaurant.

New York, is an outstanding number. Does other tap and toe specialties, all good, but the whirl is her best. Could easily fill a revue spot.

For RADIO

CHARLOTTE ARREN AND JOHNNY BRODERICK—team now in Earl Carroll's Sketch Book. Miss Arren clowns, with Broderick at the piano. Her burlesque prima donna should be a lift on any musical program, and she also has qualifications for legit singing. They could be developed into an ace radio comedy duo. Heard over the ether on the AFA benefit show broadcast on WHN, they registered heavily.

RHODA BAKER—coloratura soprano recently on the Bowes amateur program. Girl still in her teens, but possesses a beautiful voice and knows how to use it. Impresses as being opera material, with the proper training.

too, when Bun Granville sold songbooks thru the galleries with the Field Show."

ARTHUR HOCKWALD'S Georgia Minstrels are playing three-night stands in the Kansas City, Mo., area. There are 30 people in the show.

WILLIAM GRANT, of the cork opries, is working the night clubs in the Detroit area.

RAY (NEMO) IRELAN scribbles from his headquarters in Muncie, Ind.: "See where Doc Samson is out again. From the looks of Al Tint's Chevrolet the last time I saw it I don't think it would go any place on a gallon of gas unless to the junkyard. My Buick still does everything but cook a meal and my wife does a good job at that, so I'm satisfied with both. Where is Max Trout? Why doesn't he write in some time? I read the minstrel column the first thing every issue."

"I WOULD LIKE to ask 'Phantasy Sam Gill,' writes Al Tint, "just what benefit he would derive from a minstrel association if such an organization did exist. As for George Barr," Al continues, "I would like to ask him just what organized minstrel show he ever made a 11:45 with. Will watch the (See MINSTRELSY on page 33)



Minstrelsy

By BOB EMMET
(Cincinnati Office)

COL. BILL BATES, erstwhile minstrel agent, is now holding forth as chief clerk at the Seymour Hotel, Syracuse, N. Y., with his wife and daughter. He spends his spare moments in John R. Van Arnam's office in town. Joe Withersden, of minstrel fame, also is in Syracuse and has full charge of the Van Arnam office. Other of the old minstrel boys sojourning in Syracuse for the present are Charlie Reilly, Van Arnam's boss canvasser, who is set on another job for the winter; "Slip-Foot" Clifton, now working at a night club there, and Frank Gilmore, well known to minstrel boys. John R. Van Arnam continues to do well with his hillbilly revue, and the burnt cork lads around Syracuse are hoping he launches another minstrel soon again.

THIRTY-TWO SONS of Rotary, including Joseph Evans, interlocutor, and a 30-man chorus, directed by Frank E. Fuller, will take to the stage of the Palace, Youngstown, O., November 21 and 22, to offer the annual benefit minstrel to help carry on the work among crippled children. A number of professionals will appear in the lineup.

T. B. ALEXANDER has been named director of the annual Columbus, O., Moose minstrel show to be presented December 8 and 9. Alexander is a former professional. Arthur Brown and Arlie Coburn, black-face comedians, will have important parts in the show. Several former minstrel troupers now residing in Columbus will also appear in the annual revue.

JOHN B. TETLOW, of Peoria, Ill., pipes from that city, to wit: "I wonder if any of the brethren can tell me what has happened to Billy Walters, the two-ton cornetist of the Field Show; also Harry Woods, drummer with the same show, and Hoffman, French-horn player, originally with Doc Rucker's Korack Wonder Med Show, which he left at Rockford, Ill., to join the Al G. Field Minstrels. It was on the latter show that someone dropped a trunk on his flute. The last I saw of him was on the Ringling show and later with Lew Dockstader. Perhaps someone can remember,

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

Vets and Church Back Talbott Show

DECATUR, Ill., Nov. 18.—Backed by the sponsorship of the Oren L. Davis Post No. 1,245 and the New Salem Baptist Church, Hugh Talbott's Derby-Show, going into the second week, is proving popular with Decaturites.

A new trend in athletic and amusement ideas, with the old walkie features absolutely eliminated, has made a host of friends for the show. This was proven during the battle that lasted almost a week and ran the gamut of the U. S. District Court and the Macon County Circuit Court. The people of Decatur flew to the aid of the show and lent enthusiastic support to Richard S. Kaplan, general counsel for the NEAA, who was on tap to handle the legal battle for the show.

With the conditioning period of walking nearing a close, the athletic features will be put into effect within the next few days. One-hundred-yard dashes, relay races of 220 and 400 yards, broad jumps on a heavy mat, high jumps and short hurdles will feature the athletic events and the same will be interspersed with plenty of entertainment. Amateur-night contests (winners to be given a week's contract with the show) and other contests will also be nightly features.

Already patrons are going for this type of show, bearing out the contention made in the Tid-Bits column of a few weeks ago.

Cliff Peal and Tony Lewis are putting 'em in the aisles with their comedy, while Les McCullum and Joe Purtell are holding down the mike.

The kids are delighted to be walking with an NEAA operator who when the legal battle was on and the doors closed continued to carry on the contest, instead of leaving the kids to shift for themselves. Score one for Hugh Talbott for living up to the spirit and letter of the NEAA.

BUD CORNELIUS, recently of the Lewis show in Lewiston, Ida., is driving for a trucking concern in Avenal, Calif.

Quincy Opening

TUESDAY, NOV. 19, AT CASINO

Wire immediately, for if not enough couples here Tuesday opening will be Thursday. Upon receipt of wire immediate reply will advise you if you can make it. Couples with wardrobe, wire at once.

LOUIS SLUSKY
Quincy, Ill.

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NOTICE CONTESTANTS, ALL SET

SHOW OPENS WEDNESDAY, NOVEMBER 27, AT SAVIN ROCK, WEST HAVEN, CONN.

A wonderful spot. Had one mild show three years ago. A virgin to Walkathons. Population, 250,000 within four miles. Four broadcasts daily. Sponsors guaranteed. Don't delay; come at once; this is a good floor money spot. All who answered last ad, come on. Positively no collect wires accepted.

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Zeke Youngblood, Mgr., Hotel Ihne Midway, Savin Rock, West Haven, Conn.

TIDBITS

By RICHARD S. KAPLAN
NEAA General Counsel

They're passing laws prohibiting endurance contests because "such contests are injurious to the health of the participants," so it is claimed. But lacrosse is permitted in every State of the union. What is lacrosse? Let me quote from *Collier's Weekly*, dated September 28, 1935: "A combination of football, basketball, cross-country, hockey, second-degree murder and sleight-of-hand."

And yet this game, properly described as a form of "dementia," is considered high in the field of sports and participation in it a mark of social standing. Six-day bicycle racing is permitted almost everywhere. Yet I know of not one six-day bicycle race that hasn't featured a few broken legs, broken shoulders, arms or fractured skulls.

Automobile racing? Why that's "baby play." For example, on May 30 of this year, in the Indianapolis race, Clay Weatherly, of Cincinnati, lost control of his car on a turn and was killed in the resulting crash. And every reader of these lines will remember many other similar occurrences. In fact, the crowd attends an auto race on the chance that someone will be killed. And, usually, they're not disappointed.

In June or July of this year the Key brothers, of Meridian, Miss., established a world's endurance record for sustained flight when they remained aloft in their plane more than 556 hours. This record was featured in every newspaper in this country.

On June 1 of this year marathon runners engaged in sport's longest foot race, starting at Mt. Vernon, home of George Washington. They ran for 26 miles of solid torture, heart-tearing, body-destroying, lung-bursting torture. And our Congressmen and Senators applauded the grit and endurance of the marathoners.

And just a few weeks ago nearly 100,000 people paid almost \$1,000,000 to see Max Baer slaughtered, his face cut to a pulp, his body shattered by the fists of Joe Louis. And the newspapers cried for more blood after it was over. (And we can't forget Ernie Schaaf, and many others who have been killed in the ring.)

These are just a few examples of the insane foolishness of some minds. To like to understand the logic in the acts of legislators, councilmen and police officials. Just why is a walkathon or walkathon dangerous to the health of the participants to such an extent that such contests have to be barred while other sports 1000 per cent more dangerous per se are permitted and applauded? It just doesn't make sense. And I insist that no court in this land will uphold such vicious, deliberate discrimination if the operators will band together to take ONE case up to the United States Supreme Court and thus, once and for all time, have done with all this foolishness. It's time the endurance contest operator, employee and participant received a break.

Mesle Show Under Way With 50 Starting Teams

WORCESTER, Mass., Nov. 18.—Fifty couples were on hand to face the starter's gun in the Ernie Mesle show, which opened Tuesday night at the Walkathon Stadium, formerly Spanish Villa, White City Park, here. Manager Neville was on hand to greet a capacity audience of 2,500 on opening night.

Duke Hall, who has officiated as emcee in many contests thruout the country, is sharing the stand with Syl Reilly. Two broadcasts are made daily over WORC.

Yakima in Nonstop With 3 and 2 at 980

YAKIMA, Wash., Nov. 18.—After 980 hours of grueling derbies and treadmills, three couples and two solos remain in the Hollywood Amusement Company Walkathon Derby in Playland Park arena here. Houses have increased nightly for the past three weeks and it looks as if the non-stop ruling instituted November 2 will bring the show to a close with no need for the red ink. Last few days have been capacity—stadium seating 2,000. Orchestra is Mickey's Syncopators.

Very little heat is being used by Head Floor Judge Fred Carter, as derbies and treadmills produce plenty of enthusiasm among the audience. Teams still on the floor are Frankie McKenzie and Bing Zapponi, Chad Alviso and Frenohie Boisjolie, Joe Virzi and Buddie Harrington, and solos Bob Fields and Walter Farris.

The complete staff includes H. W. Lane, director; Capt. J. B. Farris, house manager; Leo Ralston, producer; Elmer Madden, advertising manager; Capt. Lee Boyden, business manager; Fran Duvall and Ray Wray, emcees; Fred Carter, floor judge; Eddie Anderson, trainer; Betty Lee Jackson and Lee Corbett, nurses, and Dr. W. G. Southerland, house physician. Broadcasts are over KIT daily.

Evans-Hendrixson Take Ross Walkie

OKLAHOMA CITY, Okla., Nov. 18.—The Hal J. Ross canvas show closed here November 5, with Babs Evans and Hughie Hendrixson winning first prize; Bill McDaniels and Opal Fertig, second; Vina Walker and Herman Carlisle, third.

On the final night the prices were upped to 55 cents and 25 cents for reserves. A capacity house of 8,800 witnessed the presentation of the \$1,750 prize money to the three winning couples. Financially as well as artistically the contest was a real success, with some 220,000 tickets sold.

Seltzer's Chi Walkathon

CHICAGO, Nov. 18.—Col. Leo Seltzer's walkathon at Arcadia Gardens continues to attract sizable crowds as the hours increase and contestants feel the strain of the grind. This week a feature of the walkathon that brought out a big crowd was the marriage of Margie King and Lou Colton, team No. 23 in the contest. They were married November 13, the regular routine of the contest being suspended for the wedding ceremony. The couple were given a rousing sendoff by the other contestants.

Contestant Notes

BOBBY ALLEN, Little Rock, Ark., writes it is very important that he hear from Buddy Struck at once. Will be watching general delivery or the Letter List.

BILL McQUADE wants "Ready Money" Phillips to get in touch with him, thru the Letter List, as he needs his car pronto. Also would like to hear from Bill Ross.

MICKEY RAY, Huntington, is entered in the West Virginia lightweight championships. He would like communications via the Letter List from Billy Rysn, Pauline Boyd, Jack Elde, Chic Abbott, Eagle Miller and Jack Glenn.

RITA FLOWERS, Struthers, O., wants 'em from Hughie Hendrixson and Pio Peterson. This time last year they were walking in the Idora Park show, Youngstown, O., with Hughie emerging a winner.

PAT O'HARA, Memphis, Tenn., wants to hear from Claire Conway.

DANIEL CLAIRE SALISBURY writes from Seattle: "Words cannot express my sorrow at the passing of Bobby Gilbert, one of our co-workers in the endurance field and show world. I knew the ideals of this great little fellow. He was a builder and a true-hearted and original man. It seems too bad to have been neglected the way he was by those for

Staff Briefs

MIKE KELLY, former trainer and hospital man, is in Chicago attending the National College for Druggists Physicians. He would appreciate hearing, thru the Letter List, from Hugh A. Talbott, Johnny Davis, Barnie Merrit, Duke, Pat and Heck.

JOE WEISS is emseeing at the Zeplin Club, near Akron, O., with Nellie Saylor as featured rumba queen. Joe wants 'em from Dick Edwards, Rajah Bergman and Blackie Latessa, care *The Billboard*.

RAYMOND WRAY, on the emsee stand of the Yakima, Wash., show, writes: "Sure sorry to hear of Bobby Gilbert's death. I worked with him two or three times and he was always cheerful and a fine fellow in every way. We all will miss him." Ray would like to hear from Joe and Mary Rock, Jack Kelly and Jo Hitt, Al Howard and Bill Fite.

CLIFF REAL, working on the emsee stand at Hugh Talbott's Decatur, Ill., show, infos that everything is going great and the folks are really turning out. Cliff wants 'em from Vio Pures, Bobby Waddell, Larry Troy, Jack Kelly, Squirrelly Bradley and Georgie Grow.

MRS. CHARLES BELLMAN, Russ Martin's mother, writes she has not heard from Russ since she forwarded some clothes, at his request, to Kansas City. The clothes were returned, marked "Uncalled For," and the mother is worried as to Russ' welfare. Anyone wishing to communicate may reach her at 1108 Newport avenue, Chicago.

HAL J. ROSS and Jane Shannon were in San Antonio last week, starting their two months' vacation. Hal says he's going thru with it "if it kills him." Hal has purchased a fine male scottie, which together with Jane's Nosegay Ancusha have been knocking off "best dog" and "best puppy" blue ribbons at several of the prominent Western scottie shows.

BILL WALTZ is now doing publicity for the Ernie (Pop) Mesle Worcester, Mass., show.

whom he gave so unstintingly and who spent so little in return for his kind deeds. The words "Believe you me" will be mighty hard to forget for those of us who know when they began. I humbly take off my hat to that most successful little man who gave so much and who received so little in return."

CHIC ABBOTT and Tommy Martin, concluding their six weeks' engagement at the So-Lo Club, Kalamazoo, Mich., would like to hear from Al Rossi, Ted Tyler, Duffy and Tillie Tarentino via the Letter List.

BUDDY SAUNDERS is resting between shows at his Charleston, W. Va., home and would like to hear via the Letter List, from Chuck Payne, Billy Lyons, Tim Hammack, Billy Willis and Jimmy Horan.

NEW PLAYS

(Continued from page 20)

justified, that of Miss Margaret Rawlings, who plays Kitty. Miss Rawlings has all of the great breath-taking glamour which was once Miss Katharine Cornell's stock-in-trade. And, in addition, Miss Rawlings has great talent, the ability to project a character, to make it live and breathe. It is a combination of glamour and fine acting, welded together to make a tender, effective, powerful and tremendously appealing performance.

Effie Shannon is grand, as she always is, as the aunt. John Emery is a properly despicable Captain O'Hea, Edward McNamara a forthright party leader, Joseph Holland a straightforward Healy, and Ruth Matteson an over-wrought and shallow Mrs. Steels. Many of the others do good work.

The play has real substance, if not the effect and the fire that were expected. There is fine writing; it moves on, solidly and majestically, greatly aided by Guthrie McOintic's direction, Stewart Chaney's sets and costumes, and the excellent production of Messrs. Smith and Ayer.

EUGENE BURR.



THE FORUM

This department of The Billboard is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given on this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer and should be written on one side of the paper. Those not exceeding 300 words are preferred. Send communications to The Forum, The Billboard, Box 872, Cincinnati, O.

Windsor, Vt.
In a letter in the Forum of November 2 Joe Thayer asked for information regard to Klaw & Erlanger's production of *The Country Circus*, played at the old Boston Theater, Boston. I have before me a copy of the *History of the Boston Theater, 1854 - 1901*, by Eugene Tompkins, manager of the theater from 1878 to 1901, and Quincy Kilby, treasurer of the theater from 1886-1901. This authority states that *The Country Circus* opened in that theater on March 28, 1892, and ran for five weeks. Business for the first two weeks was extremely large, but after that the public lost interest. The attraction returned to the same theater in February, 1893, and played three weeks to mediocre business. Mr. Thayer doubtless will find this history in the Boston public library and will find it an intensely interesting book to anyone who is interested in theatrical matters in Boston.

Run of Country Circus Told in Boston History

Baltimore.
The letter of Joe Thayer, of Boston, in The Forum of October 12 was read by me with great interest. The incidents he referred to had been completely forgotten. But now I do recall leaving *The Country Circus* in Boston and joining the John Robinson show in Cincinnati, and the year was 1893. I often recall *The Country Circus* with a great deal of pride and as one of the happiest engagements that it has been my experience to enjoy. It may be of interest to some to know that I have been in Baltimore seven years, operating a dancing school, so I am still very active and enjoy the best of health.

DeMott Recalls Engagement in Country Circus

London, Eng.
In reply to Ralph Martin's letter in *The Billboard* of October 26, the only club juggler I have seen juggle five clubs in Europe in a club act was Ben Mowat's son in an act called the Five Juggling Mowats at the Palace Theater, London, in about 1908. Two years after I gave up the act of Alburthus and Bartram to become the editor of *The Performer*, the Variety Artists' Federation newspaper. I practiced five clubs many years but was never sure enough of it to put it in the act. That was before papier mache clubs were introduced. Five of my lightest clubs weighed nearly 15 pounds. I do not believe there are any male club acts in Europe at the present time, but clubs are introduced into several melange acts, and at least two of these juggle five light contraptions that look something like Indian clubs. Ben Mowat was the best two-club juggler I have ever seen, and his son when about 6 years old taught me the snap under the right leg, catching under the left leg. That was in Chicago in 1891.

Londoner Saw Juggling of 5 Clubs at Palace

Dixon, Ill.
In the spring of 1917, on a cold, dreary day, the Coup & Lent United Monster Show started its season in the winter-quarters city, Dixon, Ill. Bad luck seemed to follow the show from beginning to end. A runaway in the opening-day parade started the streak of ill luck, followed by the horrible death of three elephants in a stock-car fire at Kenton, O. Bad weather and poor business led to the closing of the show in the East long before the end of the scheduled season.

Asks Letters About Smaller Old-Time Shows

Dayton, O.
I was interested in the query of Herbert A. Douglas, of West Chester, Pa., in The Forum regarding the R. T. Richard Circus. This show opened in Dover, N. J., early in May, 1917, and was owned and controlled by Richard T. Ringling, son of Al Ringling. Winter quarters were in Oak Ridge, N. J. It was a combination wagon and truck show, with Sam McCracken as general manager. It had five large elephants, the leader being Black Diamond, that was killed in Texas a few years ago. There were three wild-animal acts, and the riding act to which Mr. Douglas referred was the Guice Troupe, of the Ringling-B. & B. show this season. The show closed in the vicinity of Philadelphia the following season and animals and elephants were used in a Coney Island (N. Y.) circus for the next two seasons. Art Eldridge was equestrian director.

A large part of the equipment had been leased and this also added to the show's troubles, as it always does.

The rolling stock was made up of about 20 cars, and the performance, given in three rings, included the Rigging Davenport and a sensational lion act. Little is known about the show in Dixon and I would appreciate any other facts concerning it.

There has been considerable discussion in The Forum of late either about shows of long ago or the modern circus. Why not have a few letters concerning the smaller shows which most of us have forgotten? I would also be extremely interested in knowing the size and the date of organization of the Sun Bros.' World's Progressive Circus.

Further Data Is Given on Richard Circus
ALFRED J. MEYER.

Further Data Is Given on Richard Circus

Fulton, N. Y.
It was a pleasure to read recent letters in The Forum by Harry Lakola and Jack Wallace. Regarding the LaRose Bros.' original passing somersault, I think I can go them one better. In September, 1896, I opened in Denver, Colo., with Schilling's Minstrels and LaRose Bros. were with the show. After the show had been out several weeks a man joined the act by the name of Seymour. He was Henry LaRose's brother. He was a wonderful acrobat and he made a specialty of high juggling. LaRose Bros. and Seymour worked as a trio the remainder of the season. They closed their act with the passing somersault and high jump. Joe did a back, while Henry did a front over Joe, and while they were in motion Seymour jumped over the two. The trick was timed and it made a wonderful finish for their act. The passing somersault and high jump was announced from the stage and, as the act closed the show, it sent the audience out with a great thrill.

When LaRoses, Star Tumblers, Worked in Trio
CHARLES (RIBBLE) CASEY.

When LaRoses, Star Tumblers, Worked in Trio

Eugene, Ore.
Altho many of us who read the Forum letters are oldtimers, our hearts are still young. Do you young fellows get that? And we often wonder what has become of the many friends we had among performers years ago. We never forget, and neither will the younger element 30 years from now. Some of those I have in mind and often wonder as to their whereabouts are T. W. Dinkins, Jack McGe, Frank Murphy, Jim Scroggie, Fox and Duball, George Gould, Buck Baker, Mort Armstrong, Bill Levering, George Gorman, Jim Gorman, Dave Lewis, Effie Fay, Bill Block and

Manchester, born in Norwich, Conn., in 1867, and he died in Norwich October 2, 1932. Joe passed away three years ago last October. His first engagement was with the Dolevan & Ross Circus in 1884. In 1894 he went to Europe with the Barnum & Bailey Circus. At one time he was part owner with the Adam Forepaugh show. He also trouped with the Byrnes Bros. *Eight Bells*.

Joe was rated as one of the best acrobats of his time. He never married. Henry LaRose's family name was Seymour. At this writing I cannot remember the year of his death. The Seymour that worked with Dupree that Jack Wallace mentioned in his letter, I think, was the high jumper and a brother of Henry. I may be mistaken about this team.

Long Branch, N. J.
Referring to the letter of Joe Thayer in the Forum of November 2 in which he asks in what year Charley Jefferson's and Klaw & Erlanger's *The Country Circus* started, they opened in December, 1891, at the Academy of Music, Irving Place, New York, and continued thru the winter of 1892.

Says Country Circus Opened Late in 1891
This was a four-act comedy written by Charles Banard, author of *The County Fair*, and C. B. Jefferson. Among the circus personnel were Willie DeMott, William Conrad, Kate Holloway, Leon Morris, Rose and Marie Meers, the Glinserettis and George Kline. Frank Tannehill Jr. announced the individual acts, referring to both "rings." Ring No. 2 was the illusion made by a big mirror backdrop, which made a perfect reflection of the entire one-ring show. Hubert Meers was equestrian director and the clown was Thomas Dare.

Stirk & Zeno With Barnum Under Canvas
ALFRED J. MEYER.

Schuylerville, N. Y.
To readers of the Forum interested in letters that have appeared regarding Stirk and Zeno, I can say that the last time that the Barnum show played New York City under canvas they were the feature act. There certainly were some Bills on the show that season — Bill Gardner, general agent; Bill Ducrow, equestrian; Bill Newman, bulls; Bill Lewis, boss hostler; Bill Smith, boss of ring stock, and Bill White, boss property man. I know only three who can verify this, Mrs. Addie Forepaugh, Thomas Lynch and Mot King.

The little Richard show, that has been referred to in the Forum recently, was owned by Dick Ringling. Mrs. Correlia and daughter were the riders. Sam McCracken was manager; Art Eldridge, superintendent; Ed Delevan, front door; Roy Eldridge, boss hostler, and James Dooley, bulls. The baggage stock was the best I ever have seen with a mud show.

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Vol. XLVII. NOVEMBER 23, 1935. No. 47

Sam Collins. I have some interesting photos of the period of 1805-10.
MORRIS SCROGGIE.

Saranac Lake

By BETTY HUNTINGTON

Recent general examinations showed big improvements. Some of the patients who showed good reports and on increased exercise are Doris Gascoigne, Hannah Zimmerman, Hazel (Coleman) Gladstone, Marlon Greene, Marie Bianchi, Bob Farley, Oscar Davis, George Wicks, Milton Pollak, Joe Dabrowski, yours truly and others.

William Janney is our new guest patient. He hails from Trudeau and we are glad to welcome him to the NVA Lodge. Bill's show career included many years of dramatic stock, some 400 shows in all, presented in Boston, Kansas City, Texas and the South. He also played vaudeville, with Keith and Orpheum circuits, and appeared in several New York productions.

Armond (Sheik) Monte and Sal (Honey) Ragone were the lucky victims of pneumothorax last week. Both boys are doing nicely and we hope that this method will bring satisfactory results.

Renee Lennox (my former buddy of Shubert days) writes that she has opened a school of dramatics and dancing in Bellmore, N. Y. Good luck, Renee, here's hoping you make a success of it, and if the results are anything like your dancing of the heydays then Bellmore should be proud to go theatrical.

Maxie (Trump) Pheffer and Oscar (Communist) Davis enjoyed a visit with their families last week. Maxie went to New York and Oscar visited his pretty wife, who is working in one of the floor shows in Albany.

We wish to express our thanks to the boys of the Capitol Theater, New York, stage crew. They have done a lot for us in the way of stage fixtures and electrical appliances, along with other favors, and it is a pleasure to tell them how much we have appreciated their sincere efforts in the past to please their ailing buddies here in Saranac.

The last Saranac football game was played at Lake Placid Armistice Day between Saranac Lake and Lake Placid teams. Score? A tie!

Sylvia Abbott and Bee (Pee-Wee) Lee are the only two females who can boast about being able to sleep out on their porch these cold winter nights, which proves that the first few years of curing are always the most rigid.

John (Harry Lauder) Loudon is getting a lot of experience these days as managing director. He recently coached an Armistice Day speech for the Rev. Hiram Lyon, entitled *The Unknown Soldier Speaks* and presented at the Town Hall by the Rev. James Hubbard and the Rev. Oscar Plumb.

Dr. Plummer left last week to resume his duties at the State Sanitarium in Hamburg, Pa.

Please check on your health to avoid the cure and write to those you know in Saranac Lake.

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The Billboard reserves the right to edit all advertising copy.

BARNETT—Robinson (Barney), formerly press representative with Royal American Shows, November 5 of bronchial pneumonia. Survived by a daughter, Mrs. Hope Robert, and granddaughter, Joanne Robert, of Louisville, Ky. Funeral services November 8 from the O'Donnell Funeral Home with burial in Floral Hills Cemetery, Kansas City, Mo.

BROWN—George K., 54, for the last 12 years associated with Meyers Lake Park, Canton, O., as promotion and picnic booking agent, November 10 at his home in Canton following an illness of two years from a heart ailment. For 25 years he was on the legitimate stage in character parts and spent several seasons abroad with troupes. He was several seasons with Col. Horne's dramatic stock and repertoire in Youngstown, O. He went to Canton as manager of the old Meyers Lake Park Theater. His widow, a son and three sisters survive. Funeral services in St. Joseph's Catholic Church, with interment in Forest Hill Cemetery, Canton.

BROWN—Walter S., November 8 at his home in Noblesville, Ind., of a heart attack. He was in the advance department of the Great Wallace Circus for 12 years during the late '90s and in the early part of the present century. He worked under the direction of the late W. E. Franklin, W. E. Fuller and R. M. Harvey. Survived by brother, Will Brown. Interment in Crownland Cemetery, Noblesville.

CLARK—Eugene, 82, one of the oldest and best known colored men show comedians in the country, at Indianapolis October 23. Survived by a daughter, of Indianapolis; a brother and son.

CULLAN—Paul (Campbell), bull man on Ringling-Barnum Circus, at Sarasota, Fla., November 15.

DARLING—Frank N. (Fay), 87, formerly for 15 years musical director for the late Florenz Ziegfeld, at his home in Lyons, N. Y., November 9 after a lengthy illness. Mr. Darling, one of the most picturesque figures in the theatrical business, became associated with Ziegfeld after five years with the Anna Held company. He began his career with the Wilbur Opera Company and later joined the Henry W. Savage Opera Company. After leaving Ziegfeld he went to work for the Santa Monica (Calif.) Musical Association. Survived by his widow, Mae.

DE DEO—Salina, 68, in Ward's Island Hospital, New York, November 12, of complications. A former rider, she came here from Germany many years ago, having been a member of that country's well-known Blumenfeld Family. Funeral services conducted from Cooke's Funeral Parlors, New York. Husband, Harry De Deo, dog and pony circus trainer, survives.

FAIR—Freddie, saxophonist, 33, at Roswell, N. M., October 21. Mr. Fair played for a number of years with various orchestras thru the Southwest and East and at the time of his death was manager of his own band. Survived by his widow and two small children.

FICARRA—Frank, 42, musician and director of Colonial Studio of Music, Norfolk, Va., suddenly November 13 at his home there. Ficarra had been in ill health for some time.

GATES—Bonnie Lynne, 27, wife of Carroll Milton Gates, motion picture machine operator at the Michigan Theater, Detroit, killed in an accident November 10 at Jonesboro, Ga. Her husband and two children survive. Burial in Grand Lawn Cemetery, Detroit.

GUEST—Helen, 20, vocalist on Station WADC, Canton, O., and for several years featured with dance bands in that territory, October 27 in a Canton hospital a few hours after being injured in an automobile accident near that city. She sustained a broken neck and internal injuries. Survived by her parents and two brothers. Burial in Forest Hill Cemetery, Canton.

GUNDERSON—Marian Patricia, 4, November 6 at the Physicians and Surgeons' Hospital, Glendale, Calif., from third degree burns sustained while playing with matches. Her father is sales manager of the United Artists' Film Exchange. Her parents and three brothers survive.

HAASE—Lewis, 68, until recently manager of the New York production of *Three Men on a Horse* and at one time manager of Jenny Lind, in Atlanta November 16. Mr. Haase managed the Klaw & Erlanger interests in Atlanta until a year ago when he went to New York. In Atlanta he aided considerably in the development of the Oglethorpe Players. Little theater group. He was for many years engaged in theatrical executive work in London, Seattle, San Francisco,

THE FINAL CURTAIN

Louisville and Atlanta. Before entering the theatrical business he was managing editor of a New York newspaper. Body was shipped to New York for burial.

HENDERSON—Mrs. Loraine Stone, 29, daughter of the late Fred S. Stone, Detroit orchestra leader, at her home in Detroit November 12 after a short illness. Survivors are her husband. Burial in Elmwood Cemetery, Detroit.

HALE—Engra, 84, widow of Harry A. Hale, veteran actor, and mother of Harry N. Hale, actor, October 30 at the home of her son in Lincoln, Neb. Funeral services in Lincoln November 2, with interment in Wynka Cemetery there.

HALLILEY—Richard T., 44, singer and music teacher, of a heart attack while teaching music at the Eastman School of Music, Rochester, N. Y., where he was a faculty member. Percy Grainger brought him to America to tour. He was director of the Rochester Festival Chorus and director of music at the Baptist Temple in that city. A widow and two sons survive.

LATLIP—Rita, 20, announcement of whose death in an automobile and truck collision November 8 was announced in the news columns of last issue, was the eldest daughter of Mr. and Mrs. David (Capt.) Latlip, of the Latlip Shows, and also a member of the Latlip Family free acts and Latlip Sisters acrobatic dance duo, which last winter made a tour of Western theaters. Besides her parents she is survived by four sisters, Virginia, Rosaline, Madeline and Ida May, and a brother, David Jr. Burial at her home city, Charleston, W. Va.

In Memory of My Beloved Husband,
VICTOR LEE,
Who passed on November, 22, 1931.
His Loving Wife, MRS. VICTOR LEE.

LOUGHBOROUGH—Jean, newspaper writer and former publicist with William Morris and the Shuberts, November 5 at Hollywood Hospital, Hollywood, of pneumonia. Remains were taken to Oakland, Calif., for requiem mass. Burial in Oakdale Cemetery there. Her son and two sisters, Lovell Alice Taylor, former stage leading woman, and Grace Hull de Wolf, writer, survive.

MCCURDY—Pauline, 27, radio singer, November 8 at the home of her parents in Chattanooga, Tenn.

MAGILL—William David, former actor, in New York November 3 of heart failure. Mr. Magill, his brother and two sisters were formerly known on the stage as the Magill Childrep and appeared

in support of such stars as Joseph Jefferson, Lillian Russell and others. Deceased retired from the stage when still a young man. Interment was made in Brooklyn. Surviving are a brother, James, and two sisters, Alice Magill, of Woiler and Magill, and Gertrude Dion Magill, stock leading woman and character actress.

MALONE—William, 33, at Duke's Memorial Hospital, Peru, Ind., November 9. He was veteran with the Hagenbeck-Wallace Circus, having served in the car rebuilding shop at winter quarters and as assistant trainmaster and in 1935 as tractor driver. Surviving besides his widow, Charlotte, are his mother, a sister and three brothers. Services November 11, Reverend C. R. Oberlin officiating, and with rites by Eagles' Lodge and interment in Onward, Ind., cemetery.

MUER—Mrs. Mary, 82, mother of Mrs. Corinne M. Gillen (Muer), Detroit vaudeville booker and entertainer, November 11 at her home in Detroit. Survived by her six children. Burial in Mount Elliott Cemetery, Detroit.

NELSON—Horatio, 89, great-niece of Lord Nelson and the oldest film actress in England, in London recently. Her picture career started when she was 72. She played the part of Nelson's grandmother in one picture.

POND—Mrs. Katherine de Nancrede, 54, wife of Irving K. Pond, noted architect and former president of the Circus Fans' Association, November 13 at her home in Chicago after an illness of several weeks. Surviving her are her husband and three sisters.

ROOT—Frank H., 63, at his home in Denver from a heart attack November 9. He owned and operated miniature railroads in Elitch's Gardens, Denver, continuously the last 42 years. He constructed the three trains he had at Elitch's and built a number of other trains, one of which is now being operated in Paris, France.

SAVILLE—Mme. Frances, 70, prominent soprano in this country and Europe more than 30 years ago and former star of the Metropolitan Opera Company, in Burlingame Sanitarium, Burlingame, Calif., November 8 after a two-year illness. Deceased began her musical career in Australia and at one time sang a command performance for Emperor Franz Josef of Australia.

SCARBOROUGH—Dorothy, 58, writer and sister of George Scarborough, film scenarist, November 7 at New York. A sister and brother survive.

SCHAFFER—Gus, member of the old-time musical act of Schaffer and Hall, recently in Chicago.

SHELDON—Fred N. (Dad), 81, a popular actor more than 30 years ago and who trouped with Edwin Booth in 1876, in San Francisco November 9 of injuries sustained when struck by an automobile. In recent years he had been working as a theater doorman in San Francisco.

SHERWOOD—Jay E., operator of theaters in Madison, Wis., between 1908 and 1918, November 8 in Gridley, Calif. Survived by his widow.

TERRILL—A. A., 75, father of Tom Terrill, outdoor showman, at Cortland, N. Y., November 13 of heart trouble. Funeral services on the Terrill estate at Towanda, Pa., November 15, with interment in North Towanda Cemetery.

TRAINOR—Clifford Valentine, retired dancer, was found dead recently in Pleasant Plains, N. J., where he had been operating tourist cabins since his retirement 10 years ago. He danced in vaude and at one time was acrobatic dancing champion of Australia. He lost a leg in a trolley car accident three years ago. His widow survives.

ULRICH—Albert, 78, noted musician, who was associated with the Chicago Symphony Orchestra for 34 years, in Chicago November 13.

VODDEN—Herbert C., 50, president of Venice (Calif.) Amusement Company and widely known in amusement circles, November 8 at Santa Monica (Calif.) Hospital. He was a native of Cardiff, South Wales. Deceased organized and was vice-president of the Pacific Whaling Company, which exhibited whales in this country and in Europe. He was in motion picture theater business and operated houses in New Orleans. He also designed the noted Punhouse at Venice Pier. Survived by his widow, Nance; a son, Herbert; parents, of Cardiff, and two sisters. Funeral services November 12 from Kirkille's Funeral Home, Ocean Park, Calif., with interment in Woodlawn Cemetery there. The burial tribute of the Pacific Coast Showmen's Association, Los Angeles, of which he was a member, was read by John T. Backman, of that organization.

WILTON—Frederick, 60, film cowboy and double, November 6 at Hollywood following a heart attack. Funeral services at the Hollywood Catholic Church November 9 and burial in Calvary Cemetery there. Two brothers and a sister survive.

YASTE—Mary Alice, 24, leading woman with the George Sharp Players in Pittsburgh last season, in St. Francis Hospital, that city, November 12 from injuries sustained in a fall. Her husband survives.

YOUNG—Mrs. Charles, wife of Charles Young, boss canvasser of the Hagenbeck-Wallace Circus, November 5. Young will be at quarters in Peru, Ind., for the winter.

MARRIAGES

BOYD-RYAN—Rosco Boyd and Lillian Ryan, of Tex Chambers' concessions with the Schaffer Shows, November 8 at Rockwall, Tex.

BRITTON-GORNEY—William Britton, prop builder with the Hagenbeck-Wallace Circus, and Louise Gorney, non-professional, at Peru, Ind., November 13.

CHEWNING-WOODRUFF—Emerson G. Chewning to Charlotte Woodruff, radio singer, November 10 at Las Vegas, Nev.

DARROW-KISSELL—Leon Darrow to Eleanor Kissell at South Bend, Ind., November 12.

DOWNING-RUSH—Russel V. Downing, treasurer of Radio City Music Hall, New York, to Sally Rush in New York recently.

DYER-NORRIS—Johnny Stilts Dyer, who was with Barnes-Carruthers' *Souring High* company during the past season, to Ann Norris in Newport, Ky., last week.

FAST-MARQUIS—John Daniel Fast, electrician, and Virginia M. Marquis, ring contortionist with the Hagenbeck-Wallace Circus, at Peru, Ind., November 9.

FLORSHEIM-HOLLANDER—Stanley Florsheim, of Little Rock, Ark., to Helene Hollander, daughter of Mr. and Mrs. William K. Hollander, November 10. Miss Hollander's father is director of publicity for Balaban & Katz Theater Corporation, Chicago.

FRANCIS-McLAUGHLIN—Al Francis, violinist with Ray Abrams' Band at the Towne Club, Pittsburgh, and Marie McLaughlin, pianist, were married in that city November 11.

GREY-McGOWAN—Edward Grey Jr., (See MARRIAGES on page 67)

In Memoriam



GEORGE E. ROBINSON

Our Partner and Pal

Died Nov. 22, 1935

BECKMANN & GERETY'S WORLD'S BEST SHOWS

ACTS, UNITS AND ATTRACTIONS

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

A

Abbott Dancers (Palmer House) Chicago, h.
 Abrams, Clara (German Village) Columbus, O., nc.
 Adams, Dorothy (Dutch's) Chicago, c.
 Adrienne (Columbia) Washington 18-21, t.
 Adler, Bernice (Club Alabam) Chicago, nc.
 Ales, Edna (Tuite & Deane's) Chicago, c.
 Alene & Evans (Chicago) Chicago, c.
 Alexander Bros. & Evelyn (Rainbow) Great Falls, Mont., 22-24, t.
 Allen, Eileen (Arrowhead Inn) Cincinnati, nc.
 Alpert, Mickey (Walton) Philadelphia, h.
 Ames, Muriel (Nut Club) New York, nc.
 Andreae, Felicity (French Casino) New York, nc.
 Andrus, Ann & Dave (Gormley's) Lake Charles, La., nc.
 Anson, Bill (Palmer House) Chicago, h.
 Apollon, Dave, & Co. (Pal.) Cleveland 18-21, t.
 Arabelle, Rich & Artini (French Casino) New York, nc.
 Archer, Johnny (Madison Casino) Chicago, nc.
 Arden, Donn (Embassy Club) Toronto, nc.
 Aristocrats Dance, Three (Beacon) Vancouver, Can., 18-21, t.
 Arley, Louis (Club Joy) Lexington, Ky., nc.
 Armetta, Henry, in His Sunkist Revue (Pal.) Chicago 18-21, t.
 Armitage (Ritz) Muskogee, Okla. t.
 Arnold Bros. (Boala) Berlin, Germany, -1-30, t.
 Arnaud, Peggy & Ready (Queen's) South Shields, England, 25-30, t.
 Ayres, Bill (Park Central) New York, h.

B

Baker, Babe, & Nell Stone (Howdy) New York, nc.
 Baker, Jerry (Del Monico's) New York, nc.
 Baldwin, Frances (Deauville) New York, nc.
 Ball Trio, George (Music Box) San Francisco, nc.
 Bapts & Lamb (College Inn) Chicago, nc.
 Barbera, Lola (Edison) New York, h.
 Barker & Lyons (Castle Royale) St. Paul, nc.
 Barker Trio (Lincoln) New York, h.
 Barnett, Art (Chase) St. Louis, h.
 Barnsdale, Rich (Paramount) Abilene, Tex., 21; (Vernon) Vernon 22; (Mai.) Wichita Falls 23; (Fair) Amarillo 24; (Plaza) El Paso 27-30, t.
 Baron & Blair (Stevens) Chicago, h.
 Barrett, Joan (Villa Valencia) Springfield, Ill., nc.
 Bartell-Hurst Foursome (Colonial) Dayton, O., t.
 Barth, Frances (Blakeland) Denver, Colo., nc.
 Bates, Peg Leg (Paradise) New York, re.
 Beale St. Boys (Jim Healy's) New York, re.
 Bell & Gray (Elite Club) Detroit, nc.
 Bell, Jimmie & Nora (Plaza) Pittsburgh, c.
 Belmont Bros. (Schneider's) Detroit, nc.
 Bemis, Billy & Beverly (Edgewater Beach) Chicago, h.
 Bennett, Art (Nixon) Pittsburgh, c.
 Beno, Ben. St. Petersburg, Fla.
 Bennett Sisters (Chicago) Chicago, t.
 Bennett's, Cwen, Vanities (Stevens) Rock Hill, S. C., 20; (Playhouse) Statesville, N. C., 21; (National) Greensboro 22-23, t.
 Bergen, Edgar, & Co. (State) New York, 18-21, t.
 Bernard & Henrie (Club Paramount) Chicago, nc.
 Bernard, Bobby (Oriental) Chicago, t.
 Bernhardt & Graham (Central Park Casino) New York, nc.
 Bernie, Ben, & Orch. (State) New York, 18-21, t.
 Bertolasso, Enrico (French Casino) New York, nc.
 Besson, Barbara (Man About Town) New York, nc.
 Betts, Harold (Castle Royale) St. Paul, nc.
 Beverly, Lillian (Club Lido) Montreal 18-24, nc.
 Beverly, Lou (Electric) Kansas City, Kan., t.
 Bickford & Grandall (Terrace Gardens) Jamestown, N. Y., nc.
 Blhmorettes, Three (Hollywood) New York, re.
 Bines, Dave, Girls (Earle) Washington, D. C., 18-21, t.
 Blair, Jack & June (Park Central) New York, h.
 Blanche & Elliott (State-Lake) Chicago, t.; beg. 22.
 Blanc, Rose (Hollywood) New York, re.
 Blessing, Dorothy (Man About Town) New York, nc.
 Blue Straks, Three (Tower) Kansas City, t.
 Blue Paradise Revue (Temple) Meridian, Miss., h.
 Bordine & Carol (Congress) New York, c.
 Bowers, Cookie (State-Lake) Chicago, t.
 Bower Sisters (National) Detroit, t.
 Bows, Major, Amateurs (Fairmont) Fairmont, W. Va., 21-22, t.
 Bows, Major, Unit (Orph.) Madison, Wis., 18-21, t.
 Bowker, Texanne (Man About Town) New York, nc.
 Boyd, Gloria (Kit Kat) New York, nc.
 Bradford, Janet (Castle Royale) St. Paul, nc.
 Bragdon, Mildred (Norman) Calgary, Can., nc.
 Brenna, Virginia (Cocoanut Grove) Minneapolis, nc.
 Brian, Mary (Adelphi) London, Eng., Nov. 1-30, t.
 Bring on the Dames Unit (Oriental) Chicago, h.
 Brito, Phil (Statter) Buffalo, N. Y., h.
 Britton, Frank & Milt (RKO) Boston 18-21, t.
 Broadway Billie (Dutch's) Chicago, c.
 Broadway to Bagdad (Ritz) Muskogee, Okla., t.
 Brodell Sisters (Paradise) New York, re.
 Broadway Varieties (Martini) Galveston, Tex., t.
 Brown, Elmer (Kimo) Albuquerque, N. M., t.
 Brown, Evans (Fizca) Danville, Ill., t.
 Brown & LaVelle (Capitol) Calgary, Can., t.
 Bucana, Bernice (Hi-Hat Club) Chicago, nc.
 Buckley, Art (Harry's N. Y. Cabaret) Chicago, c.
 Burke, Helen (Club Alabam) Chicago, nc.
 Burke, Verna (Colonial) Dayton, O., t.
 Burns, Betty (Vernon) New York, h.
 Burt, Billie (Temple) Meridian, Miss., t.

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.

Burton, Effie (Club Alabam) Chicago, nc.
 Byrnes & Farnay (Paradise) New York, re.

C

Cain, Freddie & Rubie (Cassano) Cincinnati, nc.
 Caligary Bros. (Dorchester Hotel) London 1-30.
 Cameron, Phyllis (Hollywood) New York, re.
 Campo, George (French Casino) New York, nc.
 Campbell, Roy & Royalists (Park Central) New York, h.
 Campus Eight (Park Central) New York, h.
 Candreva Bros., Six (Riverdale) Milwaukee, t.
 Caperton & Columbus (St. Moritz) New York, h.
 Carman, Jerry (Blue Lantern) Detroit, nc.
 Carol, Helene (Paramount Club) Chicago, nc.
 Carpenter, Imogen (Radio City Rainbow Room) New York, nc.
 Carpenter, Jean (Ritz) Muskogee, Okla., t.
 Carr, Buddy & Billie (Capitol) Aberdeen, S. D., 18-21, t.
 Carr & Dawn Revue (Eastown) Detroit 25-30, t.
 Carr, Harriette (Montclair Casino) New York, h.
 Carroll & Gorman (Powatan Club) Detroit, nc.
 Carroll, Myla (Paramount) Idaho Falls, Ida., t.
 Carroll Sisters (Ben Marden's Riviera) Englewood, N. J., nc.
 Carson, Jack (Tower) Kansas City, t.
 Carter, Red (Curley's Cabaret) Minneapolis, cb.
 Carville Sisters (Temple) Meridian, Miss., t.
 Celeste (Curley's Cabaret) Minneapolis, cb.
 Cellophane Scandals (Electric) Kansas City, Kan., t.
 Chandler, Evelyn (College Inn) Chicago, nc.
 Charles, Ernest (Normandie) New York, nc.
 Charleston, Helen (Kit Kat) New York, nc.
 Charleston, Milton (Kit Kat) New York, nc.
 Chick & Tommy (Jo-Lo) Kalamazoo, Mich., nc.
 Clark, Princess (Colosimos) Chicago, nc.
 Clarence & Dolores (Capitol) Calgary, Can., t.
 Clark, Jean (The Mansion) San Antonio, Tex., nc.
 Clark, Sammy (Marquette Club) Chicago, nc.
 Clarke, Flo (Kimo) Albuquerque, N. M., t.
 Clark, Harry (Rancho Grande Revue: Minot, N. D., 21-22; Grand Forks 23-24; Fargo 25-26, t.
 Clark's, Harry, Ritz Carleton Blondes: Albuquerque, N. M., 22-24, t.
 Clark's, Harry, March of Rhythm (Orph.) Winnipeg, Can.; (Strand) Edmonton 25-27, t.
 Claverio, Rose (Club Alabam) Chicago, nc.
 Clifford, Lenore (Castle Royale) St. Paul, nc.
 Cohen, Sammy (State) New York 18-21, t.
 Colleano, Con (Mich.) Detroit 18-21, t.
 Collette & Barry (Village Barn) New York, nc.
 Colette Sisters (Kit Kat) New York, nc.
 Comedy Stars of Hollywood (Capitol) Calgary, Can., t.
 Comer & Anderson (Beacon) Vancouver, Can., 18-21, t.
 Condos Bros. (Bal Tabarin) San Francisco, nc.
 Conrad, Anita (Flamingo) Orlando, Fla., nc.
 Cook, Bobby (New Lookout House) Covington, Ky., nc.
 Cook, Gloria (Hollywood) New York, nc.
 Cooke & Cooke (Club Arbor) Charlotte, N. C., nc.
 Cool, Harry (Cocoanut Grove) Minneapolis, nc.
 Cooper, Jerry (Hollywood) New York, re.
 Coral, Tito (Roosevelt) New York, h.
 Corio, Ann (Carrick) St. Louis, t.
 Carroll, Billy & Kifty (Club Arbor) Charlotte, N. C., nc.
 Cossacks, Three (Hipp.) Birmingham, Eng., 25-30, t.
 Costello, Billy (Tower) Kansas City, t.
 Courtney, Ann (Normandie) New York, nc.
 Craddock's, Four (French Casino) New York, nc.
 Order & Palge Capers of Mirth (Princess) Nashville, Tenn., 22-28, t.
 Cross & Dunn (Stanley) Pittsburgh, 18-21, t.

D

Dale & Dean (Paramount) Idaho Falls, Ida., t.
 Davidson, Trudye (Club Paramount) Chicago, nc.
 Davis, Eddie (Leon & Eddie's) New York, nc.
 Davis, Sally (Tuite & Deane's) Chicago, c.
 Davies, Rosilyn (Italian Garden) Pittsburgh, h.
 Dawn & Bertram (Cameron's Casino) Syracuse, N. Y., nc.
 Dawson, Wanda (1523 Club) Philadelphia, nc.
 DeBarry's Birds (Temple) Meridian, Miss., t.
 De Buzny, Assia (French Casino) New York, nc.
 De La Grange, Chrystal (Blackstone) Chicago, h.
 DeLa, Barney (Century) Baltimore 18-21, t.
 Debutantes, Texas (Harry's N. Y. Cabaret) Chicago, c.
 Deering, Rosemary (Met.) Boston 18-21, t.
 Del Orto, Ralph (Tuite & Deane's) Chicago, c.
 DeLouie & Milo (Paramount) Idaho Falls, Ida., t.
 Del Dees, Sidney (Rainbow) Great Falls, Mont., 22-24, t.

Delre & Mack (Beacon) Vancouver, Can., 18-21, t.
 Dell's, Harry, Revue (Seven Cables) Milford, Conn., nc.
 Dennis, Gene (Tower) Kansas City, t.
 Dennison, Alleen (Italian Gardens) Pittsburgh, nc.
 Detricks, The (Ritz) Muskogee, Okla., t.
 Devils, Four Flash (Palladium) London 1-30, t.
 Dovereaux, Jeanne (Palladium) London, Eng., 1-30, t.
 Dexter & McGinty (Beacon) Vancouver, Can., 18-21, t.
 Dixon & Pal (Oriental) Chicago, t.
 Dolores & Candido (Radio City Rainbow Grill) New York, nc.
 Dooley, Jed, Co. (Orph.) Winnipeg, Can., t.
 Dorny (Bismark) Chicago, h.
 Dorothy & King Bros. (National) Louisville, Ky., t.
 Doree & Hayward (Paramount) Idaho Falls, Ida., t.
 Dossena, Adeline (Club Minuet) Chicago, nc.
 Douglas, Skippy (Sweepstakes) Cleveland, nc.
 Iova, Ben (Palmer House) Chicago, h.
 Drake Sisters (Capitol) Aberdeen, S. D., 18-21, t.
 Drury, Doryce & Freddy (Wonder Bar) Baltimore, nc.
 Duke, H. C. (College Inn) Chicago, nc.
 Duke, Paul (Empire) Hilborn, London, Eng., 25-30, t.
 Duncan, Red (German Village) Columbus, O., nc.
 Duval, Ade (Wintergarten) Berlin, Germany, 1-30, t.

E

Earle, Paul (Doeschen Grill) Clifton, re.
 Earles, The (Electric) Kansas City, Kan., t.
 Eckert, Fay (Ventura) Ashland, Ky., h.
 Eckhart, Lois (Man About Town) New York, h.
 Eglins, Five (Fox) Washington, D. C., 18-21, t.
 Elliott Sisters (Hi-Hat Club) Chicago, nc.
 Embassy Four (Palmer House) Chicago, h.
 Endor, Chick, & Charlie Parrel (Mons Paris) New York, nc.
 Enright, Jimmy (Cocoanut Grove) Minneapolis, nc.
 Errico, Edna (Plaza) Pittsburgh, c.
 Estelle & Leroy (Alhambra) Paris 1-30, t.
 Evans, James (Adelphia) Philadelphia, h.
 Evans, Steve (House of Morgan) New York, nc.

F

Fads & Fancies of 1936 (Paramount) Idaho Falls, Ida., t.
 Falke, Wankle (Von Thenen's) Chicago, c.
 Farnum, Frank (Greenwich Village Inn) New York, nc.
 Fawn & Jordan (Music Box) San Francisco, nc.
 Fields, Irving (Maxim's) New York, nc.
 Fields, Lillian (Plaza) Pittsburgh, c.
 Fischer, Loretta (Palladium) London 1-30, t.
 Fisher, Mark (Chicago) Chicago, t.
 Fiske, Dwight (Savoy-Plaza) New York, h.
 Fitzgerald & Alvarez (Congress) Chicago, h.
 Flawerton, Consuela (Park Avenue) Detroit, nc.
 Forbes, Larry (Club Silhouette) Chicago, nc.
 Foy, Boy (Biltmore) New York, h.
 Fran, Paul & Fran (Chez Paree) Indianapolis, nc.
 Francesco, Tony (Temple) Meridian, Miss., t.
 Fratus, Estelle (Martini) Galveston, Tex., t.
 Frazee Sisters (Hollywood) New York, re.
 Freeman, Hazel (16 Club) Chicago, nc.
 French Casino (Mainstreet) Kansas City 18-21, t.
 Fry, Bob & Virginia (Man About Town) New York, nc.
 Fuller, Howard J. (Grand) St. Louis 15-22, t.

G

Gabby Bros. (Paramount) Idaho Falls, Ida., t.
 Gale & Carson (Marbro) Chicago, t.
 Gale, Jane (Cocoanut Grove) Minneapolis, nc.
 Gale & Ferguson (Capitol) Aberdeen, S. D., 18-21, t.
 Gamble, Harriette & Al (Sweepstakes) Cleveland, nc.
 Ganjov Brothers & Juanita (Alhambra) Dayton 22-Dec. 10, t.
 Garay Trayon (Earle) Washington, D. C., 18-21, t.
 Gautier's Toy Shop (Pal.) Rochester, N. Y., t.
 Gauschi & Sonnen (Castis Farm) Cincinnati, nc.
 Gay, Sid, & Co. (Met.) Boston, 18-21, t.
 Gay & Mercie (Temple) Meridian, Miss., t.
 Georges & Jaina (Blackstone) Chicago, h.
 Goff, Jerry, & Jack Kerr (Barney Gallant's) New York, nc.
 Gogone, Ben & Ray (Club Trouville) San Francisco, nc.
 Gomez & Winona (Roosevelt) New York, h.
 Gordiner, Nedra (Jefferson) St. Louis, h.
 Gorman, Tim (Eagle Cafe) Chicago, c.
 Grant & La Mar (New Carr) Indianapolis, nc.
 Grant, Billie (Statter) Buffalo, h.
 Grant, Barney, Family (Ritz) Muskogee, Okla., t.
 Green, Kay (Music Box) San Francisco, nc.
 Gordon, Al, & Dogs (Colonial) Dayton, O., t.
 Gordon, Paul (Edgewater Beach) Chicago, h.
 Gordon, Reid & King (State-Lake) Chicago, t.
 Goss, Ray (Plaza) Pittsburgh, c.
 Granlund, N. T. (Paradise) New York, re.
 Gray, Joe, Trio (Madeleine's) New York, nc.

Gray's, Earl, Band (Ritz) Muskogee, Okla., t.
 Greenway, Ann (Century) Baltimore 18-21, t.
 Gregory & Elee (National) Louisville, Ky., t.
 Gresham & Blske (National) Louisville, Ky., t.
 Grey, Laurie (Martini) Galveston, Tex., t.
 Gullfoyle, Ann (Cassano) Cincinnati, nc.
 Gwynne, Jack (Morrison) Chicago, h.
 Gyldenrok, Baron Ebbe (Wivel's) New York, re.

H

Hale Sisters (Arrowhead Inn) Cincinnati, nc.
 Hall, Ted (Comde's Inn) New York, nc.
 Hall, Wilbur (Shubert) Cincinnati 18-21, t.
 Hamilton, Kay (Jim Healy's) New York, nc.
 Hamrick, Ruth (After the Show Club) Chicago, nc.
 Hanson, Jerry (Curley's Cabaret) Minneapolis, nc.
 Hanson, Louise (South Side Rendezvous) Chicago, c.
 Harris, Biddy (Jay Yong's Chinese) Birmingham, nc.
 Harris, Claire & Shannon (Chez Paree) Chicago, nc.
 Harrison & Fisher (Palladium) London 1-30, t.
 Harris, Lydia (Colosimos) Chicago, nc.
 Hart, Martha (Madison Casino) Chicago, nc.
 Hartmann, The (St. Regis) New York, re.
 Harris, Phil, & Sand (Shubert) Cincinnati 18-21, t.
 Harris & Howell (Orph.) Minneapolis 18-21, t.
 Harris Twins & Loretta (Century) Baltimore 18-21, t.
 Hash & Casal (State-Lake) Chicago, t.
 Hathaway, Alice (Hector's Club) New York, nc.
 Haydock, Vincent (Flamingo Club) Orlando, Fla., nc.
 Hayes, George (French Casino) New York, nc.
 Haynes, Mitzl (Hollywood) New York, re.
 Hayward & Allen (Leon & Eddie's) New York, nc.
 Heldt, Margie (Flagship) Chicago, c.
 Heat Waves, Three (Deauville) New York, nc.
 Heit & Boone (Club Arbor) Charlotte, N. C., nc.
 Helen & Boone (San Toy) Atlanta, nc.
 Herman, Bobby (Fox) Washington, t.
 Hernandez Brothers (House of Morgan) New York, nc.
 Hickman, Stanley (New Yorker) New York, h.
 Higgins, Dot (Temple) Meridian, Miss., t.
 Hinds, Nina (Music Box) San Francisco, nc.
 Hit Parade (Colonial) Dayton, O., 18-21, t.
 Highton, Dorothy (Feyton's) Pittsburgh, nc.
 Hild & Hart (Chez Paree) Chicago, nc.
 Holley, Don (Trotta's) Baltimore, c.
 Hollywood Beauties (Dorchester Hotel) London, Eng., 1-30.
 Hollywood Four (Ronacher) Vienna 1-30, t.
 Holt, Nora (Club omigato) Los Angeles, nc.
 Honeyboy & Scastras (Mich.) Detroit 18-21, t.
 Hope, Bob (Fox) Washington, D. C., 18-21, t.
 Hopkins, Sybil (The Mansion) San Antonio, Tex., nc.
 Howell, Beatrice (Shubert) Cincinnati 18-21, t.
 Hunt, Frances (House of Morgan) New York, nc.
 Hunt, Leslie (Grand) St. Louis, t.
 Hutton, Ina, Ray, & Band (Met.) Houston, Tex., 18-21, t.

I

Inez & DeWyn (Kimo) Albuquerque, N. M., & Inez, Mlle. (Colonial) Dayton, O., t.
 International Folies (National) Louisville, Ky., t.
 Irens, Harriet (Club Alabam) Chicago, nc.
 Irving, Jack (Harry's N. Y. Cabaret) Chicago, nc.

J

Jackson Bros., Three (State) New York 18-21, t.
 James & Mathews (Hollywood) New York, re.
 Jamie, Jackie & Ruthie (Kimo) Albuquerque, N. M., t.
 Janton Sisters (Von Thenen's) Chicago, c.
 Jarrett, Lucille (Madeleine's) New York, nc.
 Jason, Barbara (Paradise) New York, re.
 Jaysnoff Sisters (Montclair Casino) New York, h.
 Jean & Gloria (Paradise) New York, re.

POLLY JENKINS AND HER PLOWBOYS

Now playing with WIS National Barn Dance. SAM ROBERTS, Personal Rep.

Jennings, Don & Sally (Washington-Youree) Asheville, N. C., t.
 Jensen, Marvin (Club Lido) Montreal 18-24, nc.
 Jerry & Jean (Capitol) Calgary, Can., t.
 Jonay, Roberta (Wivel's) New York, re.
 Jones & Lee (Chicago) Chicago, t.
 Johnson, Bob (Von Thenen's) Chicago, c.
 Jones, Allen (Kit Kat) New York, nc.
 Jordan, Harry (Roxy) Cleveland, t.
 Jordan, Eunice (Cocoanut Grove) Minneapolis, nc.
 Jordan Sisters, Three (Blue Lantern) Detroit, nc.
 Joy, Billy, & St. Clair Sisters (Orph.) Winnipeg, Can., t.
 Juan & Marita (The Mansion) San Antonio, nc.
 Judith (Club Minute) Chicago, nc.
 Juliana (French Casino) New York, nc.

K

Kalya & Berce (Oasis) Detroit, nc.
 Kardos, Rozsika (Vine Gardens) Chicago, c.
 Karer, Betty (Hi-Hat Club) Chicago, nc.
 Karre-Le Barron Dancers (Adelphia) Philadelphia, h.
 Katherine, May (Biltmore) New York, h.
 Kauff, Ben (Place Elegante) New York, re.
 Kavanaugh, Stan (Chicago) Chicago, t.
 Kay, Wanda (Dutch's) Chicago, c.
 Keane, Betty (Troadero) and (Palace) London, Eng., 1-30, t.
 Keane, Mildred (Town Casino) Philadelphia, nc.
 Keener, Marjorie (Roosevelt) Hollywood, Calif., h.
 Kennmore, Stubby (Martini) Galveston, Tex., & Kerrhoff, Adelaide (Von Thenen's) Chicago, c.
 Kerr, Rosseaux & Kerr (Roosevelt) New Orleans, La., t.
 Kessler, Harry (Blue Inn) Chicago, nc.
 King, Lew (Gay 90's) Chicago, nc.
 King, Melody (Madison Casino) Chicago, nc.
 King's Jesters (Terrace Room) Chicago, nc.
 Kirk, Maxine (Marquette Club) Chicago, nc.

Kitchen Pirates (Pal.) Rochester, N. Y., 18-21, t.
Knight, June (Savoy-Plaza) New York, h.
Kohn & DePronto (Grand) St. Louis, t.
Kramer, Renita (French Casino) New York, nc.

Lalage (French Casino) New York, nc.
La Mar & Frederick (Bowery Music Hall) St. Louis, nc.
La Marr, Deloris (Club Monte Carlo) Sheboygan, Wis., nc.
LaMarre, Barbara (Gypsy Tavern) New York, nc.
Lamont, Dorothy (Pirrone's) Los Angeles, nc.
LaMont, Dorothy (Pirrone's) Los Angeles, nc.
LaMont, Jean (Trotta's) Baltimore, c.
La Rue, Bobbie (Frolch Inn) Hollywood, Calif., nc.

Lane & Harper (Orph.) Winnipeg, Can., t.
Lane, Sid (Hi-Hat Club) Chicago, nc.
Lang & Lee (Capitol) Portland, Ore., t.
Langdon & Storey (Beacon) Vancouver, Can., 18-21, t.
Larrick & Larrick (Torch Club) San Francisco, nc.
Labelle Sisters (Club Minute) Chicago, nc.
La Riviere, Lucien (Deauville) New York, nc.
La Tour, Teddy (Luck Eleven) Baltimore, nc.
Lawlor, Terry (Leon & Eddie's) New York, nc.
Le Garde & Suzanne (Tuite & Deane's) Chicago, nc.
Le Gonne, Jeanne (Chez Paree) Chicago, nc.
Le Faivre, Jean (Club Trouville) San Francisco, nc.
Lee, Bob (Wivel's) New York, re.
LeBrun Sisters (Pal.) Rochester, N. Y., 18-21, t.

Lee, Chang (Gayety) Baltimore, t.
Lee Sisters (Martini) Galveston, Tex., t.
Leon & Mace (Top Hat Dinner Club) Houston, Tex., re.
Leslie, Gold & Ayres (Riverside) Milwaukee, t.
Leslie Sisters (Electric) Kansas City, Kan., t.
Leslie, Mona (Leon & Eddie's) New York, re.
Lewis, Henry (Wonder Cafe) Lewiston, Ida., nc.
Lewis, Maxine (3 Little Pigs) Hollywood, Calif., c.
Lewis & Van (Fox) Detroit 18-21, t.
Libonatti Trio (Earle) Washington, D. C., 18-21, t.
Lila (Kimo) Albuquerque, N. M., t.
Lilley, Joe, & Jules Monk (Fifth Avenue) New York, h.
Linden, Harry (After the Show Club) Chicago, nc.
Little, Lottie Jack (Earle) Philadelphia 18-21, t.
Little, Marjorie (Top Hat Dinner Club) Houston, re.
Loleta (Capitol) Aberdeen, S. D., 19-21, t.
Lorraine, Lillian (Wivel's) New York, re.
Love, Muriel (Hi-Hat Club) Chicago, nc.
Lovett's Concentration (Rainbow) Great Falls, Mont., 22-24, t.
Lowery, Fred (Ambassador) New York, h.
Lucano, Louis (Bismarck) Chicago, h.
Lucky Boys (Pal.) Chicago 18-21, t.
Lyda & Joresco (Radio City Rainbow Room) New York, nc.

Lynne, Jerry (Electric) Kansas City, Kan., t.
Lynan, Tommy (Club Lamaze) Hollywood, Calif., nc.
Lynch, Martin E. (Camerens Casino) Syracuse, N. Y., nc.

McBride, Jack & Flo (Kimo) Albuquerque, N. M., t.
McDonald, Ray & Grace (Walton) Philadelphia, h.
McGowan, Three (Cocoanut Grove) Minneapolis, nc.
McKenzie, Don & Betty (Cocoanut Grove) Minneapolis, nc.
McKenzie, Don & Betty (Castle Royale) St. Paul, nc.
McLean, Bobby (College Inn) Chicago, nc.
McNair, Patsy (Pirrone's) Los Angeles, nc.
McKulty, June (Cocoanut Grove) Minneapolis, nc.
Mack, Dave (Pirrone's) Los Angeles, nc.
Mack, Sunny (Dutch's) Chicago, c.
Mack, Winnie (Rainbow) Great Falls, Mont., 22-24, t.
Mackey, Carol (Four Horsemen Club) Philadelphia, nc.
Maddux, Frances (Rainbow Room, Radio City) New York, nc.
Mahon & Rucker (Alexander Young) Honolulu, h.
Mahoney, Will (Empire) New Cross, London, 1-30, t.
Malina, Luba (Hollywood) New York, re.
Mann, Dupree & Lee (New Lookout House) Covington, Ky., nc.
Mann, Peggy (Park Central) New York, h.
Manners, Florine (Dutch's) Chicago, c.
Manning & Glass (Apollo) Nuremberg, Germany, Dec. 16-31, t.
Manning, Peggy (Electric) Kansas City, Kan., t.
Mansen, Vera (Sweepstakes) Cleveland, nc.
Manya & Drigo (Waldorf-Astoria) New York, h.

Marcellino, Muzzy (New Yorker) New York, h.
March of Rhythm (Orph.) Winnipeg, Can., t.
Marco & Rozika (Via Lago) Chicago, nc.
Mardo, Al (Kimo) Albuquerque, N. M., t.
Margent Sisters (Electric) Kansas City, Kan., t.
Marlowe, Bobby (Arrowhead Inn) Cincinnati, nc.
Marlowe, Selma (Century) Baltimore 18-21, t.
Martin, Marian (Hollywood) New York, re.
Martin & Marvel (Cassano) Cincinnati, nc.
Martin, Tommy (Fox) Detroit 18-21, t.
Mars, Happy (Castle Farms) Lima, O., nc.
Marino, Joe (Hi-Hat Club) New York, nc.
Martin, Dolly (18 Club) Chicago, nc.
Martin, Virginia (Hipp.) London, Eng., 1-30, t.
Marshall & Inez (Edgewater Beach) Chicago, h.
Masked Band of Mystery (Rainbow) Great Falls, Mont., 22-24, t.
Mason, Eileen (Show Boat) Pittsburgh, nc.
Mason, Jack, Revue (Club Richman) New York, nc.
Mathews, Helen (Kit Kat) New York, nc.
Masliff, Gibson & Lee (Rainbow) Great Falls, Mont., 22-24, t.
Max, Mae (Martini) Galveston, Tex., t.

Maxon & Wood (German Village) Columbus, O., nc.

BOBBY MAY

THE JUGGLER
BERT WISHNEW (RKO) NAT KALCHEIM (Wm. Morris Office.)

May, Jean (Royal Palm Club) Miami, nc.
Maye, Dorothy (German Village) Columbus, O., nc.
Mayor, Lottie (Fox) Detroit 18-21, t.
McDonald, Tecnie (Von Thenen's) Chicago, c.
Meagher, Billy (Club Minute) Chicago, nc.
Medrano & Donna (Savoy Plaza) New York, nc.
Melba, Elena (Italian Gardens) Pittsburgh, nc.
Mele, VI (Commodore) New York, h.
Melton & Shay (Barrel of Fun) New York, nc.
Melvin, Joe (Capitol) Aberdeen, S. D., 19-21, t.
Melzoras, Six Flying (Fair) Brunswick, Ga.; (Fair) Tallahassee 25-30.
Meredith, Jack (Curley's Cabaret) Minneapolis, cb.
Meredith, Tiny (Music Box) San Francisco, nc.

Miller, Louise (National) Louisville, Ky., t.
Miller & Miller (Black Cat Casino) Wilmington, Del., nc.
Millani, Johnny (Torch Club) San Francisco, nc.
Mills, Tommy (Place Elegante) New York, nc.
Modernists, Four (Paradise) New York, re.
Mohamed & Jbara (French Casino) New York, nc.
Molasses 'n' January (Stanley) Pittsburgh 18-21, t.
Moore, Lela (Mich.) Detroit 18-21, t.
Moore, Sadie (Club Alabam) Chicago, nc.
Moore & Revel (Paradise) New York, re.
Morgan, Dorothy (Jimmy Kelly's) New York, nc.
Morgan, Helen (House of Morgan) New York, nc.
Morgan, Mae (Oriental) Chicago, t.
Morlia (Gypsy Tavern) New York, nc.
Mortia, Alvin (Temple Meridian, Miss., t.
Mulcahy, Gus (Tower) Kansas City, t.
Murdock & Mayo (Paramount) Idaho Falls, Ida., t.
Murphy, J. Harold (Fox) Washington, D. C., 18-21, t.

Murray, Ken (Kit Kat) New York, nc.
Murray & King (Colonial) Dayton, O., h.
Music Hall Boys (St. Moritz) New York, h.
Myers, Stan, & Orch. (Marbro) Chicago, t.
Meyer's, Stanley, Band (Beacon) Vancouver, Can., 18-21, t.

N

Nanette (Hi-Hat Club) Chicago, nc.
Neale, Charles (Deauville) New York, nc.
Neff Brothers (Madison) Philadelphia, nc.
Nichols, Les (Temple Meridian, Miss., t.
Nicholls, Howard (Ufa-Palast) Hamburg, Germany, 1-30, t.
Niesen, Gertrude (RKO) Boston 18-21, t.
Nina & Rose (Walton) Philadelphia, h.
Niva, Vira (Palmer House) Chicago, h.
Nord & Jeanne (State-Lake) Chicago, t.
Norman, Al (Earle) Washington, D. C., 18-21, t.

O

O'Brien, Jack (Sweepstakes) Cleveland, nc.
Olivette, Nina (Colonial) Dayton, O., t.
O'Malley, Pat (Blackstone) Chicago, h.
O'Neal, Cackles (Colonial) New York, re.
Odzark, Danny (New Casino) Toledo, O., nc.
One Hour With You (Earle) Washington, D. C., 18-21, t.
Orva, Madam (Lafayette) Haverhill, Mass., t.
Ost, Charles Jr. (Flamingo Club) Orlando, Fla., nc.
Osterman, Jack (Vanity Fair) Chicago, nc.
Oujidas, The (Condado) San Juan, Porto Rico, h.

P

Page, Muriel (Oriental) Chicago, t.
Palmer & Doreen (National) Detroit; (Rialto) Flint 24-25; (Maj.) Port Huron 28-29, t.
Paree, Pat (Paradise) New York, re.
Parish, Mae (Club Arbo) Charlotte, N. C., nc.
Park & Clifford (Pal.) Rochester, N. Y., 18-21, t.
Parker, Marlon (Club Alabam) Chicago, nc.
Parsons, Kay, Revue (Rene) New York, c.
Pat & Marilyn (Prowler) Detroit, nc.
Patou Sisters (Hollywood) New York, re.
Payne, Chuck (Rex Arms) St. Paul, h.
Payton, Florence (Grand) St. Louis, t.
Peabody, Eddie (Riverside) Milwaukee, t.
Pearce, Nayan, & Don Carthy (Park Central) New York, h.
Peck, Lew & Boys (After the Show Club) Chicago, nc.
Peck, Eddie (Club Riviera) Pittsburgh, nc.
Peebles, Harriet (Pioneer Club) Detroit, nc.
Pennington, Billie (Shell Beach Club) Lake Charles, La., nc.
Perkins, Johnny (Pal.) Rochester, N. Y., 18-21, t.
Perkins, Ray, & CBS Amateurs (Harmanus Bleecker Hall) Albany, N. Y., 18-21, t.
Perry, Tom (Del Monte) New York, nc.
Phelps Twins (Paramount Club) Chicago, nc.
Phillips & Sylvia (Roxy) Cleveland, t.
Pick & Pat (Stanley) Pittsburgh 18-21, t.
Pierre & Sylvia (Pirrone's) Los Angeles, nc.
Pisot, Harry (Tuite & Deane's) Chicago, c.
Pitt, John (Wooden Shoe) Chicago, c.
Powell, Bill (Music Box) San Francisco, nc.
Powers, Claire (Harry's N. Y. Cabaret) Chicago, nc.
Prendergast, Agnes (Turf Club) Pittsburgh, nc.
Preichard, Ann, & Jack Lord (New Yorker) New York, h.
Prosper & Maret (Earle) Washington, D. C., 18-21, t.

Q

Quixano, Don (Golden Pheasant) Shenandoah, Pa., nc.

R

Radio Rogues (Chez Paree) Chicago, nc.
Radio Rubes (Stanley) Pittsburgh 18-21, t.
Rano, & Ramona (Cocoanut Grove) B. C., cb.
Rancho Grande Revue (Capitol) Aberdeen, S. D., 19-21, t.
Rand, Katherine (Walton) Philadelphia, h.
Rand, Betty (Stanley) Utica, N. Y., 18-21, t.
Randall, Jack, Four (Ritz), Muskogee, Okla., t.
Rankin, Thelma (18 Club) Chicago, nc.

Raye, Gilbert & Vicky (Mac Van's) Buffalo, N. Y.
Raye, Martha (Morrison) Chicago, h.
Raven, Hal & Hilda (Martini) Galveston, Tex., t.
Rasha & Rhonda (German Village) Columbus, Ray, Margie (Shell Beach Club) Lake Charles, La.
Read, Jimmy (Paramount) Idaho Falls, Ida., t.
Reasons, Three (Music Box) San Francisco, nc.
Rebel, Margot (Harry's N. Y. Cabaret) Chicago, nc.
Reid, Gus, Orch. (Electric) Kansas City, Kan., t.
Renaud, Rita (Maxim's) New York, nc.
Renee (Condado) San Juan, Porto Rico, h.
Reynolds, Al (Marquette Club) Chicago, nc.
Reynolds & White (Marbro) Chicago, t.
Ricardo, Don, Continentals (Capitol) Aberdeen, S. D., 19-21, t.
Ricardo & Renee (Ye Olde Tav.) Ft. Wayne, Ind., nc.
Richards, Toots & Jackie (Club Monte Carlo) Sheboygan, Wis., nc.
Richards, Sally (Marquette Club) Chicago, nc.
Rickard, Earl (Colosimo's) Chicago, nc.
Ricker, Al (Kit Kat) New York, nc.
Riedel, Ted (Club Silhouette) Chicago, nc.
Rim & Peterson (Club Silhouette) Chicago, nc.
Rio, Rita (State-Lake) Chicago, t.
Ritz Carlton Blondes (Kimo) Albuquerque, N. M., t.

Roberts & White (Wivel's) New York, re.
Roberson, Bob (Hipp.) London, Eng., 1-30, t.
Rodrigo & Franchini (Deauville) New York, nc.
Rogers, Amelia (Cocoanut Grove) Minneapolis, nc.
Rolsman's Broadway Bandwagon (Helen Bach Trio, Doc Zander, Richardson Twins, Rich Barlow, Edna & West) Chicago, 18-21, t.
Roos, Ben (Paramount) Abilene 21, t.
Rollins, Mimi (Ben Marden's Riviera) Englewood, N. J., nc.
Rolls, Billy & Dorothy (Riverside) Milwaukee, t.
Rolph, Wynne (Wivel's) New York, re.
Romero, Carmita (French Casino) New York, nc.
Roof Garden Orch. (Kimo) Albuquerque, N. M., t.
Rook, Isabel (Eclipse) Philadelphia, nc.
Roosan & Seville (Terrace Room) Chicago, h.
Rose, Harry (Century) Baltimore 18-21, t.
Rosini (Stevens) Chicago, h.
Ross & Edwards (State) New York 11-14, t.
Rowboat Boys (Kit Kat) New York, nc.
Roxanne (Madeleine's) New York, nc.
Roy Sisters (Chez Paree) New Orleans, nc.
Royce, Thelma (Silver Grill) St. Paul, nc.
Rubin, Benny (Century) Baltimore 18-21, t.
Rush & Lee (Curley's Cabaret) Minneapolis, cb.

Russell, Jack (Pioneer Club) Detroit, nc.
Ruthina & Malcolm (Ben Marden's Riviera) Englewood, N. J., nc.
Ryan, Maxie (Cocoanut Grove) Minneapolis, nc.

S

Samuels, Al (Village Grove Nut Club) New York, nc.
Santos & Elvira (Jimmy Kelly's) New York, nc.
Sargent, Jack (Ringside) St. Louis, nc.
Savage, Jean (Southern) Baltimore, h.
Savoy, Harry (Oriental) Chicago, t.
Sax, Ray (Pal.) Rochester, N. Y., 18-21, t.
Sax, Ray (Pal.) Rochester, N. Y., 18-21, t.
Schaenfeld, Franz (Vine Gardens) Chicago, c.
Schaps, Sid (16 Club) Chicago, nc.
Schozalas, Three (Freddie's) Cleveland, c.
Schwigick, Edna (Paradise) New York, re.
Sedley, Roy (Del Monte) New York, nc.
Severin, Billy (Oriental) Chicago, t.
Seymour, Tommy (Paramount) Idaho Falls, Ida., t.
Shay & Parker (Orph.) Winnipeg, Can., t.
Shelton, Gene (Paladium) London 11-30, t.
Sheppard & Carlton Revue (Fox) Washington, D. C., 18-21, t.
Sherburne, Billie (Plaza) Pittsburgh, c.
Sherman, Bee Bee (Riverside) Milwaukee, t.
Sherman Bros. (College Inn) Montreal 18-24, nc.
Shields & Randall (Collage) Muskogee, Okla., t.
Shipstad & Johnson (College Inn) Chicago, nc.
Shipstad, Roy (College Inn) Chicago, nc.
Shott, Louise (Music Box) San Francisco, nc.
Shota, Ethel (Collage) New York, nc.
Simon, Sisters (Hi-Hat Club) Chicago, nc.
Sissle, Noble, & Orch. (Orph.) Minneapolis 18-21, t.
Simkins, Arthur Lee (Grand Terrace) Chicago, nc.
Simmons, Hilda (1923) Philadelphia, nc.
Simon, Henry (Parody Club) Chicago, nc.
Sinton Sisters (Hi-Hat Club) Chicago, nc.
Sirens in Satin (Beacon) Vancouver, Can., 18-21, t.
Small, Mary (Stanley) Pittsburgh 18-21, t.
Snyder, Billy (College Inn) Chicago, nc.
Soldier Will (National) Louisville, Ky., t.
Soldiers of Fortune Band (Martini) Galveston, Tex., t.
Somersaults, Three (Oriental) Chicago, t.
Sonya & Romero (Washington-Youree) Chicago, h.
Spear, Harry (Ben Marden's Riviera) Englewood, N. J., nc.
Spsitany, Phil, & Orch. (Wis.) Milwaukee 18-21, t.
Springer, Chet (Ventura) Ashland, Ky., h.
Sprott, Horton (Met.) Boston 18-21, t.
Stanley, Shannon (Beacon) Vancouver, Can., 18-21, t.
Starr, Gloria (Club Alabam) Chicago, nc.
Step Brothers, Four (Stanley) Pittsburgh 18-21, t.

Stone, Dorothy, & Charles Collins (Ambassador) New York, h.
Stone, Bernice (Alhambra) Paris 23-Dec. 10, t.
Stone, Mary (Hi-Hat Club) Chicago, nc.
Straosphere Revue (Rainbow) Great Falls, Mont., 22-24, t.
Stretch & Strain (Back Stage) Cleveland, nc.
Stutz, Richard (Park Central) New York, h.
Sullivan, Marguerite (The Mansion) San Antonio, Tex., nc.
Sutton, Paul (Shell Beach Club) Lake Charles, La., nc.
Sutton, Paul (Chez Paree) Indianapolis, nc.
Swan, Lucille & Marie (Grand) St. Louis, t.

Swann, Russell (Waldorf-Astoria) New York, h.
Sykes, Harry (Paramount) Idaho Falls, Ida., t.
Sylvia & Clemence (Oriental) Chicago, t.
Symington, Mrs. Eve (St. Regis) New York, h.
Taka Sisters, Thrae (Harry's N. Y. Cabaret) Chicago, nc.
Talbert, Ray (Club Monte Carlo) Sheboygan, Wis., nc.
Tappan, Maxine (Ambassador) New York, h.
Taylor, Dorothy (Airport Tav.) Cleveland, nc.
Taylor, Estelle (Biltmore) New York, h.
Taylor, Flo (South Side Rendezvous) Chicago, c.
Taylor, Jack (Club Arbo) Charlotte, N. C., nc.
Terry Tarr Girls (Electric) Kansas City, Kan., t.
Thais (Old Roumanian) New York, nc.
Theodore & Drensha (Delmonico's) New York, nc.
Thomas, Eloise (South Side Rendezvous) Chicago, c.
Thorson, Carl (Temple Meridian, Miss., t.
Thun, Dagmar (Von Thenen's) Chicago, c.
Tint Al (Green Mill) Saginaw, Mich., nc.
Townsend, The (Montclair) New York, h.
Tracy's, Jack, Boulevardiers (Capitol) Calgary, Can., t.
Trojans, Four (Ufa-Palast) Hamburg, Germany, 1-30, t.
Tucker, Snakships (Connie's Inn) New York, nc.
Twyne, Arthur (Club Comique) Los Angeles, nc.
Tye & Phillips (Plaza) Pittsburgh, c.
Tyler & St. Clair (Rainbow) Great Falls, Mont., 22-24, t.

V

Vallee, Rudy, & Orch. (Downtown) Detroit, 18-21, t.
Van & Van (Castle Royale) St. Paul, nc.
Vaughn, Virla (Club Alabam) Chicago, nc.
Villani, Freddie (Madison Casino) Chicago, nc.
Veloz & Yolanda (Palmer House) Chicago, h.
Vernille, Nitz, & Don Donaldson (Versailles) New York, nc.
Vernon, Pat (Mayfair Casino) Cleveland, nc.
Veronica, Helen (Club Alabam) Chicago, nc.

W

Wade, Billy (Electric) Kansas City, Kan., t.
Wages, Johnnie (Mayfair Club) Mansfield, O., nc.
Wages, Johnnie (Hub) Zanesville, O., nc.
Wakefield, Oliver (Rainbow Room, Rockefeller Center) New York, nc.
Walker, Buddy (New Lookout House) Covington, Ky., nc.
Walker, Mary, Jane (Stevens) Chicago, h.
Waltons, Three (National) Louisville, Ky., t.
Wamby, Donna (Hub) Zanesville, O., nc.
Ward, Ada (Connie's Inn) New York, nc.
Ward, Helen (Congress) Chicago, h.
Ward, Helen (Congress) Chicago, h.
Ward & Vokes (Martini) Galveston, Tex., t.
Ware, Dick (Paramount Club) Chicago, nc.
Warren, Joan (Eagle Cafe) Chicago, c.
Warwick Sisters, Three (1833 Club) Philadelphia, nc.
Wasnau, Linda (Royale-Frolchs) Chicago, nc.
Wayne, Clifford, Six (Capitol) Calgary, Can., t.
Webb, Nella (Normandie) New York, nc.
Welch, Dorothy (Castle Royale) St. Paul, nc.
Wellington, Marcelle (Nixon) Pittsburgh, c.
Wesse & Roberts (Beacon) Vancouver, Can., 18-21, t.
White, Harry (Tuite & Deane's) Chicago, c.
White, Jack (Jim Healy's Rendezvous) New York, nc.
White, Olive (Hollywood Garden) Warren, O., re.
Whiting, Jack (Pal.) London 1-30, t.
Whitlock Sisters (Villa Valencien) Springfield, Ill., nc.
Wight, Carl (Patterson) Bismarck, N. D., h.
Wiles, Three (Colonial) Dayton, O., t.
Williams, Art (After the Show Club) Chicago, nc.
Williams Bros. (Royal Hawaiian Club) San Francisco, nc.
Williams, Jerry (Man About Town) New York, nc.
Williams, Janis (Ben Marden's Riviera) Englewood, N. J., nc.
Winehill, Cliff (Arrowhead Inn) Cincinnati, nc.
Winslette, Emily (Temple Meridian, Miss., t.
Winters, Karleen (Curley's Cabaret) Minneapolis, cb.
Winton & Diane (Arabian Supper Club) Columbus, O., nc.
Wolf, Gray, Iron Heart & Little Dear (Capitol) Calgary, Can., t.
Wonder Girls, Five (State-Lake) Chicago, t.
Wonder, Tom & Betty (Marbro) Chicago, t.
Woods & Bray (Northwood Inn) Detroit, nc.
Worth, Billie (Kit Kat) New York, nc.
Wright, Bubbles (Club Alabam) Chicago, nc.
Wright, Cobina (Mons Paris) New York, nc.
Wright, Charles (Weylin) New York, h.
Wynne, Carl (Capitol) Calgary, Can., t.

Y

York & Lewis (Jimmy Kelly's) New York, nc.
York & King (Met.) Boston 18-21, t.
Yost, Ben, & California Varsity Eight (Hollywood) New York, re.
Yvonne & Everett (Pennsylvania) Philadelphia, h.
Yvette, Mile. (Club Trouville) San Francisco, nc.

Z

Zanetti & Coles (Club Lido) Montreal 18-24, nc.
Zeller & Wilbur (Grand) St. Louis, t.
Zolla, Eddie (After the Show Club) Chicago, nc.

BANDS AND ORCHESTRAS

(Routes are for current week when dates are given.)

Adams, Johnny (Greyhound Lines) Dayton, O., re.
Adcock, Jack (Yorktown Tav.) Elkins Park, Pa., nc.
Alvin, Danny (Gold Coast Embassy Club) Chicago, nc.
Ammons, Albert (Club de Lisa) Chicago, nc.

Armand, Johnny: (Woodrow Wilson) New Brunswick, N. J., h.
Armstrong, Louis: (Connie's Inn) New York, ch.

Austin, Shan: (Eastern Star) Detroit, nc.
Aven, Al: (Greyhound) New York, h.

Barron, Duke: (O'Henry) Greensboro, N. C., h.
Barron, Blue: (Paradise Showboat) Troy, N. Y., no.

Bartel, Jeno: (Ambassador) New York, h.
Batkin, Alex: (St. Moritz) New York, h.

Belasco, Leon: (Chez Paree) Chicago, nc.
Benson-Cole: (The Stables) Detroit, nc.

Berger, Jack: (Astor) New York, h.
Black, Bob: (Pere Marquette) Peoria, Ill., h.

Black, Ted: (Showboat) Troy, N. Y., nc.
Blaine, Jerry: (Continental) Newark, N. J., c.

Boulanger, Charles: (Oriental Gardens) Chicago, r.
Boyd, Zek: (Marigold) Denver, Colo., re.

Breese, Louis: (Weylin) New York, h.
Brigode, Ace: (Music Hall) Cincinnati, h.

Bring, Lou: (House of Morgan) New York, no.
Brito, Alfredo: (Versailles) New York, ch.

Bromberg, Sammy: (Von Thensen's) Chicago, o.

Buccaners: (George Vanderbilt) Asheville, N. C., h.

Buisseret, Armand: (Stevens) Chicago, h.
Burkhardt, Johnny: (Jefferson) St. Louis, h.

Busse, Henry: (Oriole Terrace) Detroit, nc.

Caceres, Emilio: (Mayfair) Detroit, nc.
Campbell, Jimmie: (Marquette Club) Chicago, nc.

Carlton, Duke: (Club Nightingale) Wausau, Wis., no.

Carpenter, Don: (Old Country Club) Phoenix, Ariz., cc.

Chester, Bob: (Washington-Youree) Shreveport, La., h.

Childs, Reggie: (Essex House) Newark, N. J., h.

Christie, George: (Club Silhouette) Chicago, c.

Clancy, Louie: (Dempsy) Macon, Ga., h.

Coleman, Emil: (St. Regis) New York, h.

Conroy, Irving: (Arrowhead Inn) New York, ro.

Continental Gypsies: (L'Aiglon) Chicago, o.

Copeland, Eddie: (Casino) Sea Cliff, L. I., N. Y., b.

Cornelius, Paul: (Rialto) Cincinnati, t.

Coronado Ork.: (Castle Royale) St. Paul, Minn., nc.

Cugat, Xavier: (Waldorf-Astoria) New York, h.

Cummins, Bernice: (Roosevelt) New York, h.

Curtis, Jack: (Club Astec) Milwaukee, no.

Dalley, Frank: (Meadowbrook) Cedar Grove, N. J., ro.

Demar: (Madeleine) New York, nc.

Danzig, Eli: (St. George) Brooklyn, h.

Daw, Freddie: (Graemere) Chicago, h.

De Barbary, Yoshka: (Dubonet) New York, c.

Denny, Jack: (French Casino) New York, ob.

Dickerson, Carroll: (Grand Terrace) Chicago, nc.

Gendron, Henri: (Royale Follies) Chicago, b.

Gill, Emerson: (Antlers) Colorado Springs, Co., h.

Glavin, Irving: (Pierre) New York, h.

Goodman, Benny: (Congress) Chicago, h.

Gordon, Frank: (Nicollet) Minneapolis, h.

Gotthelf, Manfred: (Monte Cristo) Chicago, r.

Grant, Bob: (Savoy Plaza) New York, h.

Gruber, Murray: (Empire) New York, h.

Grier, Jimmy: (Biltmore) Los Angeles, h.

Hall, George: (Taft) New York, h.

Harris, Little Jackie: (White House) Newark, N. J., h.

Hart, Phil: (Shubert) Cincinnati, t.

Harris, Charles: (Rendezvous) Aurora, Ill., nc.

Hawkins, Jess: (Merry Gardens) Chicago, b.

Haynes, Frank: (Congress) New York, cb.

Heldt, Horace: (Drake) Chicago, h.

Henderson, Fletcher: (Roseland) New York, b.

Herman, Dave: (Jack Dempsey's) New York, re.

Hessberger, George: (Old Heidelberg) Chicago, c.

Hill, Teddy: (Ubangi) New York, nc.

Hines, Earl: (Grand Terrace) Chicago, c.

Hoff, Carl: (French Casino) New York, ch.

Hollander, Will: (Sheburne) Atlantic City, h.

Holst, Ernie: (El Morocco) New York, nc.

Hope, Earl: (Normandie) New York, nc.

Jenkins, Claude: (Cotton Club) New York, h.

Hopkins, Josh: (Broad St. Tavern) Pawtucket, R. I., c.

Hullberg, Henry: (Faust) Rockford, Ill., h.

Huntley, Lloyd: (Stetler) Buffalo, h.

Janis, Freddie: (Parody Club) Chicago, nc.

Jarman, Lop: (Showboat) St. Louis, nc.

Jeselnik, Eugene: (Hollywood) New York, cb.

Jennings, Ted: (Gale Fara) Cincinnati, nc.

Johnson, Charlie: (Small's Paradise) New York, nc.

Johnson, Johnny: (Commodore) New York, h.

Jones, Isham: (Lincoln) New York, h.

Joy, Violet: (Lincoln Highway Inn) Mishawaka, Ind., nc.

Kahn, Art: (Case de Alex) Chicago, a.

Oliver, Fiorello: (Anna Held's) New York, re.

Olman, Val: (Rainbow Grill, Radio City) New York, h.

Olsen, George: (College Inn) Chicago, nc.

Pablo, Don: (Green Mill) Saginaw, Mich., nc.

Facelli, Bob: (Granada) Chicago, nc.

Fancher: (Fara) New York, h.

Farker, Johnny: (Knickerbocker Club) Chicago, c.

Faulk, Don: (Bass Lake) Vestaburg, Mich., nc.

Ferry, Bob: (Graemere) Chicago, h.

Ferdarvis, Paul: (Pal) San Francisco, h.

Ferry, Ron: (St. Moritz) New York, h.

Peterson, Eric: (Seven Gables) Milford, Conn., re.

Platt, Earl: (Broad Street Grill) Harrisburg, Pa., re.

Pollack, Ben: (Roosevelt) New Orleans, h.

Rainbow Ramblers: (Plaza) Haverhill, Mass., h.

Regis, Gene: (Sak's) Detroit, c.

Reichman, Joe: (Stetler) Boston, h.

Reser, Harry: (Greystone) Detroit, br.

Richard, Fred: (Pal) San Francisco, o.

Richards, Don: (Montclair) New York, h.

Rines, Joe: (Mayfair) Boston, nc.

Robbins, Ted: (Rommere) Boston, Mass., h.

Rodrigo, Nando: (El Morocco) New York, h.

Rodriguez: (Versailles) New York, ch.

Romanelli, Luigi: (King Edward) Toronto, Can., h.

Romer, Bill: (Saenger) Hattiesburg, Miss., 21; (Temple) Meridian, Miss., 22-23; (Saenger) Biloxi, Miss., 24, 1.

Rosen, Tommy: (Wisteria Garden) Atlanta, Ga., c.

Roth, Eddie: (Club Alabama) Chicago, nc.

Russell, Jack: (Vanity Fair) Chicago, nc.

Rutherford, Al: (Beaver) York, Pa., h.

Ryder, Al: (Blue Heaven) Chicago, nc.

Sanders, Joe: (Blackhawk) Chicago, h.

Schneider, Sammy: (Ourley's Cabaret) Minneapolis, nc.

Schneider, Sol: (Old Rumanian) New York, re.

Schul, Russell: (Flamingo) Orlando, Fla., nc.

Schulz, Walt: (Indiana Roof) Indianapolis, Ind., h.

Seizer, Irving: (Dixie) New York, h.

Setaro, Fred: (O'Neal's) Vicksburg, Miss.

Red Hot: (Hudson) Union City, N. J., 18-23.

Stepping Stars: (Empire) Newark, N. J., 18-23; (Verba) Brooklyn 25-30.

Vandewaters: (Verba) Brooklyn 18-23; (Republic) New York 25-30.

Anything Goes: (Forrest) Philadelphia 18-30.

Barrymore, Ethel: (American) St. Louis 18-23; (Davidson) Milwaukee 25-30.

Boy Meets Girl: (Broad) Philadelphia 18-23.

Blossom Time: (Mizpah) Ft. Wayne, Ind., 20; (Regent) Springfield, O., 21; (Hartman) Columbus 25-30.

Boyer, Lucienne: (Shubert) Boston 18-23.

Collier's, Chas., Silas Green Co.: Valdosta, Ga., 20; Quitman 21; Cairo 22; Quincy, Va., 23; Tallahassee 25; Monticello 26; Madison 27.

Cornell, Katharine: (Shubert) New Haven, Conn., 20-21; (Court St.) Springfield, Mass., 22-23.

Dodsworth: (Erlanger) Chicago.

First Lady: (Garrick) Philadelphia 18-23.

Fly Away-Home: (Erlanger) Philadelphia 18-30.

Great Waltz: (Nixon) Pittsburgh 18-23; (Masonic Temple) Detroit 25-30.

Her Master's Voice: (Studebaker) Chicago.

Le Gallienne, Eva: (Colonial) Boston 18-23.

My Wine: (Playhouse) Wilmington, Del., 22-23.

Nazimova: (Erlanger) Buffalo 20; (Royal Alexandra) Toronto 21-23.

Old Maid: (Hanna) Cleveland 21-23; (Cass) Detroit 25-30.

Personal Appearance: (Ford) Baltimore 18-23.

Room Service: (Chestnut St.) Philadelphia 18-30.

Scandals: (Boston O. E.) Boston 18-23.

Singing Before Breakfast: (Chestnut St.) Philadelphia 18-23.

Student Prince: (Cox) Cincinnati 18-23.

Swing Your Lady: (National) Washington 18-23.

Three Men on a Horse: (Harris) Chicago.

Three Men on a Horse: (Rymouth) Boston.

Three Men on a Horse: (Memorial) Louisville, Ky., 20; (Tennessee) Knoxville, Tenn., 21; (Tivoli) Chattanooga 22; (Ryman) Nashville 23.

Vandites: (Auditorium) Columbia, S. C., 20; (City Auditorium) Savannah, Ga., 21; (Erlanger) Atlanta 22-23.

Becker, Magician: Des Moines, Ia., 18-23; Mason City 25-30.

Bragg Bros.: Show: W. Burke, Vt., 18-23; Brownington Center 25-30.

Burke & Gordon Show: Loda, Ill., 18-23.

Daniel, 2-10, Magician: Loda, Ill., 18-23.

DeLoe, Magician: Milan, Mich., 18-21; Blissfield 23-30.

Eureka Whaling Exhibit: Brady, Tex., 20; Comanche 21; Stephenville 22; Cleburne 23.

Fletcher's, Harry: Purple Sage Riders: Santa Fe, N. M., 20-21; Socorro 22; Las Cruces 23; (Silco) Silver City 24-25.

George, Great, Co.: Gorham, Me., 20; Townsend, Mass., 21; (Chateau) Montreal, Can., 22-26; (Dominion) Montreal 27-30.

Gilbert & Sutton's Revue: Sumter, S. C., 18-19.

Indoor Adv. Co.: Hattiesburg, Miss., 18-30.

Johnson, Judith, Mentalist: Smethport, Pa., 18.

Latham's Dogs & Monkeys: Opelika, Ala., 20-23.

Leitch, L., Palmist: (Caroline) Charlotte, N. C., 18-19.

Marine-Pirestone Co.: Waco, Tex., 18-23.

(See ROUTES on page 70)

MINSTRELSY—

(Continued from page 27)

column for an answer, with silence a polite negative. Read the column every week. It's all in fun for the minstrel boys only. Before I close, I wonder if 'Hi-Brown' Bobby Burns remembers when he panned John W. Vogel to Pop Sank during Bobby's first season in minstrelsy. How did Bobby get out of this? Ask me."

AL BERNARD, b.-f. singing comedian, known as the "Gentleman From the South," has just completed work on a new comedy minstrel song, 67 Men in Savannah, and the new ditty is now on the music counters. Piping from the Big Town, Al typewrites: "Always read the column with interest. Glad to hear about the old bunch, Lasses White, Billy Doss, Bert Swor and the rest of the gang."

IT SURE LOOKED like old times to read the column last week," shoots Prof. Walter B. Leonard from Glens Falls, N. Y. "Hope the boys will keep it up. Glad to see our old friend Buck Leahy back in. He was the man who put the 'do you remember' on the map. Al Tint just slipped in to fill space. Quite a confab going on among Bobby Burns, Sam Gill, Al Tint and other apostles of the cork opra. Keep it up, boys, but tell the truth. Say, Buck, where you've all been so long and so quiet? Did the show world fold? Hope Bob Reed will come out of 'com' and shoot a few lines to his many friends. Be careful, boys, and don't say too much against the amateur or local talent minstrels. Remember, if it were not for that same little trick many of the old-time minstrels would be at liberty. Be charitable."

AGENTS and OFFICES HANDLING BANDS and ORCHESTRAS
Take advantage of the Free Listing Offer for Your Bands in The Billboard Orchestra Directory in the Holiday Greetings Number.
The Band and Orchestra Section of the Holiday Greetings Number of The Billboard will contain as one of its main features, The Billboard Orchestra Directory. This will be the most complete directory of its kind ever published.
Write us today, listing the names of all the bands handled by your office.
JOSEPH CSIDA, JR., Manager, Band and Orchestra Section of the Holiday Greetings Number, The Billboard, Dept. 02, 1564 Broadway, New York, N. Y.

Mack, Austin: (Harry's N. Y. Cabaret) Chicago, c.
Madriguera, Enric: (Morrison) Chicago, h.
Mann, Milton: (Village Barn) New York, nc.
Mannone, Winy: (Famous Door) New York, nc.
Maples, Nelson: (Ye Olde Tavern) Port Wayne, Ind., nc.
Martell, Paul: (Arcadia) New York, b.
Mayno, Artie: (Belmont Grill) Bridgeport, Conn., re.
Meeker, Bobby: (De Witt Clinton) Albany, N. Y., c.
Messner, Dick: (Donohue's) Mountain View, N. J., nc.
Meyers, Jack: (Olub New Yorker) New York, nc.
Miller, Dave: (Wisconsin Roof) Milwaukee, br.
Miller, Gene: (The Elms) Excelsior Springs, Mo., h.
Mohr, Bob: (Desauville Club) Santa Monica, Calif., cc.
Monroe, Jerry: (Cirque) New York City, b.
Moran, Jack: (Hollywood) Tonawanda, N. Y., c.
Moss, Joe: (Vanderbilt) New York, h.
Mulligan, Norvy: (Oooonut Grove) Minneapolis, nc.
Naples, Ernie: (Frank O. White) Dunkirk, N. Y., re.
Navara, Leon: (St. Moritz) New York, h.
Navarre, Ted: (Roseland) Brooklyn, N. Y., br.
Nelson, Ozzie: (Lexington) New York, h.
Nentwig, Carl: (Vine Gardens) Chicago, c.
Niebsaur, Eddie: (Casino Moderne) Chicago, nc.
Nielson, Paul: (Park Avenue) Detroit, h.
Nielson, Joe: (Club Havana) Chicago, nc.
Noble, Ray: (Rainbow Room) New York, nc.

INDEPENDENT BURLESK

Big Revue: (Gayety) Baltimore 18-23; (Gayety) Washington 25-30.
China Dolls: (Howard) Boston 25-30.
Dimpled Darlings: (Howard) Boston 18-23; (Worcester) Worcester 25-30.
Fish and Dash: (Republic) New York 18-23; (Trocadero) Philadelphia 25-30.
Garden of Girls: (Worcester) Worcester, Mass., 18-23; (Hudson) Union City, N. J., 26-30.
Oke, Duke: (Family) Mahanoy City, Pa., 20; (Maj.) Williamsport 21; (Orph.) Reading 22-23; (Gayety) Baltimore 25-30.
Popplin the Cork: (Trocadero) Philadelphia 18-23; (Lyric) Altoona 25-26; (Family) Mahanoy City 27; (Maj.) Williamsport 28; (Orph.) Reading 29-30.
Record Breakers: (Gayety) Washington 18-23; (Empire) Newark, N. J., 25-30.

Fine Closing For R-B Show

Tour ends at Miami, Fla., Nov. 12—best season since 1926, says Gumpertz

MIAMI, Fla., Nov. 18.—Following on the heels of a hurricane that swept across Southeast Florida, the Ringling-Barnum Circus came here November 11-12, just one week after the big blow. The first night was a turnaway and in the afternoon there was almost a sell-out. Fair business was done the second day.

The Miami engagement brought to a triumphant close the best season the circus has enjoyed since 1926, Gumpertz pointed out with pride, as the circus prepared to move on to winter quarters at Sarasota. The performances this year brought out a deluge of out-size dollar bills and clinking gold coins the public had salted down in moldy hiding places for some such day of jubilee. Yes, times, gauged by the circus barometer, are definitely better. (The gold went to the government.)

Memories of years ago when the Buffalo Bill Wild West Show was in full swing were recalled when Colonel Frank Small journeyed to Miami to be the guest of his old friend Mr. Gumpertz. The veteran circus publicity director lives in Lake Worth, Fla. He and his old friend had not met in more than a quarter of a century.

SARASOTA, Fla., Nov. 18.—Leaving Miami after two days and with a clean bill of health from authorities who two years before had criticized "overcrowding" at the night show, the Ringling Bros. and Barnum & Bailey Circus returned to quarters here Wednesday and yesterday the process of stowing away for the winter was practically complete.

With every man and woman admittedly glad that the season, some two weeks longer than last year, was over, the circus personnel seemed to be in excellent physical condition. The condition of the rolling stock, animals and other equipment was excellent and did not show the ravages of a 15,000-mile trek over the country as might be expected.

Traveling in three instead of the usual four sections, the circus came into Sarasota traveling over the Seaboard Air Line Railway, along a route that

(See FINE CLOSING on page 37)

Drukenbrod Back Home

CANTON, O., Nov. 18.—Sterling (Duke) Drukenbrod, manager of the Hagenbeck-Wallace Side Show, is back home here following the closing of the show's tour at Paris, Tex. He reports the Side Show registered the best business in several years and was especially good during the several weeks' stay in Texas. He plans to spend the winter with his parents here. Personnel of his show remained intact from the opening until the end, he stated.

Morton Donates to Chest

HOUSTON, Nov. 18.—Bob Morton climaxed a week of successful business and social activities here by becoming a member of the Better Business Bureau and gave an unsolicited donation to the Houston Community Chest. This was given, according to Morton, "on behalf of every member of my circus."

Show has been tentatively booked for next season.

Watch for

SELLING THE CIRCUS

By Sam J. Clauson

A Special Feature of the CHRISTMAS NUMBER

of The Billboard

Omer Kenyon Lands Much Space in Houston

HOUSTON, Nov. 18.—Omer Kenyon, publicity director for Bob Morton, "hung up" an unprecedented record in this city for newspaper space. A check of Kenyon's scrap book by Mr. Morton and The Billboard representative revealed that more than 10,000 lines of story and cut space had been landed by Kenyon. The Post, dignified morning and Sunday paper, had allowed 4,560 lines; The Chronicle, prominent evening and Sunday paper, came thru with 4,150 lines, while The Press, daily evening paper, handed out 1,398 lines, a total of 10,108 lines, and photos of many principal acts. Kenyon also wedged in some well-timed radio orations. The Billboard was publicized thru the local press, due to the front-page reproduction of Mickey King in issue of November 2.

Ira Watts Resigns From H-W Circus

CINCINNATI, Nov. 18.—Ira M. Watts, assistant manager of the Hagenbeck-Wallace Circus, resigned from the show under date of October 15, a step which he had contemplated and made no secret of all season. Resignation took effect at the end of the season.

Immediately after the show was put away at Peru, Ind., Watts went home to Ft. Scott, Kan., for a brief visit. Will then go to Hot Springs, Ark., for the baths and will make definite announcements of his plans a little later. He will try his hand in other lines of endeavor.

Seeking Relatives Of Paul Cullan

SARASOTA, Fla., Nov. 18.—Authorities tonight were attempting to locate relatives of Paul Cullan, known on the Ringling-Barnum Circus as "Campbell," who was found dead in a rooming house here Friday afternoon. He was taken ill Thursday night and a doctor was called. However, he was found dead by the rooming-house manager, rigor mortis having set in. Cullan was one of the bull men with the show.

He is said to be a native of Scranton, Pa., and a brother is supposed to live there.

Additions to Silver Bros.

EBONY, Va., Nov. 18.—Recent additions to the Silver Bros.' Shows are Murvin Ray and wife, doing comedy table rock and double aerial rings; Neil McCree, hand-balancing in big show and whip cracking in concert.

Walter Dean, baritone player, and Eddie Williams, mechanic, left the show here.

Recent visitors, Mr. and Mrs. J. Almond, Mr. Springer, Frank LaDent, juggler, and other folks from the Almond & Marshall Med Show. Shows which were in this vicinity included Gregory, Trixie Devers and Kay Bros.

Four Shows Presented by Frank Wirth Draw a Total of 190,000

NEW YORK, Nov. 18.—Frank Wirth's Circus for Tigris Temple Shrine, Syracuse, N. Y., last week drew 75,000 people into the Arena for the 12 performances, several turnaways being registered and many spectators occupying seats on the floor. Wirth said on his return here this week. This was Wirth's first circus in Syracuse. Publicity, he said, was first-rate, being handled by Gene Belasco, and the nut was reached on Wednesday of the run. Show was given in three rings.

Wirth's three previous repeat shows of the indoor season—Norwich and New Britain, Conn., and Pittsfield, Mass., pulled 30,000, 40,000 and 45,000, respectively, making a total of 190,000 for the quartet. He announced that Pittsfield has been re-signed for 1936.

Syracuse program: Tournament, Laddie Lamont, Aunt Jemima and Pancakes (Gene Randow and Company), Hip Raymond, Dee's Leaping Dogs, Will Morris, Miacahua, Ray Goody, Oaki and Taki, Randow comedy boxing, May

Morton - Hamid Score in Texas

Turnaways and capacity houses at Houston—had opposition at Ft. Worth

HOUSTON, Nov. 18.—The first Texas venture of the Morton-Hamid combine was a success from every angle, according to information furnished a representative of *The Billboard* by an official of the show. Although the Fort Worth date was "oppositional" by Weaver Bros., Hagenbeck-Wallace and the Arlington Downs race meet, show came out with a "reasonable profit."

Houston, however, got going with a bang. Turnaway on opening night; Tuesday, capacity matinee and night; Wednesday's matinee was capacity with turnaway at night; Thursday's matinee, a turnaway and at night an extra show, both shows capacity. This phenomenal business followed remainder of week. H. M. Robinson and Omer Kenyon boasted a 20-page, 9 by 12-inch program, a 120-foot commercial banner line in big top and spec banners for the elephant herd and camels.

Morton stated that policy of the combine is two units, one to play the East, the other to fill Midwest dates. "We now have," he said, "10 weeks in sight, and our scouts are investigating conditions in other contemplated spots."

Backyard Gossip

Evelyn Stephens, equilibrist of the Dutton Circus Revue, is "making the natives take notice." Johnnie Mae Silverlake paid the local dentist a visit. Nellie Dutton contracted a cold. Sent Miss Stevens in to sub for her aerial number. Edythe Siegrist has practically recovered from her recent injury. Billy is holding down the catcher's position.

Gertrude Thomas is treating the customers to some stunning designs in wardrobe. Ed Reece, of H-W show, paid his respects to the dressing-room gang. G. C. Davis, also of the show, was entertained by Major Lee and the band boys.

(See MORTON-HAMID on page 37)

Gertrude Thomas' Loss

TULSA, Okla., Nov. 18.—Gertrude Thomas, who routines the Christy elephant act with the Morton show, was dealt a severe blow closing night in Houston when a sneak thief broke into her dressing room and made off with her week's salary, in addition to an additional undetermined sum. No wardrobe or jewelry was taken. Miss Thomas had shortly before been handed her salary, but had deferred acceptance of several hundred dollars of money to handle the show train movement to this city.

Houston, which is Miss Thomas' home town, honored her with considerable social exchanges and she had not been overlooked with floral offerings by her admirers.

ACTS AND ROUTES

Acts playing indoor shows, such as circuses, celebrations, bazaars, festivals and expositions, and not with organized units, are invited to send their routes to The Billboard for listing. This is one of our many free services to the profession and acts availing themselves of it will find it advantageous by letting their friends and others interested in their work know their whereabouts. Route information should reach our Cincinnati offices not later than Friday to insure publication in the following week's issue. Address Route Department, The Billboard, Cincinnati, O.

Atwell Club Issues "Call" for Roster

CHICAGO, Nov. 18.—From the rock-bound coast of Maine to the sandy shores of Santa Monica and from the Maple Leaf country to the Rio Grande there are show people and men prominent in other professions carrying membership cards in the Harry A. Atwell Luncheon Club, known as "the club that's different."

A large number of circus people are members and during the year now closing the club has gained fame almost as wide as that of the noted photographer after whom it is named. Irvin Cobb, noted humorist, is a member. So also are Governor Moore of Arizona and Governor Tinsley of New Mexico; Harper Joy, Spokane banker and former president of the Circus Fans' Association; Frank Hartless, present CFA president; Ida Lupino, British stage and screen star; Charlie Murray, screen star; most of the leading circus executives of the country and various others who have made a name for themselves in one field or another.

At the time the club was organized there was little thought that it would grow to its present proportions and so no complete roster was kept. Since its expansion there have been numerous requests for a membership list and to obtain it *The Billboard* was asked to publish a request that members throughout the country send their names and card numbers to Harry A. Atwell, 64 West Randolph street, Chicago, or to *The Billboard*, 54 West Randolph, Chicago. It is desired to obtain a complete list in the next few weeks if possible.

Among members of the club who attended luncheon in Chicago during the past week are Arthur Hopper, Harry Bert, Harry A. Atwell, Frank Braden, Eugene Whitmore, Jack Hickey, Floyd King, Earl DeGlopper, C. W. Finney, Harper Joy, E. W. Johnson, Tex Sherman, Johnny Brazill, Frank Burke, Eddie Bitter, Jack Beach, Fred Wagner and Nat Green.

Pallenberg to Cuba

NEW YORK, Nov. 18.—Emil and Catherine Pallenberg, of Pallenberg's Bears, have been signed for three weeks, with an option of two more, to appear with Santos & Artigas Circus in Havana. Duo left for Tampa, Fla., on Tuesday to meet Fred Bradna, equestrian director Ringling-Barnum Circus, who is taking other acts to Cuba. Show opens November 19, with troupe leaving Florida tomorrow, the Pallenbergs stated.

Tex Sherman's Plans

NEW YORK, Nov. 18.—Tex Sherman, of Hagenbeck-Wallace publicity staff, arrived in town to negotiate with a syndicate to do the continuity on a circus comic strip. After settling this he'll make for Sarasota, Fla., winter quarters of the Ringling show, then probably Miami.

Cole Activities Jan. 1

ROCHESTER, Ind., Nov. 18.—Shop activities at Cole headquarters will begin January 1, according to Zack Terrell. All railroad, baggage, float and other equipment will be given a thorough overhauling.

Rice Draws at Natchez

NATCHEZ, Miss., Nov. 18.—Natchezians and people from the near-by sections of this State and Louisiana crowded the tents of the Rice Bros' Circus here November 7. Children of the orphanages were guests of the management in the afternoon.



With the
Circus Fans

By THE RINGMASTER

President, CFA. Secretary, W. M. BUCKINGHAM.
FRANK H. HARTLESS, 2080 West Lake Street, Chicago, Ill.
Conducted by JOHN SHEPARD, Editor, "The White Tops," 609 Fulton St., Chicago, Ill.

Dr. A. M. McCully, Shelbina, Mo., caught the following shows during the past season: Balley Bros., Cole-Beatty and the Big One.

Col. W. Soaper Sneed, Chicago, visited both Peru and Rochester to witness arrival of the H-W and Cole-Beatty circuses.

Joe M. Helser, Houston, Tex., has a large circus collection, started only last year. He has over 200 photos and many posters and heralds. He hopes to obtain some of the Ringling and Barnum & Bailey and Forepaugh-Sells heralds from 1905 to 1915.

John H. Warnick, Dallas, Tex., sends us a folder or catalog containing guide to an exhibition of paintings, drawings, etc., of circus life, which was exhibited in Dallas recently at Museum of Fine Arts. It impressed him greatly when he visited the museum.

Burtis L. Wilson, Chicago, visited San Antonio recently and had a long confab with President and Mrs. F. H. Hartless while there. Also had long visit with Col. C. G. Sturtevant. Burt saw the H-W Circus at Waco, Tex., and met many of his old friends on the show.

Dallas Jottings

DALLAS, Nov. 16.—Walter Jennier is a recent arrival and is training a pair of seals. His training quarters are at the fairsgrounds, where he is also making his home.

Orange Bros.' Circus arrived last week and will winter here. Quarters are located within 15 blocks of the heart of the city.

Tom Thornton will work the Sears-Roebuck Store for the pre-holiday season, presenting his clown numbers.

Slats Beeson is back in town after working the Duffield Last Days of Pompeii at Houston.

Stallion Headlight Dies

ROCHESTER, Ind., Nov. 16. — Headlight, a five-galting stallion of the Rex Pervine-Bourbon King stock and described by Zack Terrell as one of the most magnificent horses he had ever seen, died shortly after arrival of the Cole train here. Double pneumonia was given as the cause.

Headlight was purchased in Alabama and had been with the show only a few weeks. He was a "special announcement" feature. He was valued at \$2,500, according to Terrell.

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WHAT CAN YOU DO?
Very Long Season.
State lowest salary and all particulars in first letter.
WILSON BROS.' CIRCUS
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THE DARING YOUNG GIRL
HAZEL WILLIAMS
NOW ON TOUR.
ON THE FLYING TRAPEZE
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LOW WORKING ACTS OF ALL KINDS,
Especially Dog and Pony Acts.
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Write for our Finance Plan. OHAS. 6088.
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Vabanque Hurt, Out Of Rose's "Jumbo"

NEW YORK, Nov. 16.—Vabanque, one of the acts imported by George Hamid for Billy Rose's much-postponed *Jumbo*, fell during rehearsal on Wednesday afternoon at the Hippodrome and was taken to Medical Arts Hospital, 57 West 57th street, sustaining a severe injury to his back.

Vabanque arrived here two months ago with other *Jumbo* performers and has been rehearsing diligently along with the remainder of the huge cast. His specialty is a "Leap for Death" on a break-away trapeze. He insisted on returning to the cast, but doctors overruled him. Expected back in perhaps a week, however.

Rigging was declared okeb, accident believed to have been caused by mental strain of continuous rehearsal periods. This caused some observers to speculate on wisdom of rehearsing circus turns so much that they stale, a fact not holding in the case of dance and dialog stuff, where tuning up is important. From that point of view the fall could have been avoided, say these experts.

Billy Rose is sparing no expense in bringing Vabanque around and arranged for constant attention for the stricken performer. Show is scheduled to open tonight.

Leo Grund, of Hamid's staff, is in touch with the hospital every few hours. He's contact man on four other Hamid acts in *Jumbo*.

Beatty Act at Motor Show

ROCHESTER, Ind., Nov. 16.—A temporary lull in post-season activities at the Cole headquarters here was broken on November 13, when 24 dens of Beatty animals were moved to Flint, Mich., for the General Motors show, which opened Friday for a three-day run.

The cats were in charge of Capt. W. K. Bernard and included the entire act. Mr. and Mrs. Beatty departed several days earlier in order to complete arrangements.

The act is due to return on the 19th for a brief rest before movement to Hollywood, where Beatty will make a serial for Mascot Pictures in December and in time for January vaude bookings, which include dates at Detroit, Milwaukee, Pittsburgh, Philadelphia, Washington and Baltimore, with tentative arrangements for other Eastern cities.

In connection with the winter tour, representatives from Ferd Simon and Warner Bros. flew to Indianapolis on Monday to meet Zack Terrell, who reports contracts signed, sealed and delivered.

A herd of elephants and a dog and pony act will move shortly to Evansville, Ind., for a week engagement beginning November 24.

Peru Pickups

PERU, Ind., Nov. 16.—Hagenbeck troupers were plunged in sadness by death of Mrs. Charles Murphy, with message awaiting husband, superintendent of canvas, at Texarkana, Tex., while en route home. Just after leaving last stop William (Heavy) Malone was stricken suddenly and removed to Duke's Memorial Hospital, where he died two days later. Mrs. Murphy was carried to last resting place by Charles Adams, engineer; George Davis, chef; Cheerful Gardner, superintendent elephants; Bert Bennett, 24-hour man; Charles Brady, property superintendent, and Henry Brown, superintendent stock Hagenbeck-Wallace. High esteem in which Mrs. Murphy and Billy Malone were held attested by floral offerings and assemblage of notables of circus world from all sections of country.

Dr. S. D. Malouf, specialist, in charge of patients at city hospital and winter-quarters ward, suffered loss of \$500 worth of surgical instruments past week by robbery. Was advised by cable from Vienna, Austria, of birth of heir to wife, now vacationing in Vienna, Austria. With opening of road season will leave for Europe and accompany family back to States.

Fred Young staged home-coming party for H-W and Cole Bros.' troupers at Jockey Club. Ray Collins is emcee at club.

Bert Nelson, animal trainer, with H-W, will leave for Hollywood, Calif., for two weeks, then back to winter quarters to prepare new routine for winter shows.

Don S. Howland, president Fred War-

rell Tent, CFA, South Bend, Ind., renewed acquaintances here at arrival of Hagenbeck-Wallace and then to Rochester, Ind., as guest of Jess Adkins and Cole Bros.

Harry Parkhurst, aerialist, and mother are back from visit to San Diego, Calif., and Denver, Colo.

Troupers returning before close of road season, due to sickness and injuries: Mabel Gorman, Al G. Barnes, released from hospital and en route to Coast; Earl (Irish) Greer; Heywood Draft, cook, and Charles Sweeney.

Condition of Jess King, aerialist, later in H-W clown alley, confined to his home here, said to be serious. King suffered injuries while working Funny Ford that stated will incapacitate him for life.

George Brown, past season tractor driver with H-W, is now in auto and taxi business.

Eddie Woekener, H-W bandmaster, and wife are back to suburban home here.

Klara Knecht Rounds Out Sixth Season With Shows

CINCINNATI, Nov. 16.—Klara Knecht, educational director of the Cole Bros.-Clyde Beatty Circus, rounded out her sixth season of work ahead of circuses. She confines her work to being in advance, talking over radio stations, before bodies of school pupils in schools, and during vacation time has them assembled in playgrounds, where she tells them circus stories.

During the past season she gave close to 200 radio talks at 83 different stations in 116 towns she made of the 156 visited by the circus. Forty-five towns in which she appeared had no radio stations. Twenty-five stations broadcast the parades during the season. In 68 towns during school months she had the schools closed in 44 of the towns for parade, and 33 closed for the afternoon as well, while other towns permitted children to attend the circus on written excuses. In the 68 school towns she gave 80 talks in schools. She also made a number of talks to civic and other luncheon clubs. She also made arrangements at many stations for interviews on circus day with Clyde Beatty and other stars of the circus. She gave as many as 13 talks in a single town.

In her six seasons she has given 1,109 radio talks from 294 different radio stations in all sections of the country, having been in all States except the Dakotas, Utah, New Mexico and Oklahoma while with the Sells-Floto, Hagenbeck-Wallace and Cole Bros.-Clyde Beatty circuses.

Charlotte, N. C., Gleanings

CHARLOTTE, N. C., Nov. 16.—C. M. Jenkins, local billposter; Grover Hill and E. Kilpatrick, who was on the No. 3 car of Cole Bros.' Circus, had the billing on the opening of Charlotte's new dirt-track races at the old Charlotte Airport. More than 2,700 sheets were placed for the first race on November 3. Jenkins and Hill did the posting and Kilpatrick had charge of lithographs.

Jenkins is now at the Carolina and Imperial theaters, Hill is at the Criterion Theater, Kilpatrick is operating a snipe plant at Gastonia and posting for the State Theater here.

COLE BROS. -- CLYDE BEATTY CIRCUS

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LOU C. DELMORE SIDE SHOW MANAGER
Crillon Hotel, 13th and Michigan, Chicago, Ill.

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Under the Marquee

By CIRCUS SOLLY

AB JOHNSON is clowning in the Logan department store, Chicago.

THE WALTER L. MAIN Circus closed its season at West Union, S. C., November 16.

JIM CURRY clowned for the Hobby Fair at Davis Theater, Pittsburgh, last week.

JOE SHORT postcards that he is re-writing his story, *Daylight on the Swamps*, for a Detroit paper.

LARRY DUNBAR, of the Three Dunbars, now playing in Cincinnati, will soon leave for the West Coast.

MELVIN D. HILDRETH paid a brief visit to the Big One at Richmond, Va., and witnessed part of the performance.

THE RINGLING-BARNUM winter quarters at Sarasota, Fla., will be opened to the public November 27.

CLIFF McDougall and wife were recently at the cemetery at Indio, Calif., to pay their respects to Cliff's dear friend and former boss, Al G. Barnes.

DOCTOR AND MRS. WILLIAM M. MANN, of Washington, visited Ringling-Barnum at Norfolk and were the guests at dinner of Carl Hathaway.

THE "GRAPEVINE" has it that Jorgen Christiansen will return to "his old love," the State and county fairs, next season with a new horse act.

JOE LEWIS, clown cop on the Hagenbeck-Wallace Circus, spent a day in Chicago following the close of the show, then departed for Louisville, Ky.

THE WALLENDAS, of Ringling-Barnum Circus, will sail for London for their third season with Bertram Mills' Circus.

CAPTAIN PROSKE and his tiger act exhibited at a special performance staged at the seventh annual Variety Club Banquet in Pittsburgh November 10.

PAULINE KING will soon undergo a serious operation. She will appreciate letters from friends at her home, 99 College street, Buffalo, N. Y.

M. H. GRIFFIN, of Sugar Valley, Ga., saw Cole Bros.' Circus at closing stand, Macon, Ga. Between shows he visited a number of the performers.

HOLLAND AND DOCKRILL have returned to their home in Delavan, Wis., after playing the Shrine Circus in Toronto for Morton-Hamid.

GEORGE METTLER, baritone of Mettler's Band, past season with West Bros. Amusement Company, is a surgical patient at Christ Hospital, Cincinnati, O.

JACK (DOC) MURPHY, who was on the Side Show with the Hagenbeck-Wallace Circus, is wintering in Detroit. He is filling in with local playdates in vaudeville and elsewhere.

EDDIE KECK, clown, was at the Shrine Circus, Toronto, week of October 28, his second consecutive year there. He appeared on the Wrigley program Wednesday night.

CHARLES JONES, superintendent of props on the Morton show, will leave after the Wichita engagement to handle props for Orrin Davenport at Detroit and Cleveland.

WILLIAM M. OSBORNE, who has been with the Nellie Dutton act for 24 years, was host to a large number of showfolk and many localities who visited the Dutton stables at Houston.

HAL E. STRATTON heard Al Priddy give a talk on "Do Animals Think?" to the students at Nazareth Academy, Kalamazoo, Mich., November 5. Says lecture was very interesting and auditorium packed.

THE BALDWIN PARK (Calif.) Boosters' Band and others turned out recently at the "Circus Spot" to charivari

Mabel Ward and Mel Smith, who were recently married.

At the Charlotte, N. C., engagement, Merle Evans, bandmaster of the Ringling-Barnum Circus, commenced his 18th year of service. During this nearly one-fifth of a century, Merle has never missed a performance—an unusual and remarkable record.

FRANK BRADEN, of the Ringling press staff, stopped off in Chicago for a day on his way from his home town, Watseka, Ill., to New York. He had been in Watseka to attend the funeral of his father.

WILLIAM J. GILMAN sold his poster plants in September and moved to Downey, Calif., where he will take a rest. He has managed advertising cars and poster plants for years.

TUDOR SISTERS and Avery with Eddie Keck presented their combination of acts at the General Motors Circus in Flint, Mich. Act opens November 22 at a large Pittsburgh department store and will remain there until Christmas.

VISITORS to the Circus Room, Hotel Cumberland, New York, were Frank Walters, Tommy Bell, Bert Turner, Norman A. Aldrich, CFA; Thomas J. Higgs, Alfred J. Meyer, Fred Hutchinson, Wesley Blair and Madame Rasputin.

DICKSON AUSTIN, of San Antonio, Tex., who won a scholarship contest in a Texas military school, is on a four months' tour of Europe. He has been in Southern France and next country to be visited will be Holland. He is son of J. Ben Austin.

ORA (RED) WELDY, known to the Seils-Sterling showfolk as the Sea Captain, will spend the winter months at his home in Piqua, O. He was manager of the Juanita pit show with the Seils show the past season and expects to return next year.

HELEN SHERER, 49 East 78d street, New York, N. Y., is anxious to locate her father, who had a juggling act. His name is Paul Scheenke, but he also used names of LeMax and Corrix and P. F. Shine. Readers knowing his whereabouts are asked to bring this to his attention.

JAMES MCSORLEY, side-show ticket teler, and Joe Farnan, usher in big show of Ringling-Barnum, called at *The Billboard* in Cincinnati last week. Jim will remain in the city for the winter and Joe will go to Pittsburgh, then Chicago.

ELECTRICIAN TED PREMONT and Boss Carpenter and Mrs. Charles Lucky, of the Cole show, report a visit and luncheon between shows at Macon, Ga., with Mrs. Jessie T. Robinson at the Dixie Camp Ground of Java Koen, former electrician on the Sparks show.

THE FOLLOWING recently visited Silver Bros.' show: Frank Ketrov, of Kay Bros.' Circus, which is in quarters at Petersburg, Va.; George Gregory, owner of a vaude show; Charles Patterson, with Ted Merchant's Wild West Show. Patterson was formerly with the Cole & Rogers Circus.

FRANK WIRTH, Inc., staged Shrine Circus for Tigris Temple, Syracuse, N. Y., week of November 4. Max Kassow presented the Side Show, which included KooKoo, bird girl; Anderson Sisters, spotted girls; Adema; Jean Carroll, tattooed girl; Harry Hall, needle king; Princess Margaha, mentalist; Enda Blanche, snakes; head illusion. Business very good. He also took same lineup to

In the death of Billy Sunday the circus loses a staunch friend. The great evangelist declared that "the circus is the cleanest amusement in America." It is recalled by Solly that when Bruce Chesterman was press agent of Sparks Circus and was making Staunton, Va., where Sunday was holding one of his festivals, Bruce, in the interest of his show, endeavored to get the evangelist to call off his meetings on the circus date.

The evangelist couldn't quite get that far, but met the press agent more than half way, telling him: "I am going to advise everybody who comes to my meetings to go to the circus, for the circus is the cleanest amusement in America." And on show day the evangelist was a visitor on the lot and posed for a picture with Charles Sparks, each standing beside an elephant, Eddie Jackson officiating at the camera. A cut and mats were made from this picture, and Bruce used his story, with this art, all over the country.

The Variety Circus Banquet in Pittsburgh on November 10.

THE MOST successful of the projects of the Professional Workers' Group under the Works Progress Administration has been that of the circus units. While the theater and variety are still in the planning stage, the circus has gone ahead with an actual record of performance and enthusiastic popular response.

AL PITCHER, contortionist, who has been out of show business since 1926, is living at Owego, N. Y. Was a troupier for 25 years, having been with Walter L. Main, John Robinson, Hagenbeck-Wallace and a number of others. Showfolk when in that vicinity are invited to call on him.

H. CHARLES ROBINSON, formerly of the dramatic and vaude stage and late of the circus, states that he worked on the same bill with the late Will Rogers at the old Gayety Theater, Chicago, in 1913. Robinson was then with Wilson Franklyn, English comedian, in the farce, *My Wife Won't Let Me*.

FRED AND DOODLES DE MARRS and their dogs, Pal and Bummie, have returned to Chicago for the winter and are keeping house at 1261 N. Dearborn street. After a successful season with the Hagenbeck-Wallace Circus, Fred will again be at the Carson, Pirie, Scott & Company department store in Chicago during the holidays.

IRA MILLETTE is in Chicago with his son, Jimmy. Ira had a very pleasant season with Hagenbeck-Wallace Circus. Expects to play winter dates in the Middle West. Ira and Jimmy joined the Performers' Club in Chicago, where Jimmy will finish his act. Is doing head-balancing trapeze and following in the footsteps of his father and grandfather.

POLLY WATKINS, menage rider and general performer, formerly of the Sparks, Seils-Floto and Hagenbeck-Wallace circuses, recently spent a week in Macon, Ga., at Hotel Central (circus headquarters), where she was the guest of Mrs. A. H. Robinson. During her stay in Macon she visited Cole Bros. on the closing day. She will winter in Atlanta, as usual.

HARRY THOMAS had a pleasant visit with the Hagenbeck-Wallace folks during the show's two-day engagement at Dallas, Tex. Was entertained by Howard Bary and his friend of many seasons back, Jimmy O'Connor, and had a pleasant chat with Madame Rasputin, also Leighton Alexander. Thomas is considering taking to the road next season with one

of the big ones as announcer. Has been in the radio game in Dallas for five years. He is building an exact miniature duplicate of the Bradnas' No. 59 living wagon, which will be shipped to them at Sarasota. He had several of his miniature wagons in the Hagenbeck menagerie tent.

Letter From Stanley Dawson

WICHITA, Kan., Nov. 16.—The writer and Joe Trosey recently passed thru Cleveland, O., en route to Pacific Coast. Called up Al Bowman and learned he would leave for Florida on November 15. Our next stop was at Pontiac, Mich., where we spent a day with Russell Miller, then on to Detroit, and found Mutt Thompson and wife enjoying life at their splendid home on Yosemite street and renewed friendships with George Graham, now a ranking officer in the General Motors organization and formerly of the old Ringling organization.

While in Detroit, found time to visit Father Coughlin at the Church of the Little Flower and the first circus man he asked for was Cow O'Connell.

Journeying from Detroit to Chicago, found Arthur Hopper, C. W. Finney, Al Humpke, Harry Bert and Dutch Schiff all assembled in Harry Atwell's studio. This is one of the bright spots in Chicago for circus troupers and well worth while for any troupers to visit. Called on Jay Smith, but he was not at home and learned that Dan DeBaugh had left for the Big Show.

Leaving Chicago, stopped off at Kansas City and met Eddie Delevan and wife, Mr. and Mrs. Victor Colombo and brother. Ruth Delevan and Florence Colombo and "brother" are all of the Florence troupe.

With many misgivings, left Kansas City to hurry on to Wichita, Kan., where the convention of the "bug men" or Chameleon Venders of America was in session. Found President Mike Healey entertaining "bug men" from all over America at a specially engaged suite at the Allis Hotel. When the "bug men" got into executive session Healey was re-elected president, and Joe Trosey, national secretary. Trosey was recently appointed by the Smithsonian Institute to furnish "bugs" or chameleons to the National Zoo to be fed to the many specimens under Dr. Mann's charge which thrive upon a bug diet.

After visiting "Butch" Fredericks and De Witt Bartlett and learning that Merle Evans was expected to arrive soon at Wichita, we had the thrill of our life when we ran into the genial Meyers family, Charley and Bell Meyers, known to all circus and concession people from Coast to Coast, and best of all, were invited to dinner at their magnificent apartment. To better define the Meyers family it would be well to mention the fact that Mike Healey has been in the position of their adopted son for many years and wherever you find the Meyers family, close and near by you will find the "bug king," Mike.

Left Wichita November 10 en route for Taos, N. M., and then Los Angeles. Anyone wishing to communicate with either Stanley Dawson or Joe Trosey can address us at 4428 Wesley avenue, Los Angeles, in care of Ed Nagle.

Los Angeles Briefs

LOS ANGELES, Nov. 16.—Mike Butch "Popeye," who has been with the Fernandez Shows in Honolulu, also Art Hubell, "human bellows," returned this week. Stated having had a fine trip and well pleased with treatment accorded by the management. Show is having a very successful tour, business being above previous trips.

Henry Engard, side-show manager, is doing a fine job. It was stated that at Hilo side show obtained \$2,900 in three days at a 35-cent top.

Tom Mix winter quarters are closed except for very essential duties until January 1.

Mabel Stark is out for first time, much improved, gaining strength, and use of the arm will not be impaired.

Mrs. William Denny and Irene McAfee are back from an extended auto trip to Texas, Arizona and New Mexico.

Santos & Artigas Under Canvas

HAVANA, Nov. 15.—The circus managers of Cuba, Santos & Artigas, will this year have to give their show under canvas, as there is not now a theater in Havana available. Show will be put on at corner of Prado and Animas streets in center of the city. It is said that show will open this month.



Circus Saints and Sinners Club

For the Old Troupier and a Home

RICHMOND, Va., Nov. 16.—The W. W. Workman Tent of the Circus Saints and Sinners' Club of America, Richmond, was entertained November 8 by the Richmond Dairy Company at one of its plants. President Thomas A. Scott, of the Richmond Dairy Company, an active member of the tent, arranged an elaborate entertainment with music, after which an old Virginia dinner was served with Smithfield ham, wild turkey and other things that are raised on the farms. Each member as he left was

given a package of ice cream to take to his family.

Among those present were the mayor of Richmond, J. Fulmer Bright; Norman R. Call, president of the R. F. & P. Railroad; Senator J. J. Wicker, Judge E. C. Folkes, National President John O. Goode, National Vice-President W. A. Roper, National Treasurer Joseph Kass, National Secretary Chesley Goldston, National Counselor Leith S. Bremner and 91 other members of the tent.

C. S. GOLDSTON, National Secretary.



MABEL MACK received severe injury to one of her hands recently while working her military mules with a show in the South.

TIN-HORN HANK KEENEN has been playing some dates in the vicinity of New York City and will winter his stock somewhere in that sector because of having some early-spring bookings. Little Hank will remain in North Hollywood, Calif., until his school term closes.

JIMMIE NESBITT, rodeo clown, with the Col. W. T. Johnson's rodeos in the East, will not return to the West this winter, having signed up with Capt. Daniel Lee Fox as a member of the Black Horse Troop of the New York State Police.

FOG-HORN CLANCY was busy last week on publicity for Jack Knight's Rodeo (this week) in benefit of the Police Benevolent Association at Savannah, Ga. With Jack Northrup and his trained horse, Clancy made the schools, also gave radio broadcasts and talks at civic club luncheons.

TOM AND BEA KIRMAN, while en route home to Fort Worth, Tex., from the Col. W. T. Johnson rodeos in the East, stopped at Detroit to visit with George Hubert. Tom and Hubert spent three days as guests of James Vernon Jr. at his summer home hunting ducks, and at last report they were on a deer-hunting trip, while Bea was in Chicago visiting her mother.

MAYOR HARMON W. PEERY was re-elected at the recent city election at Ogden, Utah. *The Deseret News*, Salt Lake City, carried a seven-inch two-column cut of Mayor Peery astride a nifty-looking spotted horse doffing his sombrero. The reproduction was captioned "Cowboy Mayor Ropes 'Em Again," while beneath the cut Mayor Peery was complimented on his energy and success as heading the Ogden Pioneer Days celebration.

AFTER THE RECENT closing of Cole Bros.-Beatty Circus Jimmie and Alice Foster returned to Wilmington, O., for a few weeks, then will go to Orlando, Fla. Frank Gilbert, one of the riders in the Cole-Beatty show's concert, of which Foster was director, accompanied the Fosters to Wilmington. Within the next couple of weeks Frank will return home to Bird City, Kan. The three of them made a shopping trip to Cincinnati last week.

TEX WALKER, who sang cowboy songs in connection with Colonel Johnson's rodeos at Indianapolis and New York City after the Madison Square Garden event, accompanied by Ted Allen, horseshoe pitcher, departed for Texas. Walker and Allen have since spent some time at Dallas and have teamed to play houses in the Lone Star State. During the past summer Walker was singer with the Calhoun & Sorenson rodeos in the Northwest.

A PAGE from the Sunday magazine section of *The Vancouver* (B. C.) Province of June, 1933, issue has reached The Corral editor from Vernon C. Stiles, of Kamloops, B. C. It contains a special story by Bruce Hutchinson, feature writer of *The Province* staff, titled *Where All Cariboo Goes Native* and deals with the old-time atmosphere on tap at the annual cowboy sports show staged by Jack Boyd on his Flying U Ranch at Green Lake. On the three center columns of the page a series of pen sketches of chutes, bucking bronks, calf roping and other items handled in the story. Stiles has furnished an eating stand and some old-time games at the Boyd ranch show the last several years.

BOSTON—Contestant winners latter portion of Col. W. T. Johnson's fifth annual World Championship Rodeo at Boston Garden: Bareback Bronk Riding—Second day (Monday, Tuesday and Wednesday nights, November 4-6): Pete Grubb, \$75; Johnnie Schneider, \$45; Hughie Long, \$30. Third day (Thursday and Friday night and Saturday mat-

inee): Pete Grubb, \$75; Canada Kid and Hughie Long split second and third, \$37.50 each. Fourth day (Saturday night, Sunday matinee and night): Pete Grubb, \$75; Earl West, \$45; Hughie Long, \$30. Fifth day (Monday matinee and night): Pete Forester and Pete Grubb split first and second, \$40 each; Frank Marron, \$20. Cowgirls' Bronk Riding—Second day (Monday, Tuesday and Wednesday night): Alice Greenough, \$75; Peggy Long, \$60; Vaughn Krieg, \$45; Rose Davis, \$30. Third day (Thursday and Friday nights and Saturday matinee): Alice Greenough, \$75; Rose Davis, \$60; Grace White, \$45; Fannie Nielson, \$30. Fourth day (Saturday night, Sunday matinee and night): Fannie Nielson, \$50; Mildred Mix Horner, \$40; Vivian White, \$30; Claire Thompson, \$20. Fifth day (Monday matinee and night): Alice Greenough, \$75; Mildred Mix Horner, \$60; Alice Adams and Vaughn Krieg split third and fourth, \$37.50 each. Calf Roping—Third day (Tuesday and Wednesday night): Dick Shelton (21), \$60; Ralph Bennett (25.3), \$50; E. Pardee (26.1), \$40; Roy Matthews (29.3), \$30. Fourth day (Thursday and Friday night): Jake McClure (24), \$60; Harry Hart and E. Pardee split second and third, \$45 each; John Bowman (26), \$30. Fifth day (Saturday matinee and night): Roy Matthews (21.4), \$60; John Bowman (24.4), \$50; Joe Welsh (25.2), \$40; Jake McClure (27), \$30. Sixth day (Sunday matinee and night): John Bowman (23.2), \$60; Hugh Bennett (24.3), \$50; Ralph Bennett (28), \$40; Everett Shaw (30), \$30. Seventh day (Monday matinee and night): Roy Matthews (21), \$60; Hugh Posey (22.2), \$50; Dick Shelton (24.5), \$40; Jake McClure (28), \$30. Steer Wrestling—Third day (Tuesday and Wednesday night): Hugh Bennett (8.4), \$60; Rusty McGinty (9.1), \$50; Jack Kirscher (10), \$40; Joe Welsh (10.1), \$30. Fourth day (Thursday and Friday night): Hugh Bennett (7.1), \$60; Rusty McGinty (8.2), \$50; Steve Heacock (9), \$40; Dick Shelton (9.1), \$30. Fifth day (Saturday matinee and night): Shorty Ricker (7.3), \$60; Red Thompson (8.2), \$50; Hub Whiteman (9), \$40; Canada Kid (9.2), \$30. Sixth day (Sunday matinee and night): Jimmie Nesbitt (5.4), \$60; Frank Van Meter (8), \$50; Dick Shelton (8.2), \$40; Jack Kirscher and Andy Curtis split fourth (9.2), \$15 each. Seventh day (Monday matinee and night): Blacky Russell (7.6), \$60; John Bowman (7.2), \$50; Hub Whiteman (8), \$40; Rube Roberts and Roy Mavty split fourth (8.2), \$15 each. Steer Riding—Second day (Monday, Tuesday and Wednesday night): Eddie Curtis, \$75; Earl West, \$60; Hoyt Herner, \$45; Jim Whiteman, \$30. Third day (Thursday and Friday night, Saturday matinee): Eddie Curtis, \$75; Johnnie Williams, \$60; Duward Ryan, \$45; Earl West, \$30. Fourth day (Saturday night and Sunday matinee and night): Pat Woods, \$50; Dick Griffith, \$40; Eddie Curtis, \$30; Canada Kid, \$20. Fifth day (Monday matinee and night): Dick Griffith, \$75; Hughie Long, \$60; Carl Dykes, \$45; Deaf Scott, \$30. Cowboys' Bronk Riding—Third day (Tuesday and Wednesday night): Ray Mavty, \$65; Burel Mulkey, \$55; Herman Linder, \$45; Pete Grubb, \$35; Cecil Henley, \$15; Fritz Truan, \$10. Fourth day (Thursday and Friday night): Burel Mulkey, \$60; Fritz Truan, \$55; Ray Mavty, \$45; Melvin Tivis, \$35; Nick Knight, \$25; Earl West, \$15; Les Karstad, \$10. Fifth day (Saturday matinee and night): Jackie Cooper, \$65; Nick Knight and Pat Woods split second and third, \$50 each; Hub Whiteman, \$35; Buck Davis, \$25; Earl West and Burel Mulkey split sixth and seventh, \$12.50 each. Sixth day (Sunday matinee and night): Herman Linder, \$65; Nick Knight, \$55; Eddie Woods, \$45; Melvin Tivis, \$35; Pete Grubb, \$25; Cecil Henley, \$15; Jackie Cooper, \$10. Seventh day (Monday matinee and night): Melvin Tivis, \$65; Turk Greenough, \$55; Pete Grubb, \$45; Pete Forester, \$35; Hub Whiteman, \$25; Les Karstad, \$15; Earl West, \$10. Wild-Cow Milking—Tuesday night: Bill McBride (36), \$25; Hugh Posey (39.2), \$15; Harry Hart (45.2), \$10. Wednesday night: Roy Matthews (50.3), \$25; Bill McBride (52), \$15; Manernd Gylor (53), \$10. Thursday night: Irby Mundy (31.4), \$25; Everett Shaw (34.2), \$15; Ralph Bennett (35.2), \$10. Friday night: Dick Shelton (37.4), \$25; E. Pardee (49.1), \$15; Irby Mundy (58), \$10. Saturday night: Joe Welsh (29.2), \$25; Hugh Posey (30), \$15; Hugh Bennett (36), \$10. Sunday night: Harry Hart (40), \$25; Roy Matthews (41.3), \$15; Hugh Bennett (59), \$10. Monday night: Everett Shaw and E. Pardee split first and second (34.4), \$20 each; Dick Shelton (37), \$10. Finals—Calf Roping: Jake McClure, \$300; Ralph Bennett,

\$200; John Bowman, \$100. Steer Wrestling: Hub Whiteman, \$300; Rusty McGinty, \$200; Hugh Bennett, \$100. Wild-Cow Milking: Everett Shaw, \$35; Roy Matthews, \$21; Hugh Bennett, \$14

Boston Rodeo Take Not Up to 1934

BOSTON, Nov. 16.—The closing days of Col. W. T. Johnson's fifth annual World Championship Rodeo at Boston Garden showed a swift drop in business, mainly owing to the week-end holiday and fine weather combination. The total take in cash, according to Col. Johnson, was \$96,000. Last year's take (with two more shows) was \$111,000. As to attendance, estimated figures show that about 112,000 passed thru the gates. Most of the houses were topheavy, the gallery nearly always selling out. A big increase in children was noticed at night shows.

The first-honor winners announced in the arena on closing night were: Cowgirls' Bronk riding, Alice Greenough; calf roping, Jake McClure; saddle bronk riding, Ray Mavty; steer wrestling, Hub Whiteman. No announcements were made for bareback bronk riding or steer riding, but the winners in these events were Pete Grubb and Eddie Curtis, respectively.

Top-money winners were Jake McClure with a total of \$480; Pete Grubb, \$430; Hub Whiteman, \$400; John Bowman, \$400; Rusty McGinty, \$370; Ralph Bennett, \$330; Hugh Bennett, \$324. Among the girls, Alice Greenough took the high total with \$225.

Injuries were mostly minor. Herman Linder had a narrow escape from death coming out on Big Boy at the Monday matinee. Was thrown near the chutes and while lying flat got both rear feet of the horse in his back. According to Dr. Richard Wallace at the Baker Memorial Hospital, the only injury was a cracked rib and numerous bruises and contusions of the back. Tad Lucas, when in the course during mounted quadrille Sunday night, was crowded by a fellow rider and received a gash in her right arm, probably caused by a bridle buckle, requiring several stitches, and a badly strained right wrist. Her left arm was still in a cast from her two-year-old injury and she was making a comeback this year at trick riding. With one arm in a cast, the other in a sling, Tad gamely stuck it out at her post in the timers' stand.

Excellent work was done by Fred Alvord as arena secretary and his usual kindly co-operation made the business of getting returns a most agreeable task.

The Johnson outfit left Boston, bound for Texas, late Tuesday night.

Margaret Robinson With Morton

HOUSTON, Nov. 16.—Margaret Ann Robinson, midget, under management of C. R. Robinson, arrived here November 5 from Toronto and is booked as concert attraction with the Morton-Hamid Circus. At no performance of the 11 given here did she fail to hold less than 70 per cent of the big show crowd, which numbered more than 70,000 during the week, which is almost the total population of the city. Her height is 18 inches; weight, 21 pounds, and age, 19 years.

Winter Season for Hamiter

DALLAS, Nov. 16.—Hamiter Bros. Circus, under management of Noble Hamiter, will take to the road November 19 for a winter season "thru the Valley." Tiger McCue, past season with Orange Bros. Circus, will manage the show.

It will be a two-ring circus under a 70 with two 30s, will be transported on seven trucks and will have about 25 performers and employees, including a seven-piece band. Opening stand is Forney, Tex.

MORTON-HAMID

(Continued from page 34)
Several performers entertained patients at a local hospital. Included were La Pearl Troupe, Elythe Siegrist, Johnnie Mae Silverlake and Evelyn Stephens. Merritt and Nita Belew had plenty of company. This is their home town, also home town of Mary Norton, H. A. Christy and Miss Thomas. Charles Siegrist Troups frequent visitors to backyard.

Bob Morton spends as much time with the performers and working men as he does around the front. All available visiting circus and ex-circus men were pressed into quick service Wednesday

night in order to handle an overflow crowd of nearly 3,000 customers. Many spectators were perched on the ring curbs and some had climbed up into the rigging.

Bert and Florence Brown in from some Texas fairs. Katherine Dockell back from Fort Worth, was a visitor. G. W. Christy was conspicuous on the "lot." Pat Dray, of the Harry La Pearl Troupe, wants the world to know, especially Earl Shipley, that "his new teeth are in working order and that he is playing solo baritone in the La Pearl band."

FINE CLOSING

(Continued from page 34)

was carefully checked to insure a speedy home run.

Despite his many hours of strenuous work, General Manager Sam W. Gumpertz was in the winter-quarters lot bright and early Thursday morning and assisted Pat Valdo and others in removing the office equipment from the special office wagon to the permanent winter-quarters office car.

Mr. Gumpertz said he preferred to wait a few days before making any announcements as to his plans for the winter season here at quarters, but it was understood that some of the winter-quarters force would go to work December 1, with others following in two weeks.

Mrs. Charles Ringling, one of the owners of the show, came into Sarasota in her private car on the circus train and told *The Billboard* resident correspondent that while the season was long, "I am rather sorry that it is over. I wish we could have stayed out another month."

The circus did not strike any of the rain or stormy weather which greeted it on entering Florida for several years in a stretch, and the closing date, preceded by a Saturday stand at Jacksonville, was apparently more than satisfactory.

Roland Butler, general press representative for all the Ringling shows, handled the closing in Miami and came into town Wednesday morning, immediately cleaning up his winter-quarters office preparatory to beginning his winter work of prepping pictorial and newspaper publicity matter for all three shows.

Butler got a mass of co-operation from all three dailies in Miami, including the tabloid *Miami Daily Tribune*, which played ball all the way round. All daily editions during the two show days carried special and routine pictures and news stories, and the marriage of a midget, Natalia Nackle, to a cowboy, George Hill Jr., was given a spot picture position in *The Miami Daily News*, along with a yarn. Circus officials knew nothing of the marriage until the news reporter and photographer came on the lot, sought out Butler and got their story and picture. Incidentally, the Associated Press carried the picture all over the country on its wire photo system and thru the usual mail coverage to members.

Dexter Fellows and wife came into town with the show and will stay a couple of weeks before returning north. Clyde Ingalls, side-show manager, will remain here for the winter. Merle Evans, big-top band maestro, will spend a month here with Mrs. Evans. Hundreds of Sarasotans attended the closing performances in Miami, while the quarters were thronged with crowds watching the unloading.

As has been the custom for the last three years, the resident correspondent of *The Billboard* has arranged for weekly conferences with General Manager Gumpertz and other circus officials.

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OKLA. BODY PUSHED

Park and Pool Org Gets Busy

State-wide campaign, with emphasis on swimming, one of aims—Steck is head

ENID, Okla., Nov. 16.—To complete formation of the Oklahoma Park and Pool Association, a meeting has been called in Oklahoma City on February 16, it has been announced by Ray Steck, temporary chairman of the tentative organization and manager of Lake Hellums here.

In a letter to prospective members he points out that a small body of State park and pool men met in Oklahoma City on September 14 and laid the foundation of a State association to create, among other things, a State-wide interest in swimming.

A State-wide advertising campaign, promoting "Swim Your Way to Health and Beauty," is one of the proposals. One form of advertising suggested is 24-sheet posters, each member to be sent a required number of posters to be displayed in his territory. They would be uniform all over the State with exception of the names of parks and pools nearest to their locations.

A certain standard of sanitation would be made mandatory, so that visitors to any of the membership pools would be certain of their safety, and each pool to display its membership certificate.

Group purchasing of talent and advertising matter of all kinds and other park and pool necessities and sponsoring of swim meets are other objects contemplated, Chairman Steck said.

A safety code committee, to be appointed to work for legislation and to enforce safety and sanitary provisions, also is proposed, and the new body also is projected for exchange of ideas, promotion plans and business methods.

Selling of Licenses Meets A. C. Beveragers' Opposish

ATLANTIC CITY, Nov. 16.—Frank Fiore, proprietor of the Penn-Atlantic Hotel and Grill, was this week elected president of Atlantic City Licensed Beverage Association, succeeding William Wellhofer, of the Greater Pittsburgh; Larry Crowley, vice-president; Frank Bennett, secretary; Bruno Garr, treasurer.

Association opposed selling of licenses, holding that it was a resort practice, not only here but in other resorts, and that it acted unfavorably to year-rounders in the biz. It was asserted that many come here for summer open night spots, take cream of the biz and sell licenses for practically nothing in the fall. Proposal of the State Wholesale Beverage Association to put the entire liquor business of the State on a cash basis was also opposed.

Two Vet Park Men Succumb

CINCINNATI, Nov. 16.—Details of the deaths of George K. Brown, 12 years with Meyers Lake Park, Canton, O., and of Frank H. Root, miniature railway operator for 42 years in Ellitch's Gardens, Denver, are in the Final Curtain in this issue of *The Billboard*.

Watch for

SEVEN HUNDRED YEARS OF FIREWORKS

By Wallie Sackett

A Special Feature of the CHRISTMAS NUMBER of The Billboard



NEVILLE BAYLEY, 71-year-old operating owner of Roton Point Park, South Norwalk, Conn., who was seriously injured when run down by an automobile. He suffered fractures of collarbone and shoulder blade and brain concussion, followed by pneumonia.

Four Rides on Roof Garden Playland of Store in Frisco

SAN FRANCISCO, Nov. 16.—Whitney Bros., operators of Playland-at-the-Beach, have introduced an innovation in department store attractions. Four "skyrides" have been installed in the playground on the roof garden of the city's largest department store.

Representing an investment of \$10,000, rides include Merry-Go-Round, Airplane Swing, Auto Ride and Whip. They will remain in the playland thruout the holiday season.

George Pinger, chief mechanic for Whitney Bros., is in charge of the rides.

Whalom Headed by Attorney

FITCHBURG, Mass., Nov. 16.—Henry G. Bowen, president of Fitchburg Chamber of Commerce, clerk of Fitchburg District Court and a prominent lawyer, has been elected president of the Fitchburg & Leominster Street Railway Company, which is owner of Whalom Park. President Bowen and General Manager Louis Cushing are to make many improvements in Whalom Park before it opens next summer.

FITCHBURG, Mass.—Robert S. Lufkin, owner of Rose Garden at Whalom Park, is planning to keep open all winter, operating beano each night. A special attendance prize will be awarded nightly. Mr. Lufkin plans a line of winter sports in the park and on Lake Whalom.

Carlin's Host to NAAPPB Special Risk Group; Inspect Winter Setup

BALTIMORE, Nov. 16.—Some of the members of the special liability insurance committee of the National Association of Amusement Parks, Pools and Beaches were guests of John J. Carlin in Carlin's Park here Tuesday night. The committee has been meeting in Baltimore, and members said that a report on their deliberations is expected to be ready for the annual convention in the Hotel Sherman, Chicago, on December 2-8.

Their visit to Mr. Carlin was rewarded with an excellent wrestling program in the arena, which is a regular Tuesday night feature at Carlin's. Among those present were A. B. McSwain, Kenneywood Park, Pittsburgh; Herbert Smeck, Philadelphia Toboggan Company; Harry C. Baker, New York, president of NAAPPB; N. S. Alexander, Woodside Park, Philadelphia; John L. Campbell, insurance broker, and Fred W. Pearce, president of the Fred W. Pearce Amusement Enterprises, Detroit.

Ft. Worth Rejects Tender of Company

FORT WORTH, Tex., Nov. 16.—City council this week voted, 5 to 4, to foreclose on Lake Worth Amusement Company's Casino, bathing beach and other attractions at Lake Worth unless the city's claim for \$18,000 in past due rent is settled within two weeks. Council previously voted unanimously to reject a refinancing plan proposed by the amusement company.

This provided that the city reduce the amount of past due rent 25 per cent and carry it at 4 per cent interest, with owners of the company's outstanding bonds, totaling \$33,000, making the same concession. It also provided that future rental should be 5 per cent of gross receipts, said to have totaled about \$60,000 last year, and proposed to set aside 10 per cent to form a sinking fund to pay off 4 per cent notes to be issued for the scaled-down indebtedness.

It was declared that the company had paid the city only \$3,900 in rental this year out of gross receipts of about \$60,000. The company paid \$7,900 rent last year. Municipal operation of the amusements, like swimming pools are now operated by the recreation department, was discussed by councilmen. George T. Smith is manager of Casino Park.

Set Big Hall Bill for '36

ATLANTIC CITY, Nov. 16.—Manager Phil Thompson and the municipal auditorium commission are working out an elaborate program for the big hall next year. Plan probably will yield the resort the largest revenue it has ever had from the hall in one year. Altho not ready for announcement in detail, the plan includes extensive exhibits by 11 national concerns. A big convention crop is being booked for the coming year by Al Skean.

Apartments for Paris Luna

PARIS, Nov. 11.—A financial group has an option on the site of Luna Park, leading amusement park of Paris, and is planning to replace the rides and attractions with apartment houses. A former project of similar nature was blocked by the city of Paris, which owns a portion of the park site. Option expires on December 31 and a meeting of directors of the company operating Luna Park will be held soon to discuss the proposed sale.

ALBANY, N. Y.—Caverns Operating Company, Esperance, N. Y., was chartered to operate caverns and amusement parks. Incorporators were given as Ada M. and D. C. Robinson, Esperance, and Ada C. Lauterbach, New York City.

Watch for
SOUND AS A RIVAL OF
GLITTERING SIGHTS

By C. C. Langevin

A Special Feature of the
CHRISTMAS NUMBER
of The Billboard

National Gate Plan Is Topic

NAAPPB meet in Chi to consider attendance building—novelty is keynote

CHICAGO, Nov. 16.—A plan, to be operated on a national basis, for attendance building will be given much attention at the annual convention of the National Association of Amusement Parks, Pools and Beaches and allied organizations in the Hotel Sherman here on December 2-6, said Secretary A. R. Hodge at the association offices, Suite 2410, 100 North LaSalle street, where busy scenes are indicative of the big gathering.

Reports on the Brussels and Dallas expositions and Chicago's new permanent World's Fair will be heard, these being considered of great interest to park men generally but more particularly to those interested in concession installations.

At the annual banquet, which has been moved forward to the early stages of the convention, newness and novelty under guidance of Harry Ackley, George Hamid, M. E. Barnes, Dick Lusse and Paul Morris are promised.

Exhibits Show Increase

"In the exhibition halls will be seen more new devices than we have had since the good old days; in fact, the forthcoming meeting promises to live up more nearly to our ideal of making the annual convention prove to be a market place for new ideas, new devices and new merchandise than I can recall for many years," said Secretary Hodge. "Accommodations at the Sherman have been very materially improved and enlarged since our last meeting here and room rates are most reasonable. Reduced rates on transportation will be enjoyed by all in attendance and, all in all, no owner or manager of amusement park, pier, pool or beach or a concessioner can afford to miss this meeting.

"The public liability insurance matter alone is worth a trip involving many thousands of miles of travel. Invitations have been mailed to all members of the industry on our lists, but if anyone has been unintentionally overlooked they may accept this as a most cordial invitation to attend, or if they prefer they may write or wire me for an invitation. The Exhibition Hall will open on Tuesday, December 3, early in the afternoon. Program sessions will commence Wednesday afternoon, and there will be something doing continuously from Tuesday noon to Friday night. In next week's issue of *The Billboard* will appear a copy of the program."

Newness and Novelty

The secretary displayed with pride a diagram of the exhibition halls showing the largest display of devices, equipment and merchandise to be viewed by delegates and guests during the past half dozen years.

"This," said Mr. Hodge, "is the barometer of the future of our industry, especially when combined with a substantial pickup in business enjoyed by a majority of amusement parks, piers, pools and beaches during the 1935 season.

"I am not a member of the program committee and therefore can say, without ulterior motive, that the program, to me, contains more newness and novelty than anything I have seen for many years. Aside from the paramount issues (See NATIONAL GATE on page 42)

American Recreational Equipment Association

By R. S. UZZELL

If earnest effort will make a good convention then the December meeting in Chicago will be above the average. President Harry C. Baker is spending the major portion of his time on association affairs; three men are coming New York City and its environs for exhibitors, while the Chicago contingent are all working long hours to make this the best convention since 1930. The announced programs will speak for themselves. There has been a concerted effort to get away from routine and get new subjects and new faces.

The manufacturers' division has succeeded in procuring a smashing hit and invites all allied interests to our meeting to see and hear it. The Henry Ford film of the San Diego exposition will have a showing at our meeting of manufacturers. It is the last number on our program so as not to interfere with our proceedings. The exact time and the room will be well announced at Chicago. This is all thru generosity of the Ford Motor Company.

Bayley Fights Injuries

The exhibit is constantly growing and has some new ones that are sure to attract attention. A lot of oldtimers are with us again, some we have not seen at a meeting for four years.

The success of the earlier auto show with its amazing sales volume and unusual prospects, has been just the magnet we needed to fortify our position that it is time to do things. Better come to Chicago and let us shake off the rest of the gloom for you.

Neville Bayley, owner of Roton Point Park, on the Long Island Sound, near South Norwalk, Conn., met with a very serious auto accident while crossing a street to take a bus. His collar bone and shoulder blade were broken and he suffered concussion of the brain. Pneumonia set in while in his weakened condition. The pneumonia has been checked, but his condition is still serious. At 71 years of age he is making a remarkable showing of recovering, but is yet not out of danger.

He started in amusement business more than a quarter of a century ago with Fred Ingersoll, of Pittsburgh. For a time he was interested in rides only. Roton Point was a very much rundown, neglected resort when he took it. Now it is a respected and popular place. It gets boat excursions from the Greater New York City area and runs daily boat service during summer months. Here is a clean, honest man we can ill afford to lose. We are anxious about his recovery.

Report on Brussels

Finis for the Brussels Exposition. Our people will soon be home to tell us about it, and Harry E. Tudor is going to write the story for *The Billboard*. We predict you will see Tudoresque style at its best. Leave it to him to put down the facts we want to know.

Let us hope we may have Tudor at Chicago when the Belgium exposition comes up for discussion. Walter K. Sibley deserves credit for his true portrayal of actual operating conditions during the season. His reports seem unbiased efforts to get the truth over to his fellow showmen everywhere. Thanks, Sibley; come in and see us.

J. (Ding) Darling has resigned as commissioner for the preservation of wild game in this country. He gives his reasons in no unmistakable terms. We had hoped his plan could be put into execution, as it would have helped many Western States in conserving moisture as well as wild life. Moisture conservation helps agriculture, and prosperous agriculture helps all business. On lakes sure of not being drained there is always an opportunity for some form of recreation. We shall welcome him back to the drawing board as a cartoonist but are sorry to lose a man from Washington with a sound, constructive idea. All reasonable efforts at wild-game preservation will find in him a staunch supporter.

New York State has an exhibit at Grand Central Terminal, New York City, showing its natural scenery and recreational facilities, including Jones Beach. We tried to get it for our Chicago exhibit this year. They can't see going away from home that distance, but will consider us when we show here in New York City again.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Jack (Nutsy) Fagin, entertainer at numerous Island resorts, is supervising things as an emcee at Sully's Showboat in New York.

Lina (Flushing) Hoberg, 70, leaving her Island farm to take part in a Broadway night club venture. Great Neck, the town that has more show biz ceibs as residents than any spot outside of Beverly Hills, is going to have a book written about itself. Park Commish Moses, of the Long Island State Park layout, been doin' plenty of dedicatin' of new roads. Most of 'em lead to 'his' Jones Beach.

Manhasset, the report goes, gets a new \$140,000 theater. . . . Rego Park sector's getting one, too. Will be known as the Drake. . . . 1939 World's Fair at Flushing is reaching the culminating "blue-print" stage. . . . Jack Casey, erstwhile pool operator, is an undertaker. Liked the pool biz more, but there's more gold in the mausoleum trade.

ROCKAWAY BEACH: John Morris is leader of the battle to obtain 5-cent fare from here to Manhattan. . . . It's pretty sad to hear that some 600 homes on the Rockaway Peninsula have gone thru foreclosure during the last two years.

Harold (Powder Horn) Boggiano, Seaside bartender, is a member of the New York University football team. He scored a touchdown against City College.

Bunch of the locals journeyed over to Freeport to hear Frank Buck orate before members of the Exchange Club.

John Gordon's kiddie park at Seaside will most likely be open right thru the winter. . . . Park Inn baths may have something novel in the way of a new plan for next summer. . . . Irving Prince, hotel and concession fellow, is a study in sartorial splendor in his nobby brown outfits. . . . If there are such culprits as fire bugs around the Boardwalk, they'd better watch out, 'cause officials are setting traps to catch 'em. Fire bugs have been suspected of a number of conflagrations.

LONG BEACH: Slow but sure exodus starting for Florida. Sam Cohen, the tailor man, says he's pressed more pairs of flannels within the last few days than he did during good spans in the summer. A good sign that folks are preparing to head south! . . . Wonder if there'll ever be burlesque in Long Beach again. . . . New Boardwalk is being "baked," which is builders' lingo for reading of cement, etc. . . . Aside to Marty Kaplan in Mexico City: Hello.

Atlantic City

By WILLIAM H. McMAHON

ATLANTIC CITY, Nov. 18.—If advance hotel reservations can be taken as criterion of good times, prospects indicated by Thanksgiving holiday bookings point to return of better days. . . . Continued warm weather attracting pool bathers back to sands and ocean. . . . Garden Pier auto show checkup for first couple of days shows good draw. . . . P.M.C. Delaware football game in Auditorium drew 20,000. . . . City goes against spending big sum for Democratic convention, as hotels figure it will be short one. . . . Mayor White and hotelmen, however, are working hard on GOP conclave. . . . Success means early opening of 'Walk concessions.

Amusements report Armistice Day week-end take on up. . . . Clyde Beatty got one vote for sheriff in local election. . . . Auditorium ice rink will be ready for use on December 20. . . . H. Willard Shaner, secretary Surf Anglers of America, revealed number of tunafish caught here in season were 1,600. . . . special club formed to give publicity to fishing activity here. . . . Don Riddle, who operated Yachting Center from old Steeplechase Pier this summer, left for Miami, where he has built a similar institution. . . . Captain Starn and the Harry Hackney sailboat, operated on the beachfront last season, also left for South.

Neal Lang will leave local night spots for series of vaude dates. . . . Eddie Morgan again doubling for Alex Bartha on Steel Pier as latter takes unit on road dates. . . . Ben Blue headed Hollywood unit over week-end, staying on to emcee amateur show. . . . Red Thornton, who emceed for Million-Dollar Pier during part of season, is installed at Neal Lang's old spot, the Madrid, for winter. . . . Vince Martino, who had Garden Pier one season and who has been under

(See ATLANTIC CITY on page 43)

LOOP-O-PLANE

A PROVEN MONEY GETTER

Out Earning the Majority of All Other Amusement Devices

Some of the Midways, Parks and Beaches where the LOOP-O-PLANE has proven its worth!

San Diego Exposition, Gooding Amusement Company, Rubin & Cherry, Shesley Mighty Midway, Pan American Shows, Catlin & Wilson, Foley & Burk, Snapp Greater Shows, J. L. Landis, Dodson's; Storm Lake, Ia., Park; Jantzen Beach Park, Alidorbrand's, Clark's Greater Shows, United Shows of America; Chippewa Lake, O., Park; Elitch Gardens, Denver, Colo.; Rookaway Beach, New York; R. H. Works Shows, Ft. H. Bee Shows; Lake Side Park, Ft. Collins, Colo.; W. A. Gibbs Shows, Meyerhoff Shows, Broadbeck Brothers, Byers Brothers, Curley Vernon, Sun-set Amusement Co., Atlantic City Pier and Beach, Dee Lang; Arnolds Park, Ia.; Palisades, Playland, N. J.; Lakeside Park, Denver, Colo.; Crowley United Shows, Tully Shows, Richard Miller Attractions, Henniss Brothers Shows, and many other Shows, Parks, where the Loop-O-Plane has more than paid for itself in one O-Plane season. Oftentimes in a few weeks. The listed own from one to four Loop-O-Plane Units. Gooding Amusement Co. having contracted for four dual units. Any Loop-O-Plane owner in our reference. Many other owners upon inquiry.

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4-Passenger With Cables \$1,800.00

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See Our Advertisement Next Week and Meet Us at the Convention.

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The Pool Whirl
By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard.)

Paul C. Morris, who sees to it that the name of Playland's pool, Rye, N. Y., is in the papers continually, is busy on the program of the forthcoming National Association of Amusement Parks, Pools and Beaches annual convention in Chicago on December 2-6. Paul was good enough to phone me the other afternoon to tell me all about the big round-table discussion they're going to have during one of the aquatic sessions. And, let me tell you, plenty will happen there.

I'm not going to tell pool men again to be sure to attend this year's meetings, for I've done it time and time again and a word to the wise should be sufficient. Instead I'm going to be optimistic and take for granted that a great many of the readers of this column are going to the confab next month. They should be prepared then for the many topics that are going to be taken up at the aforementioned round-table tete-a-tete and come with some definite ideas on the subjects.

I don't know whether the association has sent a list of these topics to its members, but I do know that a lot of pool men who are not members as yet; that is, of the organization, are planning to attend the meeting. And so, with a hope that I am not repeating something that you may have read before, I'm taking the liberty of listing the topics to be discussed at one of the pool get-togethers.

These subjects are *The Value of a Beach or Pool to an Amusement Park, Co-Operation of the Local Pool Owners as Evidenced by the New York City Association and the Philadelphia and Sub-*

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GAMES

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R. F. OOK,
Richland Trust Bldg., Mansfield, O.

urban Association, Lockers vs. Bag or Basket Systems in Handling Patrons, New Filtration and Sterilization Ideas, (See POOL WHIRL on page 43)

S. D. SETTING SECOND PERIOD

Draw of Exposition Is 4,784,811 In 167 Days; Record at Closing

Season in 1936 will run from January 15 to September 9 and directors plan many changes—Gildred reappointed as managing director—Ripley show tops midway takes

SAN DIEGO, Nov. 16.—At the stroke of midnight, while throngs that jammed every inch of Plaza del Pacifico stood at attention as the American flag was lowered and Bugler Joe Galli sounded taps, California Pacific International Exposition officially closed on November 11. The program was colorful and impressive. Monday's attendance topped all daily records, with 83,238. Second biggest gate was on September 1, 74,019. Official attendance for the 167 days was given as 4,784,811. Visitors were still arriving after the fair was officially closed. Two hours before closing concessioners reported they were sold out of foodstuffs, including pop corn, peanuts, chewing gum, candy, soft drinks and sandwiches. Many restaurants also ran out of beer.

In the amphitheater at 11:30 p.m. the exposition chorus of 350 voices sang two farewell numbers, and President Frank G. Belcher made a closing address, expressing gratitude for co-operation of employees and announcing that the exposition will continue from January 15 to September 9, 1936. Exposition officials said they were literally swamped with demands from chambers of commerce, transportation companies, hotel men's and merchants' associations that the fair be continued next year. He added that serious consideration has been given plans for continuance and rearrangement by the exposition management, but that no definite program for 1936 has been decided upon.

Figures From Midway

Managing Director Philip L. Gildred said the 1935 fair surpassed expectations and that he looks forward with great confidence to a second season. Size of Monday's record crowd was a source of joy to directors and encouraged them a lot in preparations for reopening.

Closing day meant near-capacity for shows and riding devices. All shows cut price at 8 p.m. and did wonderful business at 10 cents. Dufour & Rogers' Crime Never Pays show reported attendance of 500 per hour during the last five hours of operation. Of shows on the midway, Ripley's Believe It or Not Odditorium, at 40 cents, had largest gross receipts. Midget Village had largest attendance, as about 376,000 saw the show. Nudist Colony in Zero Gardens was next, with a gate of 360,000, according to Stanley R. Graham, one of the owners.

Shakespeare in tabloid at the Globe Theater played to 327,000; Days of Saladin showed to 238,935; Indian Village had 225,000; Zoo, 255,737. Dufour & Rogers' Life, Crime Never Pays and Monster show, Monte Wax Champion Log Rollers, Streets of Paris, Gay's Lion Farm, Century Sensation, Miss America and Stella had paying business, according to managers.

Much Talent Employed

Of the exhibits, the Ford Building had largest attendance of any single building. Total there was 2,722,765, while 500,000 rode over the Roads of the Pacific. California State Building had 1,446,557 visitors; Palace of Electricity, 1,640,000; Tower of the Sun, Transportation and Water, 1,226,530; Federal Building, 1,588,071; Bell Telephone Company, 635,000; Palace of Education, 1,250,000; Wells-Fargo exhibit, 1,800,000.

Talent representing a value of \$1,500,000 and advertising valued at \$800,000 in estimated service given free

(See S. D. SETTING on page 42)

Watch for

AS TEXAS PLANS TO CELEBRATE

By William A. Webb

A Special Feature of the
CHRISTMAS NUMBER
of The Billboard

Gate at San Diego

November 4, Monday.....	12,465
November 5, Tuesday.....	18,230
November 6, Wednesday.....	23,230
November 7, Thursday.....	25,704
November 8, Friday.....	56,810
November 9, Saturday.....	37,275
November 10, Sunday.....	60,101
November 11, Monday.....	83,238

Total Attendance, 167 Days, 4,784,811.

Profit in Ionia Is \$5,302; Outlay Bigger on Two Items

IONIA, Mich., Nov. 16.—Ionia Free Fair Association earned net profit of \$5,302 this year, according to a report from Secretary Fred A. Chapman. This is \$2,800 less than earnings recorded in 1934, the report shows.

Mr. Chapman attributed the decrease to greater advertising and entertainment outlay. The association has a reserve fund of \$13,600.

These officers have been re-elected: Ex-Governor Fred W. Green, president; Clarence Wardle, vice-president; Mr. Chapman, secretary; Leo McAlary, treasurer.

Horsemen Aim at Revivals

NASHVILLE, Tenn., Nov. 16.—L. P. Russell, Stevenson, Ala., was elected president of the Southern Harness Horse Association at its organization meeting in Murfreesboro, Tenn. Representatives and breeders from Southern States, including Kentucky, Tennessee, Georgia, Louisiana and Alabama, attended and effected the organization, purpose of which is to revive numerous county fairs thruout the South as well as to revive colt stake and futurity races in co-operation with State and county fairs in the section. H. C. Crunk, Nashville, was elected secretary and treasurer, and J. M. Talley, Nashville, was elected temporary chairman.

BILLY WILLIAMS and Mrs. Williams, of Williams & Lee, were in Chicago last week lining up some new acts for the 1936 fair season. Season was one of the best they have had in years, they declared.

President Hughes, Jencks, Conklin And Heller Assigned IAFE Topics

CHICAGO, Nov. 16.—The address of President Elwood A. Hughes, Toronto, who is also general manager of the Canadian National Exhibition, will be one of the highlights on the program for the annual meeting of the International Association of Fairs and Expositions, according to word from Secretary-Treasurer Ralph T. Hemphill, Oklahoma City, who is preparing the program for the gathering in the Hotel Sherman here on December 3 and 4.

Wayne Dismore, secretary of the Horse and Mule Association of America, Chicago, will speak on *Work Horses and Mules, Present and Future*. Maurice W.



PHILIP L. GILDRED, managing director of California Pacific International Exposition, San Diego, who has been reappointed to the post for the second period of the show, to run from January 15 to September 9, 1936. He declares the 1935 fair surpassed all expectations of directors.

N. Y. Auto Show Is a Big Clicker

NEW YORK, Nov. 16.—Held two months in advance of its usual January spotting at special request of President Roosevelt, the 36th National Auto Show, staged in Grand Central Palace on November 2-9, drew plenty of customers, more sales and a huge file of prospects.

Exhibitors and executives are more than satisfied with results. Alfred Reeves, show manager and vice-president and general manager Auto Manufacturers' Association, said that attendance and sales provide evidence in support of the new plan for holding shows in the fall when new models can be bought for use during the winter, thus bearing out the President's prediction. Earlier dating, he said, would permit the industry to enjoy a greater portion of Christmas trade than in past years.

Canvass of exhibitors proved show to be the largest since 1929 in the matter of retail sales, with some companies doubling their sales and the average gain being about 60 per cent. Show moved to Brooklyn this week for its 27th annual display ending today. Many fair secretaries and other officials came in to attend the New York event.

Nebraska Kills Mutuel Tax

LINCOLN, Neb., Nov. 16.—Last week, after introduction in the Legislature of the O'Brien Bill providing a 2 per cent tax on all money wagered in pari-mutuels, the measure was rushed to third reading but was killed in both houses early this week.

Augusta Gate At Top Mark

Attendance is 25,350 over all previous records—biz on midway up 50 per cent

AUGUSTA, Ga., Nov. 16.—The Exchange Club Fall Fair, opening here on November 4, was scheduled to close on November 9, but draw proved so heavy that it was run thru November 11. Attendance was 25,350 above all records since organization of the fair 13 years ago.

Opening day had 21,579, compared to 17,481 in 1934, and Tuesday 26,766, compared to 18,921 in 1934. Wednesday was the only day of the seven to show a tie with last year, 18,389, drop probably due to circus opposition. Thursday advanced to 28,974, over 22,897 in 1934; Friday, 29,789, compared to 23,990 last year. Saturday broke records with 34,766, largest figure since 1929, compared to 24,765 in 1934. Monday, closing day, had 36,000. Weather was good on first two days except for showers late Tuesday. On Wednesday and Thursday rain fell about eight hours on each day. Last three days had fine weather.

Johnny J. Jones Exposition on the midway and indie concessions reported a 50 per cent increase in business over any of the past five years. Acts included La Villa Sisters, Evelyn Moore, Nancy Darnell and Flo Hoyt, aerialists.

Exhibits were largest in history of the fair. Federal department of justice, thru J. Edgar Hoover, had a display of the type sent to A Century of Progress.

Grand-stand attendance averaged 20,000 daily, to compare with 15,000 in 1934. Smith's Superba Band furnished music. A public wedding Friday night was credited with increasing attendance that day 10 per cent.

Main-gate admission, reduced from 50 to 35 cents for adults and 20 cents for children, is said to have resulted in receipts of about \$2,000 more than in previous years.

Dr. H. W. Waters in N. Y.

NEW YORK, Nov. 16.—Dr. H. W. Waters, former general manager of the Canadian National Exhibition, Toronto, was in town the entire week on business. He heads a big mining and brokerage concern in Toronto, which he developed since resigning as CNE g. m. two years ago. Goes back to the Canadian city over week-end.

Work Is Started in Chicago

CHICAGO, Nov. 16.—Preliminary work on the permanent Chicago exposition was started on Wednesday when several hundred men started grading operations on the 180-acre site on the lake front. The fair project was recently approved by the WPA and a federal grant of \$6,455,777 was made for it. General excavation work and construction of macadam roads and walks are about all that can be done before freezing weather.

AFTER 16 fairs and celebrations, Marie's Marvel Dogs and Company ended the outdoor season in Eunice, La., and Marie's Animals will go into vaude until first of the year, after which the entire company will fill contracts at six weeks of indoor circuses.

MOTORING thru Cincinnati on November 12 on their way to Cleveland, Mr. and Mrs. Harry S. Kiefer, well-known eats concessioners, reported an especially good season at a dozen Midwest and Southern fairs.



By CLAUDE R. ELLIS

THERE will be more county fairs in Missouri if Secretary Charles W. Green, Missouri State Fair, Sedalia, can do anything about it—and he thinks he can. At least, that is the impression I get from a letter received last week. "Missouri has fewer county fairs than almost any other Mid-Western State," he writes, "a fact which, I think, is very much to be deplored. And during the last three years that I have been in charge here I have been trying to sell the Legislature and everyone else on the fact that we should revive county fairs in this State. Missouri State Fair and the American Royal in Kansas City are the only shows in the State that receive any aid from the State. There is no law on the statute books of Missouri giving aid to a county fair." More power to him!

WIDEST possible publicity for winter meetings of State and district associations of fairs is called for not only to insure the fullest attendance from member boards but to make certain that plenty of outdoor showmen, acts and fireworks representatives and other attractions people will be on the job.

For the first time since 1930 Manchester (Vt.) Fair finished well in the black, according to the auditor's report just published. King Reid, in charge of this year's event, attributes large attendance on all three days to reduced

admission price of 25 cents, day and night. "Positively no racket," as advertised in *The Billboard*, was the rigid rule on the midway and resulted in the best business in years. Attorney-General Laurence C. Jones said, in a letter to King Reid: "Please allow me to congratulate you and the management of Manchester Fair for refusing all money gamblers or racketeers permission to operate. State Investigator Leonard reported one of the cleanest, finest fairs in this year's circuit."

SOMETIMES the ever-popular fireworks are absent from fair programs, because there isn't money enough, which maybe can't be helped, or that powers-that-be think they do not care for the pyrotechnics, which is just too bad. But a change of heart, as well as of finances, has come at one big State fair that I know of. "It was not because I did not want them that we didn't have fireworks the last two years," the manager tells me, "but because we did not feel that we had the money to spend and the commissioner of agriculture was against fireworks. However, he has changed his mind and is willing that I have fireworks in 1936."

"EVERYBODY PAYS"—"Management and everyone concerned about it are very much delighted with adoption of the 'Everybody Pays, No Passes and 25-Cent Gate' system," declares Secretary Charles W. Green, Missouri State Fair, Sedalia. "We are definitely committed to that policy for next year."

WHEN one of the foremost fair executives on the continent (the free fair which he heads being a conspicuous success over the whole nation) attributes a decrease in earnings to bigger expenditure in certain departments, it is more than reasonable to assume that he knows what he is doing—working for the future. This reference is to Secretary Fred A. Chapman, Ionia (Mich.) Free Fair, who reports profits of \$2,600 less than in 1934. Decrease is accounted for by greater outlay for advertising and entertainment—two branches for the emphasis of which he is a stickler.

FILLUPS: Exorbitant premiums often have brought deficits. . . . All revenue-producing departments should be carefully watched and nursed, too. . . . Cassia County Free Fair, Burley, Ida., in suspended animation since '31, will come back next year with reduced budget, it is likely, says Manager L. H. Sweetser.

Harry E. Crandell, vet outdoor show representative and concessioner, had charge of publicity for the Slash Pine Forest Festival in Waycross, Ga., last week. Earl W. Brown, of mayoralty and Volusia County Fair note in De Land, is general manager of the Florida exhibit being prepped for Rockefeller Center, New York, a task similar to that he had at Chi's A Century of Progress. . . . M. H. Barnes, Barnes-Carruthers, is scheduled for an assist at the park men's banquet during the Chicago convention in the Hotel Sherman.

J. W. (Patty) Conklin, prez of the Showmen's League of America, will grace the convention program of the fair officials. Condolences to Capt. David Latlip, Charleston, W. Va., in the tragic death of his daughter, Rita, a performer at fairs since childhood. . . . Vell for the first period of the San Diego exposition. "Tis said, you know, that the first 100 years are the hardest! . . . Planned enlargement of oodles of grand stands for next year is nothing to be morose about. . . . George D. (Buck) Buchanan infos that he ended a good season with his lightning giant-easel work at fairs in Raleigh, N. C. Donned overalls at home in Ruskin, Fla., to supervise readying grounds for Florida Tomato Festival in May, he being its manager. . . . One fellow, in the throes of WPA work, confides that his plant begins to look more like the site of Boulder Dam than fairgrounds!

The Last Lap And the Finish

By WALTER K. SIBLEY

BRUSSELS, Nov. 3.—Our old friend, Harry Tudor, is not only busy managing the Shilian enterprises here, but is also engaging freaks and other attractions for the big Christmas festival that his company is sponsoring in Birmingham, Eng. Harry says they should have built a spillway for the lake where the Scoota boats operate to take care of the overflow caused by the incessant rains that we have had here recently. Tudor has had so much trouble with taxes here (he calls them multiple taxes) that from now on he is a "single-taxer." If they spring any more new taxes on him, he says he will have to swim the channel to get back to dear old London.

Leonard Thompson paid us a final visit, squared all accounts, congratulated his entire staff for the excellent work they did here under trying circumstances and many difficulties, said good-by forever to many of them, hopped a plane and flew to Blackpool, where he will hibernate for the winter. You don't know Thompson? Why, Mr. Thompson owns and operates the most successful amusement park in the whole world, Pleasure Beach Park, at Blackpool, Eng. Mr. Thompson also was the "man behind the gun" in our Parc Des Attractions at this great Bruxelles Exposition.

Charlie Paige will return to Blackpool after dismantling the Thompson-Traver Attractions here. I understand he will build two new rides for next season at Pleasure Beach Park. . . . Waldo Traver will probably stay with his father, Harry, and assist him in a general way. Traver has many irons in the fire in Europe and will be kept quite busy getting passports vised.

Correction From Traver

Rene de Smet, who has been managing *Neptunes Folies*, will pay a short visit to Paris, where Mrs. De Smet will visit her sister, after which they will take ship for the States, returning to their home in Chicago. Woolsey brothers, who have been connected with the Dufour and Rogers Crime Show, will leave for the States immediately after the closing of the exposition. Floyd Woolsey never could get quite used to this Belgian small change. All metal money under one franc has a hole thru the center like Chinese money. Floyd contracted the habit of stringing his small change on copper wire for ease of carrying in his pockets. He wore out so many trousers' pockets during his stay here that he finally had them sewed up from the outside and carried the money on his wrist, a la wrist watch.

Our genial friend, Frank D. Shean, will throw away the fire hose, his fireman's hat and rubber coat, also his membership card in "One of the Bravest," our fire-fighting organization, on closing night. He will also enjoy his first real night's slumber, as he will not be listening to the fire apparatus and watching the sky for the tinge of fire. But Frank will get his greatest kick out of firing the bunch that works for him. He has wanted to do this all season, but the law wouldn't permit him to, without giving them three months' notice.

Correction—Harry Traver advises me that I erred in my story regarding his Pierce-Arrow. It's of the vintage of 1926 instead of 1927, and cost him \$18.85 without tires, instead of \$8.85. I apologize, Harry. . . . "Specs" Reighert, impresario of the Skee-Ball alleys, has loaded his trunks with Bruxelles-made clothes. "Specs" will create a sensation when he promenades State street in Chi-

cago showing what the well-dressed man in Belgium wears. . . . International Exposition to be held in Paris in 1937 must have a real press department. They have stories continually in the local papers.

The Lusse family blew in today after visiting Switzerland, Germany and Italy. They will take in the exposition today, the closing day, loaf around Bruxelles a few days and then hike for Philadelphia. . . . Friday a legal holiday; good crowd for the rag end of the season, and business looked up everywhere. . . . Yesterday and today fine days; no rain. Seems strange; we are so used to having water run down our necks.

Are Champion "Sitters"

The weather today is absolutely the finest of any day of the whole season. The conscience of the weather man finally got him and he's trying to square himself with a fine finish. No use; we'll never forget what he has served us the major portion of the season. . . . One of the most noticeable things about this exposition is that the grounds never look or seem crowded. This can be accounted for by the fact that all of the avenues are at least 100 feet wide, Boulevard du Centenaire, the main stem, being 150 feet in width.

Another reason for the lack of "crowdiness" is the fact that there is a cafe here where one can sit for almost every person that comes to the fair. While this is not literally true, nevertheless, without exaggeration, there must be seating here for 50,000 people, and the next best thing to a glass of beer to a Belgian is a place to sit down; they are the world's champion sitters.

Eight hours more. Come on, you midnight! If that old Statue of Liberty ever sees the back of my neck again, she's going to be cock-eyed. . . . Frank Shean just blew in. Says after he concludes his business here, settling insurance, selling his buildings, packing and loading his equipment and paraphernalia for the States, settling with the third "leg" of the Dufour and Rogers combine, George Potie, that Mrs. Shean and himself will take a much-needed vacation, touring thru Germany, France and England, and then home for Christmas.

Traver just returned from England this morning, where negotiations are pending for the refurbishing of an amusement park at Southend, a resort quite near London. Watch this fellow, Traver; remember a "Phoenix arose from its ashes." . . . Maurice Plesen, of Coney Island, N. Y., head of the Skee-Ball Company, is here winding up affairs of his company. He is to return to America shortly. . . . The wind's blowing my way

(See THE LAST LAP on page 42)

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Fair
Grounds

HOUSTON.—Approval has been given by the Centennial Board of Control for marking six historical spots near here as part of the State-wide preparation for the Texas Centennial. Newly made half dollars, commemorating the Centennial, are out and selling for \$1. proceeds to be used to build a Texas Me-
(See FAIR GROUNDS on page 43)

HOUSE OF HAMID
... greets the Canadian Association of Exhibitions, convening in Toronto this week.
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Celebrations, Parks, Fairs, Indoor Circuses, Etc.,
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See 14 Daring Young Men Defy and Laugh at Death.
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Open for Independent Bookings in South Until April. Address Texarkana, Tex.

N. Y. Horse Show Goes Into Black

NEW YORK, Nov. 16.—National Horse Show ended its seven-day run in Madison Square Garden on Tuesday, with a gate mark of more than 100,000 and showed a profit for the first time in history of the 52-year-old event.

Entries were away ahead of other years and annual classic aroused tremendous interest, horse fanciers coming in from all over this country, Canada and Europe. More celebs attended than at any other event in the world, probably.

Chief interest, however, is attached to the fact that the masses turned out by the thousands, congesting the cheaper seats throughout the engagement. With the man on the street finally encouraged to buy his ducat for a fancy class show, event couldn't help but sneak into the black margin.

Much Interest Is Reported In Unique Fair for France

PARIS, Nov. 12.—Interest is evident throughout France in the International Fair to be held in Paris in 1937 which will be participated in by Great Britain, Italy, Soviet Russia and other nations, according to advices to the commerce department from Assistant Trade Commissioner Lestrade Brown, Paris.

An attempt will be made, the report states, to break from the architectural standardization which followed the World War, but a general governing scheme will bring the varying conceptions in architecture of the national palaces into a harmonious whole, sound and color to be carefully regulated as well.

Italy is preparing an exhibit designed to show what that country has accomplished under Fascism. U. S. S. R. has planned a participation representative of the whole of Russia, to be set up in a building whose architectural originality promises to be most unusual. Great Britain is reported preparing an exhibit which will show development of the British Empire. In response to the decision of the French to maintain the exhibition regardless of adverse world conditions, every nation appears keen to make a display of a kind and scale rarely seen before, the report states.

Want U. S. To Participate

PARIS, Nov. 12.—Altho the United States has not officially announced participation in the International Fair to be held here during 1937, exposition promoters are hoping for liberal participation of the American government and private firms and have set aside one of the largest and best sites of the grounds for American exhibits. Work is well under way on preparation of the site and construction of permanent structures. Esplanade des Invalides, a huge open space near the center of the city, will be given over to amusement devices and attractions which it is intended to make modern and novel.

Vancouver Building Program May Have Empire Assistance

VANCOUVER, B. C., Nov. 16.—Vancouver Exhibition Association directors, headed by Walter Leek, decided that, subject to approval of British Columbia Fairs Association, the 1936 Canada Pacific Exhibition here in August will be an 11-day fair, to wind up Golden Jubilee Celebration of the city of Vancouver.

Efforts are being made to have the dominion government build the second and concluding unit of the live-stock building at a cost of \$250,000. A Provincial Building and a British Empire Building are also much to the fore, the acting agent-general in London having actively identified himself with the latter project, there would be no cost to the city or exhibition. The sum of \$23,150 has been paid to the city on interest and sinking fund.

General Manager J. K. Matheson said patronage at the Forum is better than since its opening. In addition to the building program a big fill is being made in the ravine and several other developments are on to beautify grounds and buildings for jubilee year. At the Winter Fair in December the auction sale will be on the last day.

Fair Meetings

Canadian Association of Exhibitions, November 21 and 22, Royal York Hotel, Toronto. W. D. Jackson, secretary, London, Ont.

Iowa Fair Managers' Association, December 9-11, Savery Hotel, Des Moines. E. W. Williams, secretary, Manchester.

Iowa State Fair Board, December 11 and 12, Savery Hotel, Des Moines. A. R. Corey, secretary, Des Moines.

Indiana Board of Agriculture (Indiana State Fair), January 8, Claypool Hotel, Indianapolis. Dick Heller, fair manager, Indianapolis.

Wisconsin Association of Fairs, January 6-8, Hotel Schroeder, Milwaukee. J. F. Malone, secretary, Beaver Dam.

State Association of Kansas Fairs, January 7 and 8, Jayhawk Hotel, Topeka. George Harman, secretary, Valley Falls.

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. F. Hall, secretary, Minneapolis.

Nebraska Association of County Fair Managers, January 20-22, 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, Portage La Prairie, Man.

Michigan Association of Fairs, January 22 and 23, Fort Shelby Hotel, Detroit. Chester M. Howell, secretary, Chesaning.

Western Fairs Association, January 24 and 25, Hotel Whitcomb, San Francisco. Charles W. Paine, secretary, Sacramento.

Texas Association of Fairs, January 24 and 25, Baker Hotel, Dallas. Frank M. Thompson, secretary, Sherman.

Massachusetts Agricultural Fairs Association, January 23 and 24, Hotel Weldon, Greenfield. A. W. Lombard, secretary, 136 State House, Boston.

New York State Association of Agricultural Societies, February 18, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, 131 North Pine avenue, Albany.

Association of Connecticut Fairs, February 18 (meeting place to be selected) Hartford. Leonard H. Healey, secretary, Hartford.

SECRETARIES of associations should send in their dates, as inquiries are being made.

Good Report in Wausau

WAUSAU, Wis., Nov. 16.—Wisconsin Valley Fair and Exposition reported a net profit of over \$2,000 for operations during 1935 at the annual meeting. Attendance on the big day of the fair this year was largest in history of the association, fully 3,000 being turned away from grand stand and bleachers at night program. Association is contemplating purchase of 1,000 more collapsible chairs for bleacher sections. Al and Cleora Miller's unit shows furnished grandstand attractions, with Sol's Liberty Shows on the midway. Officers for the ensuing year are G. A. Mills, president; F. J. Gaetzman, vice-president; Bert E. Walters, secretary; Louis Becker, treasurer.

THE LAST LAP

(Continued from page 41)
today. Zimmy, the half-man natator, just blew in from Holland, where he has been giving swimming exhibitions at high-class swimming pools. He leaves in the morning for Amsterdam, where he has a long-term contract.
Wind still blowing in this direction. Mrs. Frank Shean just blew in, escorting the two daughters of the superintendent of one of the great American cemeteries of Belgium. This gentleman, who is an American, gave Frank and the missus a great time when they paid a visit to this cemetery earlier in the season.
5:30 p.m.—Six and one-half hours more! Half a million people have passed thru the gates today, according to reports. Have not been able to get official figures as yet. A rumor was circulated that the gates would be thrown open free at 6

p.m. and there are thousands of people swarming around the entrances. I bet when they get in, if they do, they'll be "good spenders."

Just now, 8 p.m., the crowds are pouring into the Phenomenes du Mode like water thru a busted sewer pipe. Keep it up, Belgians: it's your last chance. . . . Over 100 amateur brass bands are to play tonight in a competition. These 5,000 or 6,000 musicians have been rambling around the grounds all day, carrying their instruments along (they don't check anything in this country, on the principle that the possessor is the owner), everything from tiny fifes to gigantic bass horns. Any promenader that didn't have his eye hanging on the end of a piccolo or his head stuck into a bass horn is a real lucky guy or "guyess".

Fireworks tonight—last chance to burn the exposition down. This is the first of a number of expositions that they have had in Belgium that has not burned to the ground. It's a unique distinction, but we still have hopes—four hours to go. Half a million people here and haven't seen a fight yet. I know they can fight, because I can't forget that historical resistance when Germany tried to push them aside. Look out for the quiet, peaceful fellows; they usually are the most dangerous.

Orderly at the Windup

My hat off to Ch. Fonk, director-general! What a fair, what a crowd, what a man! We're on our last phonograph record. Incidentally, but accidentally, it is *The Stars and Stripes Forever*. Crowds still "knocking" the ticket offices over (three of them), but still I'm glad that my ship leaves on the 9th. . . . Everything on the grounds playing to its utmost capacity. . . . I've seen things packed tighter and closer than this crowd, but they were sardines packed in oil.

Funny people, these Belgians. They all seem to be walking around the grounds, waiting for something to happen. Next to being champion sitters, they are most patient lookers. What a place this would be for "Shipwreck" Kelly, the flagpole sitter! They would have to proclaim a national holiday during his "sit," as there would not be any work done till he got thru.

Two and one-half hours more to go. That old *Stars and Stripes Forever* record is doing nobly; the stars are about gone and we're now working on the stripes. Hope she holds out because in Belgium, no music, no show. . . . 10:30 p.m.—Well, I'm satisfied that the fireworks here will not start a conflagration. The exposition is safe from fire as far as they are concerned. Two "poohs" and they were over. Charlie Duffield throws away more fireworks after every performance than the "great" display that they had here tonight. . . . People are now leaving the grounds as the epidemic had started; it's all over but the shouting. No tearing down of signs, no drunks, no hollering, no souvenir hunters—just a plain, orderly crowd which had a good time, according to their way of taking enjoyment. Not a policeman in sight and no necessity for one.

Good-by, Belgian people; you certainly are fine. Good-by, exposition; you've been wonderful. Good-by, Ch. Fonk; you sure are a master. Good-by, Parc Des Attractions; you sure gave me a fine opportunity, but the "horse" ran in the wrong direction.

S. D. SETTING

(Continued from page 40)

to the exposition is the record of the fair radio department, as compiled by Robert Coleson, department head. His figures show that since the exposition opened 400 radio programs have been presented, of which 70 were broadcast, Coast to Coast, 100 went over Pacific Coast networks and remainder over local stations. Talent employed included six great symphony orchestras, bands, orchestras from Cafe of the World, soloists, speakers and choral and glee clubs. Every program was handled by the exposition's radio department, including program arrangement, writing or continuity, announcing and production.

As a closing Jubilee Week feature attraction Gus Arnheim and his orchestra gave three daily free performances on November 5-11, and also played at tea dansant in the House of Hospitality. Another outstanding musical event was the Whittier Symphony Orchestra, under direction of Ruth Haroldson. "Uncle Remus" Bonnell, of radio; Ula Wolfe and her Enchantadores, and Glen Hood, cowboy entertainer, were special attractions on November 10 in Organ Amphitheater.

George Garner Exposition Negro Festival Chorus gave a final concert at which ministers, educators, civic leaders and music patrons appeared. Capacity audiences have been present at all performances and music critics have been loud in acclaim of their singing, directed by George Garner, Negro tenor.

Prepping for New Show

After the midnight closing, workmen tidied up grounds on Tuesday, while executives concentrated every effort on the next period. President Belcher left Tuesday night for New York on exposition business. Hal G. Hotchkiss, vice-president and member of the executive committee, will be acting head of the fair during Mr. Belcher's absence. Members of the executive committee were in conference and department heads were holding sessions with their workers, all pleased with results attained this year, but determined to do even better with the exposition of 1936.

Mr. Gildred was reappointed managing director. Wayne W. Dailard, well-known theatrical executive and former manager of the Fox theaters in San Diego, was named as assistant to Mr. Gildred. Under Mr. Dailard's direction will be the physical operation of the exposition. Elwood T. Bailey, vice-president, will supervise new special events, special days, music and radio division. He is a nationally known chautauqua lecturer. Frank Dragan was reappointed executive secretary and will continue in charge of foreign relations. H. H. Barter will continue as director of works division. Publicity department will continue under direction of Fred Masters.

Employees Are Praised

A large sales organization has been sent into the field to sign new exhibitors in Los Angeles, San Francisco and San Diego. Mr. Bailey, in charge of special events during 1935, will widen scope of his work during the new exposition. He will be in charge of all special activities, directing our department that had operated independently in 1935.

During the first six weeks of the new season, Mr. Bailey said special attention will be devoted to programs sponsored by communities of San Diego and San Diego County. "The new show," he said, "probably will have greater artistic and educational worth than even the fair just closed. There will be more attention devoted to grouping of exhibits and to the class of exhibits and concessions permitted on the grounds."

Managing Director Gildred, praising exposition employees for their important part, said: "What San Diego has achieved thru its exposition is pointed to with pride and admiration by all California. Editorial commentators everywhere have acclaimed our attainment, and this acclaim belongs in generous proportion to department heads, their staffs, exhibitors, concessioners, their employees and all those working directly under the exposition management."

Eats Totals Are Huge

That huge quantities of foods and beverages were consumed by nearly 5,000,000 visitors is revealed in a summary by exposition accountants. Tabulation shows that coffee drinkers plied up a score of 3,891,418 cups. Those who favored tea used 771,348 cups; chocolate, 149,222 cups; malted milk, 944,672; fruit juices, 199,411 pints; bread, 971,461 loaves; hard rolls, 319,163; meat and fish, 971,111 pounds; cheese, 17,994 pounds; waffles, 419,666; pancakes, 723,102; pies, 314,929; cakes, 116,786; cookies, 217,737; puddings, 213,024, and sandwiches (exclusive of hot dogs), 1,169,242, and 3,455,099 sticks of gum.

During the interim until the fair's reopening no persons will be admitted to grounds except on business. Plans provide for raising the midway and utilizing the space for a Mexican Village, enlarging the Spanish Village and providing for an avoidance of many large outdoor meetings. Housing facilities to enable functions, ordinarily held in Organ Amphitheater, to be staged indoors will be included in the new building program.

MR. AND MRS. LA ROY, of the Flying La Roys; Mr. and Mrs. Ralph Duval and the Looping Nixes were visitors to the Flying Melzoras at Waycross (Ga.) Fair, week of November 11.

NATIONAL GATE

(Continued from page 38)

which will be gone into at length, there will be special demonstrations of special business-getters, such as Bank Night, Sweepstakes, Screeno, etc., together with reports on actual benefits received from the use of each type by members.



By CLAUDE R. ELLIS
(Cincinnati Office)

PASSAGE of the Sunday movies law in Philadelphia at the recent election has paved the way for a possible opening of roller rinks there on Sunday, say some of those interested in the biz in Philly.

HELEN REYNOLDS and her Seven Wonder Girls recently played a two weeks' engagement at the Fox Theater, Philadelphia, and the roller-skating act was well received. Earl Reynolds and his wife, who are sponsors of the act, accompanied the girls and met a number of old-time friends in Philly.

RUMOR recently that there would be another roller rink in Philadelphia is borne out by E. M. Moar, who reports that Malcolm and Jesse (Pop) Carey have leased the former Circus Gardens, night club, on Frankfort avenue, and will open it as a roller-skating rink about December 1. "It will have the largest floor space in the city," he writes, "and seating capacity for several hundred spectators. Place is decorated fitting its name and will be unique as to this feature. A new maple floor is being laid and an electric organ, one of the latest, will be featured. The spot can be reached by several surface as well as elevated car lines from all parts of the city and is ideal for speed events and roller hockey."

A SURPRISE party was tendered on the occasion of his 75th birthday anniversary to Rink Manager Fred Murree (Bright Star), Indian, in Fairmount Park Roller Skating Rink, Red Lion, Pa., by patrons and attaches of the rink. R. M. Spangler, manager of Fairmount Park, reports that Mr. Murree is as "young" and active as most men half his age. The floor was cleared by Floor Manager Wallace Emenheiser, who summoned Fred to the center and presented him with two large cakes, one being decorated with 75 lighted candles. The honor guest responded with thanks and then was showered with many gifts from the throng. Refreshments were served by a committee of skaters, including Mr. Emenheiser, chairman; Gladys and Maybelle Briggs, Charlotte Eberly, Louise Taylor, Betty Jane Feigler, Ruth Polck-omer, Alice McClure, Dorothy and Kathleen Jennings, Sheila Vay, Zeta Spangler, Fred Stevens, Robert A. Barton, Nelson Fitz, Joe Deller, Joseph Tyson and Joseph Jennings. Mrs. Murree and Mr. and Mrs. R. M. Spangler also were guests of honor. One of the season's largest crowds attended the skating party.

"IT APPEARS that I made a slight error in my special article on Forty Years of Roller Skating in the 40th Anniversary Number of *The Billboard*, dated December 29, 1934," advises E. M. Moar from Philadelphia. "I stated that Fred Nall was responsible for the debut

of Miss Nellie Donegan at the Chicago Coliseum. It appears that she was skating before that time and, while appearing in Paris, she met Lee Richardson, who was then presenting a trick bicycle act. When the Coliseum opening was assured, Lee induced his father to engage her for the initial program."

ARMORY Roller Rink, on Chicago's North Side, has inaugurated amateur roller-skating races under direction of Fred E. Leiser. Races are being held on one of the largest maple floors in the city. A newly installed Hammond electrical organ furnishes music.

G. B. McDONALD has opened his modern roller rink at Etna Mineral Springs, near Butler, Pa. There are sessions every night except Sunday. Much new equipment has been installed and management is featuring special weekly promotions. Interest in roller skating is the highest in this section in several years. Rink is one of the largest in Western Pennsylvania.

TUESDAY nights are club nights in Winter Garden Rollerway, Dorchester, Mass., under management of Fred H. Freeman, for Winter Garden Skating Club, one of the largest in New England. Refreshments are served free every Tuesday night to club members. The refreshment menu is varied weekly and is announced in advance in the rink organ. *Winter Garden Tatler*, which says the plan is arousing increased interest in the club.

THREE COSSACKS, American roller skaters, are at the ABC Theater in Paris. Finks and Ayres and Avallon Sisters are doubling between Alhambra Music Hall and Lido cabaret in Paris. Palladium Skating Rink opened recently in Lyons, France. Karl Schaeffer, Edie Stenuf and Enle Putzinger are appearing in exhibitions in Pole Nord Rink in Brussels.

THEIR first professional appearance was made in the Roundup Room of the Desert Hotel, Spokane, Wash., on October 29 by Lowell Christian and Zelta Stehber, formerly of Monterey Roller Rink, Spokane. They have a two weeks' engagement at the newly opened Ambassador Club there. Act consists of figure skating on dance floor and fast-whirling mat work.

WINTER GARDEN, in the west end of St. Louis, is having skating sessions every afternoon and night, with morning sessions on Tuesdays, Thursdays, Saturdays and Sundays. St. Louis Figure Skating Club has special sessions on Mondays, Wednesdays and Fridays from 7 to 8:15 p.m. F. A. McDonald Jr. is manager.

ARENA GARDENS, Detroit, opened on November 18 as a skating rink for the first time in many years, with a crowd of local notables attending. Rink is on an elaborate scale, with a staff of 32, the largest seen in Detroit rinks during the depression.

FAIR GROUNDS

(Continued from page 41)

memorial Museum on the campus of Texas University, Austin.

CENTERVILLE, Mich. — St. Joseph County Grange Fair Association, reporting profit of \$7,236.85 from the 1935 fair, voted to add 76 feet to the grand stand next year. Improvements made during 1935 cost \$10,607.15. President H. C. Bucknell, Secretary S. C. Hagenbuch and Treasurer L. R. Schrader were re-elected.

OGDEN, Utah.—Officials of the 1936 Ogden Live-Stock Show, to be held in the Coliseum in January, have been announced by President George S. Eccles. J. T. Murray is general superintendent. Superintendents of divisions are: C. G. Adney, purebred beef cattle; E. J. Maynard, carload cattle; H. A. Mathiesen, Holstein cattle; T. R. Warren, Jersey cattle; C. W. Robinson, Guernsey cattle; Foster Petrie, sheep; Mark Nichols, swine; Ray H. Wood, junior department; D. P. Murray, boys' and girls' 4-H Club exhibits; L. R. Humphreys, Future Farmer division; W. W. Shaw, poultry show; George F. Stallings, seed show, and Burt Macintosh, wool show.

COUSHATTA, La.—A 13-acre tract, a quarter mile north of city limits on United States highway No. 71, has been selected as permanent site for Red River Parish Free Fair. The new association has its first fair this year and plans an

enlarged event for 1936. Officials said lack of a carnival and poor roads were detrimental to the 1935 fair.

LAFAYETTE, La.—Foundation for a new exhibit building has been started near Southwest Louisiana Institute, to be used in the annual Midwinter Exposition here in January. Work is under WPA on land dedicated for the purpose.

HAYWARD, Wis.—Matt Olker was elected president of Sawyer County Fair Association; William Hoffman, vice-president; J. K. Walker, secretary; Roy Wittwer, treasurer. Association has a surplus of \$220.

ATLANTIC CITY

(Continued from page 39)

the weather for a year, is planning comeback next season. . . . Opening league game of basketball at Million-Dollar Pier drew about 2,500. . . . Ring-siding Myer Saul's wrestling show the other p.m. were Mayor-Elect Wilson of Philly; Herb Copeland, of Warners; Sid Blumenstock, p. a.; F. E. Wesp, of Stanley; Watson, of Strand; Dave Orloff, Colonial (Egg Harbor), and Al Steinberg, Million-Dollar Pier.

POOL WHIRL

(Continued from page 39)

Pool Patent, Value of Sand Beaches in Connection With Pools and the Best Methods of Handling Them; Pool Equipment, Diving Boards, Ladders, Wave Machines, Etc.; Refreshment Service at Pools; Values of Play Areas Equipped With Handball, Basket Ball, Shuffle Boards, Punching Bags, Etc., for Use of Pool and Beach Patrons; Liability Insurance, Night Bathing, Underwater and Overhead Lighting, Possibilities of Winter Operations and Price of Admission.

Well, there you are, my compatriots, 14 topics sizzling with interest. Every red-blooded American pool operator, and even the anaemic ones, should study these subjects carefully. Determine how each topic affects you in your particular pool. Bring these experiences to the meeting, be broadminded enough to tell all you know and then you will benefit by experiences of others.

I know only too well that at each meeting of the park and pool group there is a certain element of pool owners and park men, too, who come only to listen. They never venture to tell their own experiences along certain lines. Suppose all those who attended the conventions were the same way. No one would get a single benefit from the meetings. It's only when everyone connected with the industry chips in and exchanges ideas that some good can result.

Therefore no urging this time to attend the convention. I hope I've brought that point across in preceding columns. What I want to put across now is that once you've decided to attend the convention you should make up your mind to co-operate. Come prepared with facts if you expect to get facts.

One of the most important papers to be read at the convention is now being prepared by C. H. Potter, of the Miramar outdoor pool, New York City. The topic is *Competition Between Parks, Pools and Beaches Privately Owned and Those Operated by Public Bodies*, of which much has been written here from time to time. If you have any ideas on this subject you are earnestly requested to communicate with Mr. Potter, care of the Miramar Pool, 207th street and Broadway, New York City, for I'm sure he'd like to include as many experiences as possible in the paper. Also, be sure to be on the lookout for this paper when you attend the convention.

That was a swell blowout given at Shelton indoor pool, New York City, last week in connection with its so-called

"amateur bathtub singing contest." Everyone who is anyone in radio was there. Ethelda Bleibtry, former swim champion, who is at present instructress at the Shelton tank, captured the "singing" competition and it was a swell promotion stunt for the tank. And so, congrats are in order for all those concerned.

Word is received here of the Penn Athletic Club's 32d annual interscholastic swim championships to be held at that well-known Philadelphia tank on March 20 and 21. What I want to know, tho, is how come the Jantzen Swimming Association sends out notes about the Penn A. C. meet? Or is it none of my business?

With the Zoos

NEW YORK. — A handsome young condor, with a wing spread of three feet, has arrived here and is being housed in Bronx Zoo.

BEAUMONT, Tex.—A honey bear, gift to the zoo by Christy Bros.' Circus a few years ago, recently became rabid, biting four people, including the keeper. Five animals were also bitten before the bear was slain. Beaumont Zoo has an excellent collection of animals, birds and reptiles. Early in the depression when its discontinuance was agitated the American Legion post staged a successful drive for maintenance funds.

NASHUA, N. H.—John T. Benson, owner of the Benson Wild Animal Farm here, reports business the best in history of the farm during the past summer. He said crowds continue despite the cool weather. Spending was done more freely than in a number of years.

CINCINNATI.—Intelligence tests made at Cincinnati Zoo apparently verify the contention that the chimpanzee rates highest among the "brain trust" of the animal world. Romeo, nine-year-old chimp; passed his examinations with flying colors. Attention and imitative powers were chief factors considered. Other types of monkeys, elephants, wolves and cheetahs also get "good marks."

MILWAUKEE. — Extinct animals, which he paints, are the hobby of 71-year-old Ernst Untermaier as he waits in his San Francisco home for a call to take charge of Washington Park Zoo here. Except for Frank Buck, who doesn't care about the job, the former editorial writer heads an eight-year-old eligibility list. Unless something unexpected happens, he will be the next Milwaukee Zoo director. Untermaier's recent activities include studies and field work to collect material for paintings of American dinosaurs and tertiary mammals, it was reported from San Francisco. He is now engaged in making the paintings. He also has been assembling data on animal migrations during the tertiary period which account for distribution of existing animals on the continents. Before that he was in the American Southwest in field work on geological surveys and studies. The geological expeditions took him to the dinosaur quarry in Jensen, Utah, and to other places where fossils are found. Before the eligibility list is certified, Untermaier must prove his physical fitness for the zoo job, the city service commission has decreed. He has forwarded a statement by a San Francisco physician that he is physically equal to the work. He was born November 6, 1864, in Soldin, Germany. He studied biology, paleontology and geology in Berlin University and at the Linnaea.



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World Mirth Has Best Tour

30-week season, with engagements in 7 States and 2 Canadian provinces

RICHMOND, Va., Nov. 16.—World of Mirth Shows have returned to their Broad street winter quarters, having arrived Monday from Williamston, N. C., after a 30 weeks' season, with engagements in seven Atlantic seaboard States and two Canadian provinces.

It was the most successful season the World of Mirth entourage has known, General Manager Max Linderman declared upon his arrival here. Office figures compiled by Ralph A. Smith, treasurer, revealed that previous records had been broken at no less than nine of the 13 fair engagements played.

The show train was returned to Richmond in custody of Don Montgomery, trainmaster, completing his initial season with the World of Mirth enterprise. Frank Bergen, assistant manager, took over the task of storing the equipment in the factory buildings which have served as winter quarters for a number of years. He was assisted by Nate Workman, lot superintendent, and others.

West Coast Shows Have Best Season

PORTERVILLE, Calif., Nov. 16.—West Coast Shows played their season's closing engagement here, ending at the conclusion of the American Legion's Armistice Day Celebration. Paraphernalia was soon loaded and on its way to winter quarters at Oakland. The show was out 40 weeks this year, and had the best season in its history. Announcement was made that it closed with 90 per cent the same personnel it opened with.

Manager Mike Krekos will spend a couple of weeks on vacation at Palm Springs, and after attending the Pacific Coast Showmen's Association Banquet and Ball in Los Angeles will attend several fair meetings. Edward Kemp and the missus will play cafes and beer gardens this winter; Mrs. Kemp a blues singer and Mr. Kemp in band. Mr. and Mrs. Dick Morris go to their farm at Delano, Calif. Harry Meyers and Bill Masino to winter in Los Angeles. Benny Kaplan gave up his carnival in Mexico and will enter a clothing business at Stockton. Mickey Garrison back to his home in Stockton. Monty Stephens to Los Angeles. Bert Clauson to Oakland. Joe Zotter to again have all of his rides booked with this show next season. Mr. and Mrs. Foss will take their Miniature Train on lots around Los Angeles. Chet Reese visited the midway the closing week as a guest of W. T. Jessup.

Cetlin & Wilson Goes to Quarters

WILMINGTON, N. C., Nov. 16.—Cetlin & Wilson Shows played their season's closing engagement here and moved to winter quarters at Greensboro, N. C. Mr. and Mrs. Leo Carrell will show theaters and schoolhouses with their monkeys. Noel Lester will play theaters during the winter with the 20th Century Arabian Nights and Girl Revue. Duke and Lillian Jeannette again go to their home in Baltimore. Glen Porter to play stores with his big snakes. Mr. (See CETLIN & WILSON on page 47)

Watch for

FREE ACTS JUSTIFY THE GATE

By Charles C. Blue

A Special Feature of the CHRISTMAS NUMBER of The Billboard



RITA LATLIP (the taller of the two), who was killed in an automobile and truck collision near Iron-ton, O., recently, and her sister, Virginia, who was injured in the same accident. Both of the Latlip Shows and the Latlip Family and Latlip Sisters acts.

Crafts Has 40 Weeks' Season

All in Calif. — Mr. and Mrs. Crafts back from trip —winter theater show.

LOS ANGELES, Nov. 16.—Crafts 20 Big Shows brought their season of 40 weeks, all in California, to a close at Compton last Saturday night, and moved back to winter quarters on the National Orange Show grounds at San Bernardino. Orville N. Crafts informed *The Billboard* representative that it was the best season for his show since 1929.

Seven new trucks and four new rides were purchased this year. It was stated that the same executive staff had been signed up for next year. Charles F. Curran, general agent; Roy Ludington, manager.

Among the announced destinations: (See CRAFTS HAS on page 47)

Jessops in Cincinnati

CINCINNATI, Nov. 16.—Charles Jessop and his son, Danny, of the well-known Jessop family of concessioners (principally confections), made a motor trip to this city from their home at Connorsville, Ind., Wednesday. Danny had their elaborately framed pop-corn, candy and crackerjack truck most of the past season with Johnny J. Jones Exposition, while Charles covered his customary fairs and celebrations with a large confections stand in Indiana. Reported a very good season. They also informed that Howard, son of Joe Jessop (brother of Charles) became the proud father of a son November 11 at Connorsville.

BALLYHOO BROS.' Circulating Exposition

A Century of Profit Show

By STARR DeBELLE

TALL TIMBER, MISS.

Week ended Nov. 16, 1935.

Dear Charlie:

The show playing 60 miles off of a railroad. All wagons pulled this distance from the runs over muddy, hilly country roads. Our wagons a bit too wide for the narrow trail. This kept our champion wood choppers busy walking ahead and cutting down monster trees to widen out the unbeaten path.

Tall Timber a sawmill town, the show playing in the sticks and to the sticks. Most of the town's population made up

Jones Season Over the Top

Highly successful, says Director-General Phillips — quarters at Augusta, Ga.

AUGUSTA, Ga., Nov. 16.—Johnny J. Jones Exposition closed its season here Tuesday after a tour of 31 weeks and went into winter quarters at the same warehouse as last fall, where there are commodious storeroom for the wagons and ample trackage for the railroad equipment. The Exchange Club Fall Fair, the final date, was extended two days, held over for Armistice Day and a "Colored Day" on Tuesday.

The season as a whole was highly successful, states E. Lawrence Phillips, director general, who also advises that the show will go out in the spring augmented in all departments.

Visitors during the Augusta engagement included E. Ross Jordan, of Georgia State Exposition at Macon; Felix Jenkins, secretary of the Chattahoochee Valley Fair, Columbus; Rubin Gruberg, J. C. McCaffery, Frank Winchell, Max Linderman, John M. Sheesley, Doc Cann and many others.

The show played day and date with the Ringling-Barnum Circus Wednesday of last week and many visits were exchanged during the day. Eddie Vaughan was an afternoon visitor on the midway.

Walter A. White, general manager, will return home to Quincy, Ill., for a visit. Tom M. Allen and Arthur Atherton will be in charge of winter quarters, where 26 men are now at work. Johnny Harris is running the winter-quarters cookhouse. Many of the other members will remain in Augusta this winter.

League Fund Drive Speedup Is Urged

CHICAGO, Nov. 16.—As the time for the windup of the Cemetery Fund Drive of the Showmen's League of America nears, Secretary Joseph L. Streibich urges members of the League to speed up their efforts to establish a new record. The response so far has been very good. The method adopted this year has created more than usual interest and on every show the efforts of League members have been given excellent support. "A little speed on the last lap and we'll set a new record that will put all previous drives in the shade," says Secretary Streibich.

Hansen Shows End Season in Alabama

MOBILE, Ala., Nov. 16. — The Al C. Hansen Shows will bring their season to a close tonight at Brewton, Ala., and will come direct to winter quarters in this city. Manager Hansen and Walter B. Fox, general representative, are preparing to attend the amusement men's meetings in Chicago in early December.

J. W. Conklin's Nickname

For years there have been confusions in a nickname for J. W. (James Wesley) Conklin in communications referring to that amiable and widely known showman for publication. "Paddy" has registered a great majority over "Patty" in the writings, and not infrequently writers have had it "Pattie." Therefore, considering the majority, in nearly all instances both "Patty" and "Pattie" have been edited to "Paddy" for print in *The Billboard*.

In order to receive some guidance the carnival editor recently explained the situation and requested a "choice" in a letter to Conklin, who answered, in part, as follows: "I will leave it to your discretion as a newspaper man as to what would be the best one for me"—an appreciated honor, altho a sort of "spot" assignment.

"Paddy," "Patty" and "Pattie" suggest Irish parentage—but with "Pat" instead of "Pattie" mostly used. However, this scribe recalls that during James' younger years he was many times credited by the late James W. Conklin and other observant showmen and acquaintances with "standing pat" when in charge of business matters and satisfied that he was right. Hence, the "Patty" (not "Pat") nickname probably sprang from that characteristic—his "standing pat."

The carnival editor's choice is that it be "Patty."

Blue Ribbon Has Very Good Season

LITTLETON, N. C., Nov. 16.—Blue Ribbon Shows ended their season here and shipped to winter quarters at Florence, S. C. Mr. and Mrs. L. E. Roth will make a trip to Florida for a much-needed rest prior to time for Mr. Roth to start attending early fair meetings and arranging his route for next season. He stated that the entire show will be overhauled and repainted before it leaves quarters on its next tour.

Blue Ribbon Shows were out 36 weeks this year and covered 4,765 miles, thru Indiana, Illinois, Kentucky, Tennessee, Virginia and North Carolina. It was their first trip to Southeastern territory and a very successful season was reported.

Heavy Damages in Fire At Downie Bros.' Plant

LOS ANGELES, Nov. 16.—The storage warehouse of Downie Bros., Inc., was destroyed by fire last Saturday night. The entire structure and contents total loss. Damage estimated at \$40,000. Fully covered by insurance.

Several showfolks also suffered losses. Archie Clark, of Clark's Greater Shows, had stored a transformer but three days before the fire. Ted Metz had side-show banners and trunks stored there. Orville Crafts had a cookhouse and some banners destroyed. Tom Mix had some props, trunks and a field oven stored. Mrs. Hugh Fowler lost the contents of several trunks that had been stored but a few days. She also lost a great deal of her wearing apparel, also that of her late husband, Hugh, and many of his papers and other effects of considerable value to her, the ivory bracelets and jade that were presented to them by the king of Siam.

Endy Shows Have A Record Season

HARTSVILLE, S. C., Nov. 16. — Endy Bros.' Shows, which brought their tour of 32 weeks to a close here at the conclusion of the American Legion Armistice Celebration, had their most successful season in the Endy's 28 years of show business, according to announcement at the end of the local engagement. The show played in nine States; at 13 still dates, four celebrations and 15 fairs. The local Chamber of Commerce co-operated with the show in obtaining winter quarters here.

Following were some of the announced destinations: Frank (Custard) Voltigeo to De Land, Fla.; Mr. and Mrs. Fred Barret, Philadelphia; Mr. and Mrs. Mickey Timmins, Florida; Mr. and Mrs. Frank Walter to Bolt Shows, also Doc Green and his Minstrels; Lee McDaniels

(See ENDY SHOWS on page 47)

PACIFIC COAST SHOWMEN'S ASSN., INC.

(America's Largest Body of Organized Showmen)

WILL HOLD THEIR 14th ANNUAL

CHARITY BANQUET & BALL

IN THE

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THE BIGGEST WINTER EVENT OF THE WEST COAST



Showmen's League of America

CHICAGO, Nov. 18.—Another interesting meeting on Thursday. Vice-President Jack Nelson in the chair. Also at the officers' table were Treasurer Lew Keller, Secretary Joe Streibich and Past Presidents Edward H. Hock and Sam J. Levy. Reports of all committees were interesting and show some real activities in store for the near future.

As the brothers are gradually returning the attendance at each meeting shows an increase. . . . Mrs. Brodsky and her sister were the guests of Brother Izzy Brodsky at the League rooms. . . . No report as yet from Brother John Lorman on progress in arrangements for the bridge tournament. Brother Harry Coddington says he will have a prize for the affair. Brother William (Sheik) Claire is convalescing at the home of his brother in Cambridge, Ill. The address is 208 North West street, and he would be pleased to hear from his friends.

Plans for the big party November 30 are progressing nicely. Co-Chairmen Harry Russell and Sam J. Levy promise a wonderful affair. Don't miss it. . . . Duke Dupre and Jack Ryan, of Cole Bros.-Clyde Beatty Circus, were callers at the rooms. . . . Al Humke is back in town. Expects to leave for the West Coast soon. . . . Brother Rube Liebman has returned from the East. Mr. Baldwin, of the Eldon (Ia.) Fair, was his guest at the League rooms. . . . J. C. McCaffery a visitor between business trips. . . . Old friend and ex-brother Thomas (Fuzzy) Hughes stopped in for a short call. Was making a hurried trip from Toronto to the West Coast. Looks as young as ever.

Sam and William Solomon were in for a short visit. On their way to Utica, N. Y., to visit their mother, who is ill. Sam expects to be back for the meetings in December. . . . Brother Denny Howard is among the regular callers at the League rooms. . . . Brother Tex Sherman spent several pleasant visits with

the boys at the rooms. Is Florida bound and may not be back until Hagenbeck-Wallace Circus opens here in the spring.

Just a short time until the 1935 Cemetery Fund Drive will go down in history. Final letters are being mailed, with hopes for prompt response. Don't overlook yours when it arrives. Get in your returns at once so that all may have a chance to participate in the awards. Those who have responded to date are J. W. Conklin, Max Brantman, M. J. Doolan, James Cunliffe, Tex Sherman, Ted Lewis, Frank D. Fuller, Murray Lorber, R. S. Bakestraw, Knepp & Dehnert Shows, John W. Galligan, J. Ed (Eddie) Brown, Hyla F. Maynes, H. A. Lehrter, Michael Goodwin, D. M. Kerr, Henry Meyerhoff, Harry Lewiston, Ralph Cautin, Claude Bremer, Miller Studio, Harold Paddock, Jack Polk, Charles H. Duffield, Harry (Pitzie) Brown, Lee Hall, *The Billboard*, C. D. Odum, Edw. Pasterczyk, Morris Miller, Florentine Art Statuary Company, Thompson Brothers, United Shows of America, Ben Beno, Carl J. Lauther, Roberson Show, John F. McTigue, Bar-Brown Shows, Col. F. J. Owens, Lou Leonard, Peter Pivor, Peter Kortcs, S. T. Jessop, Charles W. Green, Charles T. Goss, Ethel D'Arcy, Donaldson Lithographing Company, Carl A. Mann, Julius Wagner, Seilner Manufacturing Company, Ray S. Oakes, Morry Brod, W. H. (Bill) Rice, Hagenbeck-Wallace-Paw-Sells Bros. Circus, H. A. Levine, Sam J. Levy, Foley & Burk Shows, Charles W. Paine, John L. Downing, Mel H. Vaught, Eyley Aircraft Company, Philadelphia Toboggan Company, J. L. Landes Shows, Dumas & Reid Happyland Shows, Rube Liebman, M. H. Barnes, Tennyson Manufacturing Company, America's Model Shows, J. C. McCaffery, Mazie Stokes, Harry A. Manly, Howard W. Power, Nat Hirsch, Paul Lorenzo, Harry J. Talley, Mrs. James Chase, Berney Smuckler, John H. Pritchard, Henry F. Thode, Rubin & Cherry Exposition, Murray Polans, J. L. Lowe, Eric Lithographing Company, Ralph Pacini, J. R. Strayer and Al Humke. A nice long list but still plenty of room to add yours to it. Get busy—let's give this a whirlwind finish and put it over with a bang!

Just a few weeks and the 1935 Membership Drive will close. This has been

LEGITIMATE CONCESSIONS OF ALL KINDS WANTED
 FOR AMERICAN LEGION ANNUAL FALL CELEBRATION, UPTOWN, LAFAYETTE, LA., STARTING SATURDAY, NOVEMBER 16, THROUGH SUNDAY, NOVEMBER 24. Wonderful opening for Photo Machine, Cigarette Gallery, Lead Gallery, Bowling Alley, Fish Pond, Palmistry, Ball Games, Penny Pitch, Juggle Board and similar Grind Joins, \$15.00 per week. Will sell exclusive on Poultry, Ham and Bacon, Grocery and Blanket Wheels. Have for sale Two-Abreast Allan Herschell Merry-Go-Round. Week of November 25, Annual Celebration in City Park, Franklin, La. All communications **DICK HAULK**, Manager Concessions, Lafayette, La.

Mendenhall, Miss., People Praised by Bee Showfolks

CINCINNATI, Nov. 16.—The personnel of F. H. Bee Shows have spoken and written praise of residents of Mendenhall, Miss., and vicinity relative to human interest and kindness displayed following the passing of C. C. (Dad) Slagel, whose death was announced in the Final Curtain columns of last issue.

Many kinds of assistance were offered. Financial aid was not needed, as the showfolks responded liberally, and the veteran showman's body was admirably laid to rest. Two of the local clergy, Methodist and Baptist, offered their services, which were accepted. Sheriff Ada Duckworth gave much of her time to arrangements for the funeral and burial, and the services were heavily attended.

"We, as showfolks," writes Bob Sickels, "shall never forget Mendenhall, Miss., with so many good and thoughtful people for the traveler." The closing paragraph of an article in *The Simpson County News*, on the death and services, read as follows: "The News, together with the people of Mendenhall, expresses sympathy for the bereaved ones."

one of the best in a long time and quite a few more are expected to bring it up to the goal hoped for. The standing to date: Harry Roas 47, Max Linderman 21, Mazie Herman 18, J. W. Conklin 10, Joe Rogers 4, Sam J. Levy 5, Joe Streibich 5, Sam Solomon 4, Will Wright 3, Frank R. Conklin 2, Sam Feinberg 3, Jack Nelson 2, Jimmie Simpson 8, Ernie A. Young 2, Nat Hirsch 2, Lew Keller 2, Louis Fishman 1, Joseph Mausby 1. (See *SHOWMEN'S LEAGUE* on page 47)



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MIDWAY CONFAB

By THE MIXER

A REMINDER: Next issue the Christmas Special!

Amusement folks' slogan next week, "On to Chicago!"—for the meetings.

L. W. (DUKE) JEANNETTE had four attractions with Cetlin & Wilson Shows this year.

LAWRENCE LA LORDE, lately publicist with Stella's Congress of Oddities, is partnered with Jack Lancaster with two girl shows on Great Risner Shows.

AFTER THE season closing for his amusement company, the O. J. Bach Shows, O. J. Bach left Elmira, N. Y., for his winter home at Ormond, Fla.

The wedding of Mr. and Mrs. Will Wright, October 24, was solemnized at Los Angeles, instead of at Victoria, B. C., as the recent announcement stated.

MR. AND MRS. T. MEHL, who had Minstrel Show with Blue Ribbon Shows, report a pleasant and profitable season and will winter at Atlanta, Ga.

WHITEY DAVIS, formerly with World of Mirth Shows, has lately been operating the Ferris Wheel with Robeson United Shows.

SINCE CLOSING the season as legal adjuster and concessioner with Gruberg's World's Exposition Shows, E. B. Braden is again hibernating for the winter in "Braden Hollow," Tennessee, headquarters at Lynnville.

JACK DOTTY, assistant manager with the Smith Great Atlantic Shows, which closed their season recently at Saluda, S. C., arrived in Cincinnati last week for a short stay. Said that the show had a very good season.

ETHEL T. REITZ will spend the winter at Cleveland, Tex. She expresses appreciation of letters of sympathy from showfolk relative to the death of her husband, Harold C. (Happy) Reitz, at Dayton, O., October 22.

JAMES (JIMMY) HUBBARD, concessioner, visited acquaintances in Cincinnati recently while awaiting train connection to Georgia. Had lately been in Detroit. Was sick (lost about 40 pounds in weight) in the East most of the past summer.

HAVING CLOSED the season for Side Show and Museum, Mr. and Mrs. John T. Hutchens last week had their motorized equipment headed to Memphis, Tenn., where they will visit their son-in-law and daughter, Mr. and Mrs. J. H. Evans, and family for a few days; then

Yucania); back to the early days of organized carnivals. They were married 35 years ago while with the Jabour Show at Minneapolis. Princess does her contortionistic act—upper portion of body does a complete about-face—in the Lamb performances and Tom is one of the ticket sellers.

DON. C. MACIVER, magician and lecturer, the past season with Newt Kelley's Side Show on Marks Shows and Starr DeBelle's Side Show on Gruberg's World's Exposition Shows, plans a winter show playing schools, featuring Jack Kent, strong man, and the Ball Boys' Hillbilly Band. At the closing of Gruberg's Shows Don went to Tunnelton, W. Va., for a visit with Mrs. Maciver and their three children.

DINTY MOORE, who has had several sets of digger concessions with carnivals, with his wife has been visiting carnivals in the Southeastern States. Bill Gordon and wife, who were connected with Moore this year, are visiting Bill's relatives in North Dakota, and Kenneth Fletcher, on closing at Anderson, Ind., bought a new car and with his wife (they are lately-weds) left for Elkins, W. Va.

FROM NEW ORLEANS: A strange animal, resembling a dragon, fish and insect, was found in a dense woods north of here recently. Has a row of legs, large, well developed head and feathery formation on back. It swims and walks and devours bread crumbs, and is about two inches long with a fan tail. Local etymologists just scratch their heads.

THOMAS (FUZZY) HUGHES, former importer and dealer in Chinese baskets in Chicago and of late years a dealer in rides on the Pacific Coast, stopped off in Chi last week on a whirlwind trip from Los Angeles to New York and return. Fuzzy made the trip eastward in eight days, stopping to visit a number of shows en route. He also visited Atlantic City, Norfolk and Toronto, and on his way home expected to stop off in Dallas.

THE HOME of Jackie Smith (former concessioner) at Hot Springs, Ark., was the scene, on November 8, of an enjoyable party given to showfolks. Among the guests were Mr. and Mrs. J. W. (Patty) Conklin, Mr. and Mrs. Noble C. Fairly, Mr. and Mrs. Max Goodman, Mr. and Mrs. Jack Rockaway, Mr. and Mrs. Sam Solomon, Mr. and Mrs. Britton, Mr. and Mrs. Schlotzberg, Mr. and Mrs. Marty Joyce and others whose names were not learned.

From an Atlanta, Ga., correspondent comes word that Harry Coffin had an announcement of the Coffin-Whitefoot "Life Begins" (playing a store room in downtown Atlanta) in a Bible class; in the Mayor James L. Key Bible Class, held in the Paramount Theater, November 10. This was considered some sort of record for a store show. Among visitors to the attraction were Roy B. Jones, publicist, George Vogstead and Bob Sallor, of the Vogstead attractions, and Harry Goodhue, all of United Shows of America; J. S. Critchfield, of Downie Bros.' Circus; Mr. and Mrs. J. D. Wright Jr., and Bob and Ann Cameron.

A LETTER from Bill Dyer (many road-folks are acquainted with Bill, and Pop and Mom Dyer), now handling Dyer's Entertainers, consisting of five colored entertainers, and himself doing black-face and featuring Ruby Coleman, blues singer, tells of having had many carnival, med show and other showfolk visitors to their place near Blackton, Ark., lately. They included C. R. Leggett, W. H. (Daddy) and Katherine Hildreth, Doc Williams and wife, Charles Lamont, Blacky Woods and family, Doc and Dinah Ward, Kid Burns and Jack Rooney.

AMONG ANNOUNCED departures when Greater Exposition Shows closed their season at Winona, Miss.—Mrs. V. J. Yearout, Kansas City, Mo.; Mr. and Mrs. F. D. Bushong, Galveston, Tex.; Walter Jaap, Park Rapids, S. D.; Emil Schoenberger, to visit his homefolks in Europe; E. C. Humes, Beaumont, Tex.; Doc and Mrs. James, Kerrville, Tex.; Jesse Hagerman and wife and Curly Foster and Billy Scanlon, Houston; Harry Rennels and wife, St. Louis; Elmer Neelman, Schenectady, N. Y.; H. W. Smith and wife, East St. Louis, Ill.

HOUSTON PICKUPS—Bob Runte, Hennes Bros.' concessioner, worked Bob Morton's Houston date with turkeys. . . . A. O. Osterman handled concessions for Bob Morton's Houston engagement and merchandised everything from

ASTRO FORECASTS AND ANALYSES

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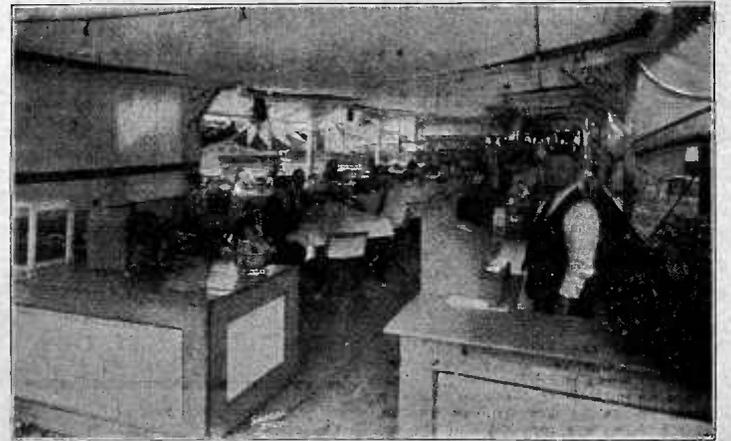
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EDDIE MADIGAN'S "Silver-Plate Cafe," the past season with United Shows of America, Madigan's third year with that show. To the left rear, outside the eating emporium proper, a "palm garden," with tables and chairs and large umbrella shades for diners.

J. J. (IRISH) KELLEY has contracted for his third season (in 1936) with Endy Bros.' Shows, including as mail man and salesman *The Billboard*.

DEWEY THOMAS ended his fair season with his new pop-corn trailer a few weeks ago at Shreveport, La., and will spend the winter with his sister, Bessie Fuller, in Kansas City, Mo.

J. W. SWISHER, former midwayite, has been hustling a "Georgia b. r." in the coal fields over West Virginia way. Says that he will be back on the lots next year.

SINCE CLOSING the season with Mighty Sheesley Midway Mr. and Mrs. E. C. May have been visiting shows in North and South Carolina and Georgia. Later to Florida.

LEO GRANDY, electrician and salesman *The Billboard* with O. J. Bach Shows, decided to winter North to indulge in skating and skiing and located at Corinth, N. Y.

AFTER PLAYING five weeks in Tennessee, Manager John Dale of Midwest Shows decided to close the season for his organization and returned to Indianapolis.

MRS. BABA DELGARIAN, who has been operating her late husband's rides in and around Chicago, informs that she had one of the most successful seasons in years.

proceed to Cassville, Mo., where they will again be located during winter months.

HELEN BRAINEED SMITH, a popular member of the Ladies' Auxiliary of the Heart of America Showman's Club, is at present working at the Harlem Night Club, Kansas City, but always finds time to attend the weekly meetings of the auxiliary.

The compactness (yet thoro) of the route and roster booklet on Cetlin & Wilson Shows for 1935, compiled by George Hirschberg, is notable. Inside the heavy paper cover there are only four pages, but a great deal of keep-sake data is given and the 3 1/4 by 5 1/2 inches size makes it a convenient pocket edition.

MAD CODY FLEMING has had several "tough breaks" the last couple of years. Became ill (physical, not temper) and went South; later organized a new amusement company; about half the outfit destroyed by fire. But in better health he is rebuilding and plans being all set again for next season.

A NUMBER of concessions on the Royal Amusement Company midway at Armory, Miss., were destroyed by fire. Some rides and shows were saved by removing concession tops in the path of the flames. C. W. Meyers, Bert Wood and Sunset Amusement Company were reported the heaviest losers.

TWO VETERAN SHOWFOLKS with L. E. (Barney) Lamb's side show and museum opry (now playing storerooms) are Tom C. Rogers and wife (Princess

peanuts to beer. . . . Kent Hosmer was a visitor here recently and continued to San Antonio, winter quarters city of Beckmann & Gerety. . . . R. W. (Tommy) Stevens in the city a week on business. Albert Moore, of Ray Stinnett Attractions, was a recent visitor. . . . Florence Brown came in to visit friends on the Morton Circus.

HENRY HEYN, ride owner, informed the St. Louis office of *The Billboard*: "The season ended very good after a poor start. The latter weeks were like a hectic ball game in the latter innings. I grossed all doubles, triples and homers in the last few weeks, to win out over all seasons for six years. Incidentally, my attractions have now gone four and one-half years without losing a Saturday night on account of rain or bad weather. Closed at Hickman, Ky., with Bill's Greater Shows. We made stands in Missouri, Illinois, Indiana, Kentucky and Tennessee and am staying in Cairo, Ill., for the winter."

CONFABBED at Norfolk, N. Y.—Frank J. Mosher tells of most pleasant and successful season with Barker's cookhouse since 1930, until July 25 with Heller's Acme Shows, then falls, and will have his own eating emporium next year. . . . Walter Criederman, of Criederman's Midgets (Walter, Arthur and Clifford), wintering at Massena, N. Y. . . . George McCoy reported a good season with his cookhouse in Northern New York State. . . . Thomas Irving has stored his Irving Bros.' Slide Show in Danville and is wintering at Syracuse. Tom is 73 years "young"—still makes many of the young fellows step.

DURING THE weekly luncheon-meeting of the Lions Club at Lexington, Ky., last week, L. B. (Barney) Lamb, whose Hollywood Oddities (traveling museum) was exhibiting in a storeroom at Lexington, was introduced to the assemblage by W. J. (Bill) Hilliar, publicist for the show, and gave a lecture on snakes. *The Lexington Leader* featured the talk in a story on the meeting and in an individual item told of Lamb presenting the body of a large python that died while at that city to the University of Kentucky, to be mounted by students in the zoological department of the university.

"PICKED UP" at the closing stand of West Coast Amusement Company, Hanford, Calif.—General Agent Jessup to Polack Bros.—Circus. . . . Manager Mike Krekos returned to Oakland (with a new sedan). . . . William Smith preparing to operate the Kiddie Auto Ride at a department store in Oakland. . . . Hule Bowen and the missus to their home in Stockton. . . . Charles and Edith Walpert to Los Angeles. . . . Louie Leos, lot manager, to build a new home at Los Banos. . . . Fred Shirley and the missus to Los Angeles. . . . Ted Levitt to winter at San Francisco. . . . George Costello to Los Angeles. . . . Bill Grimm to a veterans' hospital.

Ward (Dad) Dunbar was accorded prominence, including a reproduced photo of "Dad," in a featured story in *The Sunday Post*, Salisbury, N. C., of November 10. A great deal of the article was in form of an interview with Dunbar. The first paragraph: "An interesting character who is spending the winter in Salisbury is Ward (Dad) Dunbar, 77 years of age and a troupier for many years." It also told of Dunbar's connection, as telegraph, mail and salesman for *The Billboard*, with Sheesley Shows the last 15 years. One of the quotations: "When I was a boy I saw President Lincoln and General Grant," he declared." The story also included some data on Mighty Sheesley Midway wintering at Salisbury.

SHOWMEN'S LEAGUE

(Continued from page 45)
Rube Liebman 1, Peter Pivor 1, Theo Forstall 1, Frank D. Shean 1, Harry Lewiston 1, Guy Dodson 1, Fitzie Brown 1, Neil Webb 1, James F. Sullivan 1, Jerry Kohn 1, L. S. Hogan 1, Frank Ehlenz 1, Ben Beno 1, Lew Dufour 1, Jack Champion 1, Harry Russell 1. There is still room to add your name as one of the "go-getters."

Banquet and ball committee as busy as it can be. Chairman Frank P. Duffield has had committeemen in several sessions lately and plans are progressing nicely. Better not miss it! Remember

the date, December 3 at the Hotel Sherman. This one promises to be one of the finest ever held by the League.

President Patty Conklin writes that he will be back in Chicago on the 18th and on hand for the meeting of the 21st.

Sending out a circular of the activities for the week of December 1. Give this your attention when you receive it and try to be here for every event. . . . Brothers David Mulvie, of Ottawa, and Neil Webb, of Hamilton, write that they will be here for the week of the banquet and ball.

LADIES' AUXILIARY

CHICAGO, Nov. 16.—Attendance is on the increase at both the meetings and the socials of the Ladies' Auxiliary, Showmen's League.

President Mrs. Lew Keller is well pleased with the co-operation given her throughout the year.

Many out-of-town members are expected in the next few weeks and the ladies are busy planning entertainment. The social on Thursday of last week proved very successful. Mrs. Joe Striebich was in charge.

The membership drive for 1935 has been a success and prizes will be awarded at the inauguration on December 5.

ENDY SHOWS

(Continued from page 44)

(talker), Arthur Pollitt and the Arlene show, Mr. Cramer and Louie-Louette also to the Bolt Shows for a few more weeks; Mr. and Mrs. J. Kelly, Philadelphia; Eddie Lewis, with his *Follies Revue*, Washington; Tex Stuart and Jack Hornsby, also Phyllis Taylor, Miami; Charlie Byran, Raleigh; Mr. and Mrs. William Spence, Trenton, N. J.; Spot Hereford and Edwin Yestead, Pottsville, Pa.; Eddie Dally, Kittle Docen and Alma Madden, Florida; Mr. and Mrs. Harry Bentum to Shrine promotions in the East; Lee Erdman, with his large reptile, to store shows; Jerry Gerard, Atlantic City; Louie Kauffman, lot superintendent, Philadelphia. General Manager David B. Endy and wife and daughter, Joan, to Miami for several weeks' rest. Ralph N. Endy, treasurer, to Pottstown, Pa. Chuck Connors to join Bob Morton Circus in Texas. Mr. and Mrs. John Hutchins to Caswell, Mo.; Raymond Levan and family to Pottstown; Tom Percival, Otto Hafacker and Jack Golden, Philadelphia; Mr. and Mrs. Jack Lambert, Thomas Lambert, Mr. and Mrs. James Donahue, Mr. and Mrs. Joseph Brett, Miami; Walter Montgomery, Tampa; Buddy Davis to a show in the South; Jimmie Schaffer to Leo Bistany's Show; Pete Martin, Akron, O.; J. J. (Irish) Kelly to Miami, Fla., to look after the interests of the four rides Endy Bros. is sending to Florida to fill several winter engagements; Bill Jones to Food Show at Charlotte, N. C., also Jimmie Gordon.

CETLIN & WILSON

(Continued from page 44)

and Mrs. Cooper will play stores around Philadelphia. Mr. and Mrs. Karl Miller will return to California for the winter. Mr. and Mrs. A. W. Howell to Greensboro, also Mr. and Mrs. H. E. MacNaughton. Mr. and Mrs. V. E. Ferguson to Salem, Ore. Mr. and Mrs. Frank Savage to Rochester, N. Y. Mr. and Mrs. William Purchase to Greensboro. Carl and Waneta Fontaine to Jacksonville, Fla. Doc Weber to Anderson, S. C. Tony Lewis will play theaters with the Hot Harlem Revue. Mr. and Mrs. Jack Rinehart to Greensboro, but will play theaters with Western acts. Mr. and Mrs. Floyd Mellen to Pontiac, Mich. Mr. and Mrs. Frank Pope will play a few engagements on the way to Miami. Doc Hamilton again to Miami. George Harms and family to Greensboro. Mr. and Mrs. J. W. Wilson, Mr. and Mrs. I. Cetlin, Harry Dunkel and George Hirschberg to Greensboro, where they will start at once on work for next season. Winter quarters crew of 10 will be in charge of Frank Massick, and building and repairing will start immediately, as plans are now for five new fronts. Robert Wicks will again do the scenic work, and will return to Greensboro about March 1, in the meantime will work in a studio in Philadelphia. Quarters will again be the fairgrounds in Greensboro.

CRAFTS HAS

(Continued from page 44)

Roy Ludington, manager, and Mrs. Ludington will make a trip to Dallas, points in Oklahoma and to the "old home town," Laurel, Ind. Charles F.

Curran, general agent, to Oakland. Tommy Myers and the missus to Oakland to visit relatives a short time—Tommy will have charge of quarters and live in San Bernardino. Mr. and Mrs. Elmer Hanscom, Los Angeles. Frank Warren, San Bernardino, then to San Diego, where he will again have charge of the Crafts rides at the exposition. Roger Warren, San Bernardino. Anna John Budd, San Francisco, to be associated with Mike Golden in a new museum. Bud Burke, Pomona, Calif. Spot Ragland for short vacation, then to Merced, with Louis Korte, to look after their games operated in California and Arizona. Mr. and Mrs. Harry Bernard, Montreal, then back to Los Angeles. Joe Fossech, making spots with poultry wheel. Mr. and Mrs. Lou Wald, Los Angeles, and a trip back to New York. Kent Taylor, Albuquerque, N. M. Mr. and Mrs. Harry Takel a vacation in the North. Walter Klenck, Chicago. Norman Burns and Al Greenough to engage in a business venture at Venice, Calif. Phil Stopeck, a trip east to visit friends. Mr. and Mrs. Louis Korte will winter in Glendale, Calif. Max Hillmau, Texas. Mr. and Mrs. Jo Krug, trip to the North. Ralph Alger to Reno, Nev. Mr. and Mrs. C. L. Turner to their citrus ranch at Porterville, Calif. Hank Arnold to his ranch at Newhall, Calif. Jack Imman, Modesto. Mr. and Mrs. Elmer Hanscom trip north. "Lucky" Keeler, Cheyenne, Wyo. Wesley Houk, Sacramento. Johnny Miller, San Diego. Whitey Mason, Arizona. Billie Nell, home to Belen, N. M. Jimmie and Mrs. (Alabama) Smith, Detroit. Tommy Baldwin, New York. Kent Barry, Sacramento. William Takel, Seattle. Mr. and Mrs. Ed Kanthe, Detroit. Ed Augusto, San Pedro. Mr. and Mrs. Charley Miller, San Francisco. J. M. Brown, home to St. Louis. Eli Weber, Providence, R. I. Sammy Coomas, Weiser, Ida, then to Honolulu. Monte Morgan, St. Louis, his home town, for short stay. Floyd Gilligan, Detroit. Mr. and Mrs. Ed Filmore, Quincy, Ill. Eddie Bliss, scenic artist, to a San Francisco theater. Al Mailer, a trip home, Ostersund, Sweden. Mr. and Mrs. Roy Scott, St. Louis. Jimmie Lee, Lima, O. Bob Phillips, Portland, Ore. Frank Kitchener, Buffalo. Mr. and Mrs. Omer Davis, Brawley, Calif. Will Cooper, Wilmington, Calif. M. Lee (Tennessee) Bower, Atlanta, Ga. Stanley Dodds, Taft, Calif. Mr. and Mrs. Joe Duran, Alamosa, Colo. G. E. Simmons, Sacramento. Mrs. R. G. Gonzales, Harrisonburg, Va. Charley Ford, Atlanta, Ga. Julie Julianne, Boston. Jimmy Kinnard, to San Francisco. Sallie Monroe, Honolulu. Mr. and Mrs. Lester Howell, Omaha. Doreen Peterson, San Bernardino. Ed Smithson, Tuskegee, Ala. Jack Boyd, Montezuma, Ind. Ray Graham, Martinez, Calif. Walter Morse, Brockton, Mass. Harold Shoemaker, Dinuba, Calif. George Weaver (electrician), home to London, England. Ralph Hansen, Anaconda, Mont. Harry Miller and Jimmie White, Glenville, W. Va. Jack Morris, Seattle. Ralph Johnson and Princess Pontus, San Francisco, with Anna John Budd. Lucille Gish, vacation in the North. Harold Compton, Charleston, S. C. Pat Murphy, Medina, N. Y.

LOS ANGELES, Nov. 16.—Mr. and Mrs. O. N. Crafts have returned from their Eastern trip, during which they visited Kansas City, St. Louis, Boston, Philadelphia, New York and other cities. Made the entire trip by commercial planes. Crafts has purchased another pleasure boat, 55 feet in length, which he has named "Mabella."

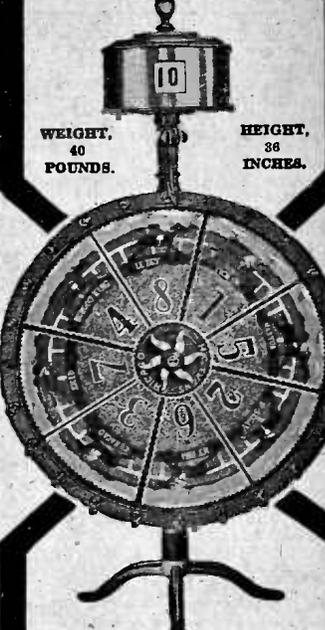
With the recent season closing for his shows, Crafts is putting out Jackie Dymes and his Ethiopian Knights to play theaters. Company of 24 people will travel by motor conveyances. Will Irwin will be general agent, with John (Frenchy) LaMont back on the show, which is planned to play spots in California, Oregon and Washington until the next opening of Crafts Shows.

BALLYHOO
(Continued from page 44)
date between pay days. Only payoff every three years. But lumber company dukies plentiful, altho they have no monetary value. Our Mickey Mouse Show manager bought a dime's worth of cheese for his "actors" on Monday and wasn't off the nut on Saturday.

All the free-act riggings strung on high trees. Our feature, the "Casting Caskets," located trees with limbs all properly spaced. Our cannon act changed at this spot. Took inner tubes and made a giant slingshot out of a crotch of a tree. Man shot out sitting in a boomerang-shaped glider. Circled

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1000 BINGO

Heavyweight cards, black on white. Wood markers printed, two sides. No duplicate cards. Put up in the following size sets and prices:
35 cards, \$5.25; 50 cards, \$8; 75 cards, \$9.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$18; 250 cards, \$17.50; 300 cards, \$20. Remaining 70 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. Played in 3 rows across the card—not up and down. Lightweight cards. Set of 100 cards with markers, \$5.00.
All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5 x 7.

THIN BINGO CARDS
Bingo cards, black on white, size 5 x 7. Thin cards such as used in theatres, etc. They are marked or punched in advance and then discarded. 600 different cards, per 100, \$1.25 without markers. Set of markers, 50c.
Automatic Bingo Shaker, steel class. . . . \$12.50
Bingo Blackboard, cloth, size 24x36 (Rolls up) 2.00
Bingo Record Sheets, 24x36, 20 for 1.00
Send for free sample cards and price list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. No checks accepted.

J. M. SIMMONS & CO.
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the midway and returned to the tree. The high-pole act worked on the top of a pine. The Slide for Life from a cottonwood. The high diver jumped out of a hemlock. While the trees were full of performers our five chimps broke loose and tore for the tall timber. Natives thought it a jungle scene. The spot would have been the banner of the season had the natives come on the midway and spent lots of money.

To avoid pulling the wagons back over the dirt roads management organized a CCC (Carnival Cudgel Cutters) unit. All male members drafted into service. Large trees cut down and rafts built. Wagons loaded on them, then floated down the river to the runs.

No more inland towns for this railroad show. As Pete Ballyhoo said, "If you stick with the sticks the sticks will stick you." **MAJOR PRIVILEGE.**



Pacific Coast Showmen's Assn.

LOS ANGELES, Nov. 16.—There were 87 members at this week's meeting, which was presided over by President Archie Clark and full complement of the executives: John Backman, as usual, at the secretary's desk. . . . Dr. Ralph E. Smith introduced Joe Egan, former manager of Champion James J. Jefferies. Very interesting person, and got a big hand. . . . Financial report got lot of applause.

Communications: Letter from a Gladys Carpenter, of Albuquerque, N. M., asking aid in locating her father, H. G. Carpenter, former showman. Ben Beno, playing fairs in the South, wrote that he might go to Havana, and added that that spot and Iceland, Greenland and Finland are about all left for him to complete a tour of the world. Letter from Austin King gave details of the burial of Joe McCullom, a PCSA member, at Johnson City, Tenn.

New members: Harry C. Robinson. From Clark's Greater Shows, credited to W. J. Curnow, William De Meller, Jack Elhart, Frank Shaffer, M. M. Buckley Jr. and Jack Shaffer; G. E. Honold, W. C. (Spike) Huggins.

Report was made on the supplying of headstones for graves of members who recently passed on.

Will Wright, chairman of the 14th annual Charity Banquet and Ball, made a preliminary report, covering the activities thus far. Had not named associates other than the assignment of Steve Henry to handle publicity. Taking an advantage of a lull in the proceedings, Will put the reservation sheet up to members and 285 tickets were taken in a short time. Past President S. L. Cronin topped the list, increasing his reservations to 100 tickets. Then President Archie Clark took time to tell 'em all that it would be the "most reatest," stupendous banquet and ball in its history; holding out for a while the name of what he claims is the finest dance orchestra in California and a floor show that would be "just dazzling." Special announcement of an especially arranged floor show next

meeting night arranged by Claude Barie, Doc Cunningham and Harry Rawlings. There was arranged a benefit performance for Mrs. Hugh Fowler Tuesday night, November 19, at the Fine Arts Building. This affair arranged by Claude Barie, Steve Henry and Doc Cunningham. All the acts and orchestra supplied by Barie without cost.

The weekly award went to Homer Hobson Jr., of the Tom Mix Circus. There was a diversion hour programmed, but the introduction of W. C. (Spike) Huggins "started something." It was some "ribbing" affair, with "Spilke," Harry Fink, Dr. George W. T. Boyd, Ed Maxwell, Frank Babcock, Jo Krug, Red Hilderbrand, W. T. Jessup, Al (Big Hat) Fisher, Phil Williams and Ed Smithson all telling reminders of times "when," and then narratives that showed what one might have thought a lack of ethics in the show game, in battles for advantages, spots, etc. Ed Maxwell remarked that it was a regular "Donnybrook Fair." Some not in the know asked why "Donnybrook Fair." Ed said that on trips thru Ireland he had opportunity to visit a fair, and that what impressed him most was that every Irishman carried a blackthorn stick and on meeting immediately begun "sapping" each other, and for that reason it became known as the "Donnybrook Fair"—because it was as fair for one as it was for the other. It was just another of those impromptu occurrences that have made the "Grid Clubs" stuff worth while. After adjournment the usual lunch and refreshments. Showfolk, the initiation fee will soon be added to the membership fee. Why not save that "five" and get into the fold?

Los Angeles

LOS ANGELES, Nov. 16.—The winter colony of showfolk has grown considerably since the closing of several carnivals. Lucille King Hall back from a season on Hilderbrand United Shows. Visited Crafts 20 Big Shows at Compton. Among visitors noted at the closing of Crafts Shows, Eugene Lyke, George Tipton, Mr. and Mrs. Ed Walsh, John Miller, Ted Metz, Bill Lowney, George Surtees, Mr. and Mrs. W. T. Jessup, Blossom Robinson, Mr. and Mrs. Claude Barie, Bill Baxter, Joe Diehl, Ross R. Davis, Will Wright, Jimmie Hill, Leo Haggerty, Doc Cunningham and Jack McAleese. . . . Thomas (Fuzzy) Hughes purchased four rides on his Eastern trip and shipped them from Norfolk, Va., to Honolulu. He is en route to the West Coast, via Buffalo, Detroit, Chicago, St. Louis, Kansas City and Dallas.

Will Wright and bride returned this week from their honeymoon jaunt to the North and Canada. . . . Mr. and Mrs. Archie Clark left for Corcoran, Calif., to close the Clark Greater Shows, which will winter in Los Angeles. . . . E. O. (Red) Hilderbrand left for Tulare, where Hilderbrand's United Shows close this week. . . . Mr. and Mrs. C. F. (Doc) Zeiger and niece, Rosemary Loomis, are here. Zeiger stated that with all the tough breaks encountered, especially the flood disaster at Colorado Springs, Colo., it was a very profitable season. . . . Harry Phillips stopped off as Polack Bros.' Circus was en route San Bernardino to Santa Barbara. . . . Members of the showfolks colony at Hotel Bristol are organizing a club for the winter.

Sammy Boswitz, up from Redondo Beach, says business very satisfactory. . . . Eddie Sherman up from Ocean Side. Said business except for week-end not so good. . . . Ben Dobbert back from making his last trip of the year to carnivals.

Jimmie Hill and bride back from Albuquerque, N. M., and getting busy arranging for the tour of the Hollywood on Parade show under canvas. . . . Carl Sontz vacationing at Long Beach. . . . Ross R. Davis on a trip in Arizona and New Mexico.

John T. Backman, with the Glass House, on Parent-Teacher programs.

Ray Becker handled the Carnival for the Blessed Sacrament Church, Hollywood, closing Armistice night, and a stand-out success. . . . C. F. Staffen Shows had a very good week at North Hollywood. Will play suburban spots long as weather permits. . . . Felix Burk (in Sacramento) improved in health. . . . Hal Stephens up from Long Beach. En route to Modesto. . . . Mert Rasmussen in town for a few days. Going back to Hamilton, Mont. . . . Ed Dunleavy in from Newark, N. J. Looking up beach location. . . . John (Red) White working at studios. . . . Phil Williams in town for short stop. Will winter here. . . . Whitey Gore booking the Lew Stutz Oddities show. Bob Godwin (Mr. G.) is very ill at a local hospital. . . . Will Z. Smith in critical condition at Cedars of Lebanon Hospital.

Here and There About Shreveport

By ROY B. JONES

SHREVEPORT, La., Nov. 16.—Lillian Jones, Hazell Gillham, Larry Hooper and Carter Kincaide, who closed here with Elsie Calvert's *Scandals of the Century* with United Shows of America, are all filling engagements at night clubs in Louisiana and East Texas.

Recently returned from a trip to Atlanta. Visited winter quarters of Rubin & Cherry interests at the fairgrounds there. Had a nice visit with Rubin Gruberg and J. C. McCaffery. Have wonderful quarters.

Crawford Priest has a sizzling band at the Silver Slipper and his musical unit is demanding quite a bit of attention. Crawford is figuring on a tour after Christmas in the oil fields of East Texas.

Al Marks, of Goodman's Concessions, is working on a promotion plan with fraternal organizations.

Dolph Frantz, of *The Shreveport Journal*, also *The Billboard* correspondent, surprised his friends by acquiring a bride and leaving an hour afterwards for a honeymoon to New York and other points east.

Bob Lohmar, well-known general representative and co-owner of United Shows of America, left this week for his home in Morton, Ill., for a much-needed rest.

George Shaw, of corn-game note, recently came into town for the winter.

Grant Chandler, Oscar Halverson and Tom Adams are already snugly berthed at the fairgrounds and are resting easy until after the first of the new year, when work will begin at the United Shows of America winter quarters.

Ina Ray Hutton, platinum blond band leader, with her Melo-Dears, an all-girl orchestra, attracted a capacity throng at the Municipal Auditorium this past week for the benefit of the Shrine Crippled Children's Home.

On a recent trip east George Vogstead, of United Shows of America, acquired Harry Goodhue's presentation, *Fountain of Youth*, one of the most spectacular and pretentious exhibits ever placed on a midway. It will be enlarged to incorporate some 20 scenes, with a dozen or more platinum blondes in the cast as models, and will have its preview at the Municipal Auditorium some time in December for the Christmas Fund. Vogstead also recently acquired one of the three original *Venus on the Half-Shell*, imported from Germany three years ago. This act will be presented in an attraction consisting of diving girls, deep-sea divers and other spectacular effects. He already has a crew of five men working at State Fair Park and it is possible he will have one or more units working in vaudeville during the winter.

Kansas City Pickups

KANSAS CITY, Mo., Nov. 16.—J. L. Landes, president of the Heart of America Showman's Club, and his wife, Peggy, left for a two weeks' visit; stopping at Independence, Kan., to visit the Eutons, and then on to San Antonio, Tex. . . . During the absence of President Landes Art Brainerd is officiating, and at the last meeting the following were voted members: Dr. J. E. Freeman, Frank S. Calhoun and E. L. McConville. Dr. Freeman was voted the official physician.

The work of getting out the souvenir program for the banquet and ball of HASC is well under way and a much larger program and something entirely different is expected. . . . B. W. Wadsworth, a member of the club and operator of concessions at Krug Park, Omaha, was robbed of his money and card near Sedalia, Mo. Was severely beaten. The sheriff at Sedalia found his car, the contents of which were not molested.

Frank Layman and his wife are visiting here. . . . Eddie Strassburg and his wife arrived from the East, where they played the past summer. They reported a very good season. Intend to stay in Kansas City for the winter. . . . Col. Dan MacGugin is one of the late arrivals at the Coates House. Says that Hennes Bros.' Shows, of which he was secretary and treasurer, had a wonderful season. . . . Gene Berni was rushed to Memorial Hospital. His condition was at first considered serious, but he is doing nicely at present. . . . R. E. Haney, who has rides here at Fairlyland Park and with Dodson's World's Fair Shows, has

just returned from the East and reports a favorable season on the road. . . .

W. T. Wilcox is here for a short stay. Frank Layman and his wife are visiting in this city. . . . L. V. Riley has returned. Had his ride on the United Shows of America after closing at Fairlyland Park. . . . W. F. (Bill) Wilcox, general agent Seal Bros.' Circus, and his wife here for a short stay. They are motoring west. . . . Sam Benjamin, general agent for John Francis Shows, has checked in at the Coates House for the winter. Says that the show had a wonderful season and will winter in East St. Louis. . . . Roy Marr is back after playing several spots with United Shows of America. . . . Abner K. Kline and his wife are here for a while. . . . Millie Lou Patterson, daughter of Jim Patterson, of Paola, Kan., who is to be married to James Alexander, business man of Anna, Tex., was presented by Mr. Alexander with a beautiful Dodge coupe. Miss Patterson has been seen driving to this city on several occasions visiting her uncle, Bud. . . . A. S. Baysinger and his wife, from Springfield, are here for a visit.

Capt. C. N. Shubert, a member of HASC, on leave from the United States Navy, has returned from Chicago, where he assisted in the Armistice Day celebration with other members of his assigned fleet. . . . Hon. Jack Moon, Plain Honus Howk, Pappy Ross and J. F. (76) Pennington are all familiar figures around the Showman's Club. . . . Arthur Hockwell just arrived. Will be here for three weeks.

Dallas

DALLAS, Tex., Nov. 16.—Joe and Sal Murphy took a lease on an apartment, which probably means they'll remain here for the winter. They are recent arrivals from Houston, where they played the Bob Morton Circus engagement with concessions.

Mrs. Louise Hickman returned to her home here after spending several weeks in Texarkana, where her eight-year-old niece is dangerously injured in a hospital. The child has been unconscious since November 4, the day of the auto accident in which she received here injuries.

Mrs. Ketta Lindsay opened the bridge playing season last Friday for the Showmen's Bridge Club of Dallas, which consists of a number of local showmen who gather each week at the homes of the respective members of the club. Prizes are awarded and luncheon and refreshments served.

Mrs. T. M. Henderson and Mr. and Mrs. Jimmy Carter were visitors at the local office of *The Billboard* Tuesday. The trio had closed with the Jack Wortham Shows. Mrs. Henderson left for Paris, Tex., to visit friends, and the Carters for Houston to visit Mrs. Carter's folks.

Mrs. Margaret Pugh is rapidly recovering from a severe attack of flu. Was confined to her hotel room for 10 days but was able to get out the latter part of this week.

Jim Wilson is around town. Came in several weeks ago from Shreveport, La., where he ended his season as the Louisiana State Fair.

Irving Ray, secretary-treasurer United Shows of America, and Sis Dyer and Doc Stevens, also of the USA, were visitors here last week while en route to California for a vacation.

J. E. (Shanty) Mahoney is operating around Louisiana with a store show, in partnership with Charles Docen. Mahoney boasts that the show consists of a lot of odd cats, dogs, chickens, cows and sheep, in addition to his box of worms (snakes).

Steve Connors and Harry Burke left last week for San Antonio, where they expect to spend the winter.

Mrs. Marget Pugh is in for the winter after a season with the Hennes Bros.' Shows, where she operated a cigaret shooting gallery.

Del Ward, off the road last two seasons, formerly with Beckmann & Gerety with cats and drinks, was here last week en route to the West Coast. Will stop off at Houston and San Antonio for a visit with friends.

St. Louis

ST. LOUIS, Nov. 16.—Orville N. Crafts, owner Crafts 20 Big Shows, visited *The Billboard* here last Saturday while en route from the East to California. He and Mrs. Crafts took a plane from St. Louis Saturday noon to be on hand for the closing of his show Saturday night. Charles DeKreko, last several seasons

(See ST. LOUIS on page 52)

ANNOUNCING

A NEW SERVICE

FOR READERS OF

The
Billboard

WHOLESALE MERCHANDISE DEPARTMENT

Starts in This Issue

Immediately Preceding the
Amusement Machine
Section

News and Advertising on Pre-
miums, Prizes, Gift Ware, Novel-
ties, Concessions Items, Quick-
Selling Items.

SAVE MONEY BY BUYING
THRU THIS NEW
DEPARTMENT

Along the California Pacific Expo Midway

By FELIX BLEY

W. O. (SPIKE) HUGGINS, carnival owner, with a party of friends, visited the midway the last day of the exposition. Doc Lamar and wife, after a successful season with their "Hell-an-Back" as the aftershow in Dufour & Rogers' "Crime Never Pays," will take a long rest in Los Angeles. Mack (Doc) Zeitlin, weight guesser, anticipating a business trip to Honolulu. Stutz Brothers, who had "Streets of Paris," organized a traveling museum, Whitey Gore in advance; Fresno the opening spot. Gay's Lion Exhibition will return to El Monte, Calif. Monte Wax packing up and will take his Log Rollers to Dallas.

JUNE DYER, who was on the water show with United Shows of America, visiting Mr. and Mrs. Charles Dalton. "Plain" Dave Morris receives a letter that his mother, who was seriously ill at Washington, is on the way to recovery. Julian Harvey Jr. will take the "Stella" painting back to San Jose, and Ray Kelsall, who was manager the exhibition, will go to Stockton, Calif., as manager of one of the Harvey corporation theaters. Raymond Teal staging a Rogers Memorial Benefit Show, with Happy Johnson as emcee. Kellogg's Horses, featured in Days of Saladin Show, will go back to the Kellogg ranch. Mr. and Mrs. Charles M. Engel and their son, Alan Robert, leave for San Francisco on a visit to S. A. Angel and will be in Dallas early in the spring. Joe V. Lowndes reports a successful season with his Loop-o-Planes. Will store the rides and operate them again when the exposition reopens.

FRED L. WOLFE back on the same spot after 20 years. Originator and builder of "Underground China" shows of the San Diego Fair in 1916; went to San Francisco for the fair there and built and operated show for Sid Grauman; was four years with C. A. Wortham Shows; operated theaters for Gore Brothers, Inc., in Los Angeles for 12 years, and returned to San Diego for the California Pacific International Exposition as assistant to J. Ed Brown, director of shows and concessions. Teddy Goldstein, who has "wowed" hundreds of exposition visitors with his hum-a-tune antics on the midway, has won a contract with Paramount Theater, Los Angeles. Goldstein recently reappeared on the grounds after a month's vacation in San Francisco. Keeno, whose pantomime act at the Boulder Dam exhibit attracted attention of thousands of visitors, was initiated into the Mohawk Tribe by chieftains at the Indian Village and became "Chief Ga-Ga-Wah" or "Stone Face."

RED O'FARRELL, for 17 years with Foley & Burk Shows, was a week-end visitor on midway. Johnny Meyers, exposition champion Barker, and Mrs. Meyers leave for Davenport, Ia. Marge Goldstein was honored with a birthday party on November 4 at the Great Easters Cafe. Among guests were Mr. and Mrs. Bud Brown, Mr. and Mrs. Charles Green, Mr. and Mrs. M. Saxe, Mr. and Mrs. F. Hee, Dr. and Mrs. Hee, Mr. and Mrs. Dan Burk, Mr. and Mrs. J. Wolff, Mr. and Mrs. Sam Gordon, Mr. and Mrs. Mike Goldstein and Dan Kassner. Mr. and Mrs. Barry Gray will spend a few weeks in the vicinity of Fresno visiting friends and relatives, then will return to Los Angeles and fill several engagements with their Puppet Show. Harry Hull, concessioner, of Venice Beach, was a week-end visitor. Ben Black, manager Hollywood Hall of Fame, has organized the Exposition Folies, composed of midway talent, to play the Paramount Theater, Los Angeles. Tommy Hart, who was on front of the "Miss America" Show, will be the "barker" in place of regular emcee during the week's engagement. Sam Bennett, former clown with the Barnum and the Ringling circuses, was a recent visitor to Barry Gray, with whom he trouped many years ago.

JOE GLACY, manager "Crime Never Pays," will spend the winter at Los Angeles, and Frank Forest, talker, will go to San Francisco to join Mike Golden. George Dixon and Ben Lavery

during the last three weeks of the exposition made a success with their "Streets of Cairo," with the following cast: Carl Aserlein, steel guitar; Ray Valdemar, guitar; Clifford Warren, drums; Eddie Finley, sax; Arthur Hopkins, accordion; Connie Davis, Ruth La Monte, Alice Joyce, Dorothy Marcus, Irene Lee and Ruth Bluefield, dancers. H. E. Wooding is storing his kiddie rides and will again operate them, also his pony track, at the 1936 fair. Tom Galloway, manager the Ripley "Believe It or Not" Odditorium, goes to Hollywood as soon as the equipment is removed. "Dusty Bill" Nichols, who sat atop a flagpole in front of the Indian Village on the midway, is again enjoying walking on terra firma after 1,968 hours or 82 days' sojourn in the atmosphere.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Nov. 16.—Present indications are that the second annual meeting of the association, to be held in Chicago December 2 and 3, will be well attended by leading lights of the carnival world, from the consensus of opinion available and from communications coming into the ACA office.

This office is in receipt of a communication from Martin C. Freese, of East Cleveland, O., in which he sends "best wishes for the convention." Similarly, we were pleased to have Bill Carlsky, of the Universal Theaters Concession Company, Chicago, stop in for a pleasant chat, along with his brother, Wolf, of this city. He indicated that the meetings in December would probably be the best attended in many years, and that he looked forward to accomplishments of real value as the result of this meeting.

Visitors at the ACA office the past week included C. O. Davis, cookhouse operator, of Strates Shows Corporation.



MUSEUMS

Lamb's Oddities, Traveling

LEXINGTON, Ky., Nov. 16.—Billed for 20 miles in all directions, L. B. Lamb's Hollywood Oddities opened a week's engagement here Monday at 344 West Main street, in the center of the business district. Advance prospects looked so good that Lamb eliminated last Sunday's showing at Covington, Ky., and the show was ready to open here early Monday morning, with the Armistice Day parade scheduled to attract a record throng. But along came a torrential rain, causing the parade to be canceled, but in spite of the disappointment the show had a good opening day's business. Continuous rain on Tuesday failed to stop patrons, and with more rain on Wednesday the attendance held up. Tony Martini, lightning sketch artist, has the mammoth window splendidly decorated and Tom Rogers is capably holding down the No. 1 ticket box. William J. Hilliar stated that he was keeping the show booked three weeks ahead.

Philadelphia Houses

PHILADELPHIA, Nov. 16.—South Street Museum is doing very satisfactory business. Bill for this week: Tam Tam, spotted man; Spark Wilson's Colored Revue; Torso, human pin cushion; Agnes, elastic-skin girl; Captain Sig, tattooed man; Mme. Zetta, mentalist. Dandling girls still featured in the annex.

Eighth Street Museum continues to excellent business. This week's show has "Original" Congo, South African bushman; Victor-Victoria; Maude Audin, sword and neon tube swallowing; Poses Plastique, with Marie O'Dell featured; George Van Arden and Mme. Zella, in a new mental act. Patricia Perry heads the girls in the Garden of Eden annex. This week Dixie Dixon joined the annex.

Garfield's, Traveling

NORFOLK, Va., Nov. 16.—Dr. R. Garfield's Hall of Science is in its second week here, and business has been holding up okay. Is booked in advance for two months. James Strates and Matthew J. Riley are out of town on business. BILL DAVIS.

In case you have not acquainted yourself with the program planned for the meeting in Chicago, we take the liberty of reminding you that the opening session will be on Monday (December 2) at 1:30 p.m. The second and final meeting will be held on Tuesday (December 3) at the same hour. Both meetings will be held in the West Room of the Hotel Sherman.

We plan to deliver our report at the Monday session, as well as to cover the activities of the association during this year. The second session will be devoted to planning a program for the coming year.

Philadelphia Pickups

PHILADELPHIA, Nov. 16.—Max Gruber and wife have arrived home and report having a fair season with their shows. Will remain here for a while.

George Kerestias, who has been with Max Gruber Shows for a number of seasons, arrived for a short stay. Will leave for the South to be interested in a store show with Starr De Belle and Van.

Fat Lorraine came in from Savannah, Ga., having closed the season there. Expects to make local connection.

George E. Roberts has returned from the West with his attractions. He filled a number of engagements during his two months' stay. Is now arranging his holiday dates, of which he always has quite a number.

George E. Matthews, who has a cowboy band, was a visitor here during the week, lining up some engagements for the winter. He is now the husband of Mme. Zetta, mentalist, at the South Street Museum.

Eddie Davis, who was with Mighty Sheesley Midway, is doing nicely pitching candy in one of the local burlesque houses.

Jack Roof, who was with Stan Stanley's Varieties on the Rubin & Cherry Exposition, is wintering here.

Harry C. Duval, who was with the Rubin & Cherry Exposition, is connected with one of the local theaters.

Morris Miller's, Traveling

GREENVILLE, S. C., Nov. 16.—Morris Miller played the opening engagement for his World's Fair Museum at Charleston, S. C., last week, located at 363 King street. Despite very warm weather and Ringling-Barnum Circus in Charleston on Thursday, business was good. The following roster: Staff — Morris Miller, owner-manager; William (Billy) West, advance agent; George Brown, lithographer and billposter; W. H. (Mack) McDonald, superintendent equipment; Pete Harrison, Mack McDonough, George Bennett and Herb Tisdale, tickets; Hazel McDonald, culinary department. Entertainers: Walter All, man with "Iron eyelids"; Frank Zorda, comedy magic and inside lecturer; John and Martina De La Cruz, Filipino Midgets; Gravitoy, man with "a thousand thrills"; Eli and Zambiza, African Pygmies; Baby John, fat man; Goldie Fitts and wife, torture cabinet; Lady Leona, mentalist; Mr. and Mrs. Ben Rockford's "Life" exhibit in the annex.

The show moved to Greenville and opened about noon Monday at 23 West Washington street, and after the Armistice Day parade had almost capacity attendance the remainder of the day, and business has since been very good. Among additions to the roster here is Capt. Ringen Mach and Leah-Lee. Mrs. Morris Miller is with the show for a few weeks before going to Miami for the winter. Maurice Miller is taking a course in the Hemphill Diesel Engineering School. Morris Miller has been away this week, purchasing a large 40-passenger bus for transporting the people. JACK HALLIGAN.

A. & K. Palace of Wonders

WORCESTER, Mass., Nov. 16.—The Austin & Kuntz Palace of Wonders has extended its engagement here indefinitely. Business has been holding up nicely. Prof. Wendell Kuntz, accompanied by Joe Austin and Buddy Kuntz, who had been visiting his father, motored for another week-end visit to Hampton, N. H.

CARNIVAL OWNERS

LAST CALL

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5c WORD (First Line Large Black Type)
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No Ad Less Than 25c.
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ACTS, SONGS AND PARODIES

HOKUM SONGS, COMEDY MATERIAL, BLACK-OUTS. Lists. **FRANK (RAKEY) CAMEL**, 1601 Cone, Toledo, O.

MODERN DANCE ARRANGEMENTS—STANDARDS and Medleys. **VIC VICKERS**, Easton, Md.

MUSIC ARRANGED, ORCHESTRATIONS— **JEAN STOR**, 43 West 66th Street, New York City. no23

AGENTS AND DISTRIBUTORS WANTED

A BUSINESS OF YOUR OWN! SELL USED Clothing: 100%-300% profit; we start you; satisfaction guaranteed. Catalogue free. **CLOBE RUMMAGE MART**, CD-3238 State, Chicago. no30x

AGENTS TO SELL SNAPPY CHRISTMAS Cards; new and hot. Send 10c for sample outfit. Address **P. O. BOX 568**, Omaha, Neb. de14x

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

CALIFORNIA FLOWER BEADS SUREFIRE FAST sellers. Big profits; low prices; catalog free. **MISSION NO. 15**, 2328 W. Pico, Los Angeles. no30

CARTOON BOOKLETS—REAL STUFF. \$2.50 hundred. Samples, 25c. **RAY**, Box 83, Sta. N. New York. no23

CASH INCOME DAILY SILVERING MIRRORS at home. Plating Autoparts, Tableware, etc. Combination outfit. Write **SPRINKLE**, Pkater, 500, Marion, Ind. de7x

COMIC HOT XMAS CARDS, \$1.50 HUNDRED. Novelties, Cartoons. Samples, 30c. **BUCK**, Box 2, Sta. W. New York. no23

FAST MAIL SELLER—FREE SAMPLE. PLANS, circulars furnished. **SEEWEGEN**, 2328 W. Pico, Los Angeles. no30x

FREE FOLDER—DESCRIBES HOW TO EARN \$20-\$100 weekly; home, office. **JOHN CO.**, 104 Garfield, Brooklyn, N. Y.

GOOD INCOME SILVERING MIRRORS—PLAT- ing and Refinishing Lamps, Reflectors, Autos, Beds, Chandeliers by new method. Outfit furnished. Write **GUNMETAL CO.**, Ave. G, Decatur, Ill. tfnx

HOT! SNAPPY! COMIC XMAS GREETINGS that are in demand. Reproductions and sample 10c. **SAWATA COMPANY**, Ledger Bldg., Ft. Worth, Tex.

MAKE MORE MONEY TAKING ORDERS Shirts, Ties, Underwear, Dresses, Hosiery, Raincoats, Jackets, Pants, Uniforms. Outfit free. **NIMROD COMPANY**, Department 43, 4922-28 Lincoln Avenue, Chicago. no30x

NEW DOT AND DASH SYSTEM—PERFECT Showcard Writing by making squares. No practicing. Wonderful demonstrator. Illustrated Folder, 10c. **WM. KALENSCHER**, 188 Beach 110th St., Rockaway Beach, N. Y.

NEW HEALTH FOOD—SENSATIONAL 25c seller. Exceptional opportunity. Send \$1 for sample dozen. Credit first order. **TOOMEY BROS.**, 2421 Perrysville, Pittsburgh, Pa.

NO MATTER WHAT YOU SELL GET OUR price list. **L. C. CHERRY CO.**, Cincinnati, O.

NO PEDDLING—FREE BOOKLET DESCRIBES 107 money-making opportunities for starting own business, home, office. No outfits. **ELITE**, 214 Grand St., New York. no30x

PERFUME BEANS OR BUDS—SENSATIONAL Money Maker for Streetmen. Samples, 10c. **MISSION BEAD CO.**, Los Angeles. no30x

SELL CARDED RAZOR BLADES, ASPIRIN, Bromo, etc. **INTERSTATE**, 213 First Ave., N., Minneapolis, Minn. no23

SUNDRIES—FREE ILLUSTRATED CATALOG, 1,000% profit. **NALPAK**, 3225 Crystal, Chicago. tfnx

YOUR MONOGRAMMED INITIALS OR FIRST name hand engraved on beautiful identification bracelets. Sample 50c prepaid. **SAPHIRE**, 222 East 13th St., New York City.

100 PROFITABLE MAIL ORDER AND LOCAL Business Ideas; free literature. **PRUITT PRESS**, Elburn, Ill. de14x

200 SELECTED MONEY-MAKING PLANS. Ideas, free literature. **RAYTHE SALES**, 744 East 126th, Cleveland, O. de7x

ANIMALS, BIRDS AND PETS

ALL KINDS SNAKES, ANIMALS AND BIRDS —SNAKE KING, Brownsville, Tex. de28

ANIMAL ACTS—LIONS, TIGERS, LEOPARDS, Pumas. Sell or lease. Also Trained Male Chimpanzee and Himalayan Bear. **SNAKE KING**, Brownsville, Tex. de7

CHIMPANZEE, 8 MONTHS, 12 INCHES SEAT- ed, female, child can handle, perfect specimen, splendid condition. **HENRY KEIENBURG**, Importer Animals, 8 West 169th Street, New York City.

MIDGET HORSE, 30 IN. HIGH, SPOTTED, \$85.00; immediate shipment. **RANDLE PONY FARM**, Mendon, Ill. no23

TRAINED DOVE, COMPLETE WITH PROPS, five dollars. **THOS. FINN**, Hoosick Falls, N. Y.

WANTED—FEMALE CHAPMAN ZEBRA, AGE 4 to 7. Quote lowest cash price. **FRED WINKLEMANN**, Madison, Wis.

WIRE-WALKING DOG, \$20. OTHER TRICKS. **IRWIN'S**, Harrisburg, Pa.

BUSINESS OPPORTUNITIES

BARBECUES—INTERIOR AND EXTERIOR models. **PEERLESS STOVE CO.**, Columbus, Ohio. no30

BUSINESS LEGITIMATE LADY OR GENTLE- man. Permanent no canvassing, requires little attention. Millions sold. Daily small initial capital. **J. LANTY MILLER**, Corsicana, Tex.

MYSTERIOUS TOY PROPELLER—RUN BY friction. Cyclone seller. Sample, 25c; Dozen, postpaid, \$1. **ZIEGLER ENTERPRISES**, Salina, Kan. x

SELL BY MAIL! BOOKS, NOVELTIES, BAR- gains! Big Profits! Particulars Free! **F. SELLCO**, 525 South Dearborn, Chicago. tfnx

1,000 NAMES 1935 FARMERS, TYPED, \$1— DIAMOND NOVELTY. Hamlet, N. C. no30

CARTOONS

ENTERTAIN WITH TRICK CHALK STIPS and Rag Pictures. Catalog free. **BALDA ART SERVICE**, Oshkosh, Wis. no30

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. B. T. AUTOCOUNTS, AUTOBANK OR Winner, \$18.50; Lightning, \$6.50; Beamline, \$10.00; Cannon Fire by Shyvers, \$8.75; Jennings Football, \$8.50; Exhibits Horseshoes, \$7.50; Turf Flash, \$16.50. First-class condition, ready to make you money. 1/3 cash. **CHICAGO VENDING CO.**, 233 E. 95th St., Chicago.

A-1 IRON CLAWS, \$20.00; PANAMA DIG- gers, \$10.00; Electric Traveling Cranes, \$50.00; Steam Shovels, \$20.00. Bargains in Punching Bags, Fortune Telling, Lifters, Strikers, Pin Games. **MUNVES**, 145 Park Row, New York.

A-1 CONDITION, GUARANTEED—CHICAGO Express, \$15; Rebound, \$10; Signal Jr., \$7.50; Signal Sr., \$10; Action Sr., \$12; Quick Silver, \$30. Write for prices on other model Pin Tables and Cranes. **REX NOVELTY CO.**, 2264 Bedford Ave., Brooklyn, N. Y. tfnx

ATTENTION! GET OUR LIST OF PEANUT and Pistache Machines today. **M. T. DANIELS**, 1027B University, Wichita, Kan.

B A R G A I N S — M E R C H A N D I S E V E N D E R S, Amusement Games, Diggers, Supplies. **NOVIX**, 1193 Broadway, New York. no30

BARGAIN LIST OF RECONDITIONED MACHINES, some used very little, at unheard of low prices. Write for detailed literature free. **CHICAGO VENDING COMPANY**, 233 East 95th Street, Chicago, Ill.

CARL'S SURE SHOTS, ALL IN A-1 CONDI- tion. Red Arrow, \$20.00; Bowl Lite-a-Line, \$45.00; Rockets, late tilting device type, re-finished and are guaranteed to be first class, \$12.00; Main Streets, used, \$6.00; Put 'n' Take, \$30.00; Rangers, \$55.00. **UNITED AMUSEMENT COMPANY**, 3411 Main St., Kansas City, Mo.

CLOSE OUT—10 ROCKETS, \$11; ACTION, \$6; 2 Rebounds, \$6; Model A Traffic, \$20; Target, \$6; Whirlwind Counter Slot, \$3; Watling Blue Seal Bells, one 25c, two 50c, \$15; Puritan Bell, \$3.50; four 5c Duchess, \$20; one 1c Duchess, \$16; 11 Rol-a-Top 5c Venders, \$70; 20 Mills 5c Reserve J. P. Slots, \$15. **CENTRAL FLORIDA NOVELTY**, 206 W. Union, Gainesville, Fla.

CLOSE-OUT BARGAINS—3 TRAFFIC AUTO- matic Pay, \$19.50 each; 3 for \$50.00; 10 Gold Rush, \$22.50 each; 5 for \$100.00; 1 Ace, \$24.50. One-third Money Order Deposit. **DENSON NOVELTY CO.**, Cameron, Tex.

COIN-OPERATED MACHINES BOUGHT, SOLD —JARL, 1704 Leavenworth, Omaha, Neb.

DIGGERS FOR RENT—LARGE DIGGER. 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 637**, Billboard, 1564 Broadway, New York City. tfn

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; Stream-line model 35, \$220 (slightly used). **F. O. B. Chicago or New York.** All in perfect working order. **BOX 636**, Billboard, 1564 Broadway, New York City. tfn

FOR SALE—TEXAS LEAGUER, \$15.00; JEN- nings 5c Reserve, \$15.00; Frisky, \$17.50. **BOX 23**, Woodward, Ia.

GAMES—LOW PRICES ON USED. ALL Types. Send for prices. **GENERAL NOVELTY CO.**, 146 E. Highland Ave., Milwaukee, Wis. no23

IF IT'S SQUARE DEALING AND SAFE BAR- gains in Coin Operating Machines of all descriptions see **YENDES SERVICE CO.**, 1813 W. 3d, Dayton, O. 20 years in business. de21x

INCOMPATIBILITY OF PARTNERS MAKES these outstanding bargains possible. Fifty 1933 Buckley Diggers with mirror backs, white enamel interiors and high pan around merchandise drop for protective purposes. Biggest money makers we ever operated. Now on location, immediate delivery, A-1 condition, one or fifty, \$55.00 each. **BOX C-450**, Billboard, Cincinnati.

INDIANA OPERATORS—PROFITABLE ROUTE Coin Machines for sale at 548 Massachusetts Ave., Indianapolis, Ind. **SILENT SELLING CO.**

LARGE DIGGER CONCERN WANTS ADDI- tional operators or concerns with territory for expansion of Digger operation on profit-sharing basis. No investment required. Apply to box below for further information. State experience, also references. **BOX 639**, Billboard, 1564 Broadway, New York City. tfn

MACHINES AND SUPPLIES—VIKING AUTO- MATIC CO., 632 Polk, San Francisco. de14

PACE TWIN JACKPOT ATTACHMENTS—FOR Mills Bells, \$7.50 each; Nickel Slot Machines, \$9.50 each. List free. **COLEMAN NOVELTY**, Rockford, Ill.

PANAMA DIGGER, \$10.00; LIKE NEW SEEBURG'S Sportsman, \$25.00; 6 1c Stewart McGuire Gum Machines, \$4.00 each. Swap for Pin Games. **JOS. RAKOVITS**, Coopersville, Mich.

PEANUT MACHINES—NORTHWESTERN AND Advance, like new, \$3.50. **JOHN MORRISON**, Flanagan, Ill.

PRACTICALLY NEW—GOLD RUSH, \$25; others, 1/3 deposit. **SHELL BARTH**, San Angelo, Tex.

PRICES SLASHED — LIGHTNING, GOLDEN Gate, Electro, Relay, \$3.95; Blue Ribbon, Big Bertha, Merry-Go-Round, Subway, \$4.95; Drop Kick, Criss Cross, \$5.95; Hold and Draw, \$3.95. Write for complete list. **MARION COMPANY**, 564 W. Douglas, Wichita, Kan.

PRICES GUARANTEED TO BE THE LOWEST obtainable on guaranteed used machines. Send stamp for list. **SPECIALTY SALES**, St. Matthews, Ky.

RECONDITIONED MACHINES—8 TICKETTES, \$7.50; Banker, \$20.00; Rockolas "21", \$14.00; Kings, \$14.00; Whirlpools, \$37.50; 5 Traffic "B", \$25.00; 5 Seeburg Audiphone Phonographs, \$90.00. One-third deposit. **J. J. HARVEY**, 1100 Harp Street, Raleigh, N. C.

REAL BARGAINS IN RECONDITIONED MACHINES. All types at prices you will be willing to pay. Write for new list. **BADGER NOVELTY**, 2546 N. 30th, Milwaukee, Wis. de21x

TEN MILLS TICKETTES—LIKE NEW, \$9.00 each. **AUTOMATIC AMUSEMENT CO.**, Evansville, Ind.

SALE IN CANADA—10 MILLS TICKETTES, like new, \$22.50 each; eleven 10-Ball Pin Tables, ordinary Jennings Skyway, Topsy Toldy Spectacular, \$35.00 each or exchange for 1-Ball Automatic Pin Tables, machine for machine, paying balance in cash. **BERT LEXIER**, Yorkton, Canada.

SEND STAMP FOR LIST OF USED MACHINES —Get on our mailing list. You save money on machines and supplies. **GOODBODY**, 1824 East Main, Rochester, N. Y. de7

TURF FLASHES—USED ONLY TWO WEEKS, \$15.00 each. **L. BERMAN & COMPANY**, 123 N. W. Fifth St., Evansville, Ind.

USED PACE RACE SLOTS AND PIN GAMES— WALKER-McCAIN, Poplar Bluff, Mo. no23

WANTED — PAY TABLES FOR CASH OF every make. Quote serial and price. **BOX 643**, Billboard, 1564 Broadway, New York. no30

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 638**, Billboard, 1564 Broadway, New York City. tfn

WANTED—ALL TYPES DIGGER MACHINES; any quantity. State type, serial number, price. **EXHIBIT NOVELTY CO.**, 1123 Broadway, New York. de14

1935 DE LUXE MODEL INTERNATIONAL Mutoscope Cranes, each \$135.00; Tables, Rodeo, \$42.50; Sportsman, Visible Slots, \$35.00; Traffic, Model A, \$30.00; Put and Take, \$20.00. Many others. Terms, 1/3 cash. Sold subject to inspection. **ROCKPORT NOVELTY CO.**, Rockport, Tex.

\$50.00 CASH PAID FOR MILLS BLUE FRONT Venders, late serials. Will buy Paces Races. State serials. **ROCKPORT NOVELTY CO.**, Rockport, Tex. de14

COSTUMES—WARDROBES

HAWAIIAN, \$2; ORIENTAL, COUCH, \$3. Flashy. **ETHEL BOATRICK**, Provo, Utah.

MUSICIANS' MESS JACKETS, BLUES; MA- roons, Blacks, \$2; Tuxedos, \$10; Evening Gowns, Scenery, Costumes, Free lists. **WALLACE**, 2416 N. Halsted, Chicago.

USHERS' UNIFORMS, \$2.50; UNIFORM CAPS, \$1.00. **JANDORF**, 172 W. 81st, New York.

EXCHANGE OR SWAP

WILL TRADE—DOLAN'S CAFE, DECATUR, Ill., for Portable Skating Rink.

FORMULAS

FORMULAS — ALL KINDS, GUARANTEED; catalog free. **KEMICO**, B-66, Park Ridge, Ill. tfnx

FORMULAS, PLANS, IDEAS — LITERATURE free. **H. BELFORD**, 4042 N. Keeler, Chicago. no30

NEWEST GUARANTEED FORMULAS. BIG- gest catalog free. Special prices, leads. **CIBSON**, Chemist, BH-4704 No. Racine, Chicago. x

SUCCESS WITH YOUR PRODUCTS—LEARN how. Formulas. Processes. Analytical service. Catalog free. **Y. THAXLY CO.**, Washington, D. C. no30x

FOR SALE—NEW GOODS

BALL GUM, FACTORY FRESH, 12c BOX — AMERICAN CHEWING, Mt. Pleasant, Newark, N. J. no30x

BARGAINS — GENERATORS, MOTOR GEN- erators, Exhaust Fans, etc. Ask for quotations on your needs. **ELECTRICAL SURPLUS COMPANY**, Dept. 50, 1885 Milwaukee Ave., Chicago.

BUILD YOUR OWN 4 FOR DIME PHOTO MACH- ine. 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. x

DOUBLE BUTTON MICROPHONE—COMPLETE with Transformer and Battery, fits any amplifier, \$12.75. Professional quality guaranteed. **MELLAPHONE CORPORATION**, Rochester, N. Y.

FUR COATS FOR HUSTLERS, STOREKEEP- ers, agents. Big flash, \$9.00 up. **RIMER & DICKER**, 282 Seventh Ave., New York.

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 **TERRAWABASH PHOTO SUPPLY**, Terre Haute, Ind. no30x

SAVE ON DIRECT POSITIVE SUPPLIES BY buying from one source. Rolls, 1 1/2"x250", \$4.75; 5x7 Enlarging Paper, \$5.40 gross, Stock absolutely fresh. Mounts, Mirrors, Cameras, Visualizers, etc. Catalog on request. MARKS & FULLER, INC., Dept. 1, 44 East Ave., Rochester, N. Y.

TRAILERS BUILT TO ORDER 1/2 TO 10 TON, all steel. Let us know your needs. VALENTINE MACHINE CO., Ozark, Ala.

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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.

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GIANT MOTORIZED CANNON — HUMAN Projectile. All equipment. F. O. GREGG, 2216 So. Orange Drive, Los Angeles, Calif.

POP CORN MACHINES, CRISPETTE CARMEL-crisp, Potato Chip. LONG EAKINS, 1976 High, Springfield, O.

PUNCH FIGURES, SHADOW ACT, MAGIC, Tricks, Books, Ventriloquist Figures, Novel Instruments, Stereopticon, Irish Slides, Dupli-cator, Santa Suit. PAUL, 1521 Harding Park, New York.

ROLLER-SKATING RINK, COMPLETE, PORTA-ble. 5925 Northwest Highway, Chicago, Ill.

FOR SALE—SECOND-HAND SHOW PROPERTY

A-1 ATTRACTIONS — OCTOPUS, UNBORN, Tanagra, Curiosities, Illusions, Tents, Banners, Mouse-Flea Circuses, Laughing Mirrors, Cuss Weight Scales, Sacrificed, WONDERS, 849 Cornelia, Chicago.

CAROUSEL, 3-ABREAST; FERRIS WHEEL—Will sell cheap or exchange. 804 Jamaica Ave., Brooklyn, N. Y.

FOR SALE—PARK CATERPILLAR RIDE, PEEP Show, Moving Picture Outfit, Cash Register, 46-Key Cylinder Organ. A. KARST, Forest Park, Hanover, Pa.

LOOP-O-PLATE—DELINQUENT CONTRACTS; also one late type Single, warranted good condition. MARION FINANCE CO., Salem, Ore.

PARK CAROUSEL, 3-ABREAST OVERHEAD Jumping, complete; Park Whip, complete; Set 9 Park Swings. HARRY ISAACS, 21 Pennsylvania Ave., Brooklyn, N. Y.

SEE ADVERTISEMENT CARNIVAL PAGES—WEIL'S CURIOSITY SHOP, 20 South Second, Philadelphia, Pa.

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HELP WANTED—MUSICIANS

GIRL CONTRALTO. GOOD LOOKING. TWEN-ty per. Photo. BOX C-495, Billboard, Cin-cinnati.

LEADER WANTS MODERN ORGANIZED BAND with transportation. BOX 652, Billboard, 1564 Broadway, New York.

INSTRUCTIONS AND PLANS

LEARN VENTRILOQUISM BY MAIL — SMALL cost. 3c stamp brings particulars. GEO. W. SMITH, 125 North Jefferson, Room S-641, Peoria, Ill.

MAGICAL APPARATUS

NEW 124-PAGE ILLUSTRATED CATALOGUE Mental Magic, Mindreading, Spirit Effects, Horoscopes and 33-page 1936 forecasts, Graphology sheets, books, crystals and lucky pieces. Most complete line in world. New catalogue, 30c. None free. NELSON ENTER-prises, 198 S. Third, Columbus, O.

PUNCH, VENTRILOQUAL AND MARIO-nettes. Lists free. PINXY, 64 West Erie, Chicago.

VENTRILOQUIST — MARIONETTE, PUNCH Figures. FRANK MARSHALL, 5518 So. Loomis, Chicago.

WANTED TO BUY—USED SPIRIT OR GHOST Magic, in good condition. N. P., Billboard, Chicago.

MISCELLANEOUS

ROLLS DEVELOPED—TWO BEAUTIFUL DOU-ble weight professional enlargements and 8 guaranteed never fade perfect tone prints, 2c coin. RAY'S PHOTO SERVICE, La Crosse, Wis.

M. P. ACCESSORIES FOR SALE

ACME PORTABLE SUITCASE PROJECTOR, with sound on film attachments, everything complete, ready to operate, \$190.00. We handle everything for the amusement field. WESTERN FEATURE FILM & SUPPLY CO., 1018 S. Wabash Ave., Chicago.

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 \$ free. MOVIE SUPPLY CO., LTD., 844 S. Wabash, Chicago.

M. P. FILMS FOR SALE

COMEDIES, CARTOONS AND WESTERN SUB-jects in sound. All guaranteed perfect con-dition. Send for large list. ZENITH THEATRE SUPPLY CO., 308 West 44th St., New York.

SOUND ROAD-SHOW SPECIALS — ALSO Western Action Features. Write APOLLO EXCHANGE, 117 So. 9th St., Newark, N. J.

SUPER-SPEED 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.

16 MM. FILMS BOUGHT, SOLD, EXCHANGED—Catalogue, 10c. FOTOSHOP, 136 1/2-D West 32d, New York.

M. P. (TALKIES) FILMS

ROAD SHOWS, WESTERNS AND ACTION Talkies. Advertising and Printing. I buy and sell only the best in Talkies. E. FAWKS, Crawford, Tex.

M. P. ACCESSORIES—FILMS WANTED TO BUY

HIGHEST PRICES PAID FOR USED STILL Movie Equipment. Send description. FOTO-SHOP, 136 1/2-D West 32d, New York.

MUSICAL INSTRUMENTS

KING DOUBLE B SOUSAPHONE, PERFECT, nearly new, 26-Inch Gold Bell, \$275.00. NEAL M. MARTALA, 104 Chester St., Paines-ville, O.

PARTNERS WANTED

PARTNER WANTED—SMALL INVESTMENT. I have 3 rides. DALY JONES, Sedro Woolley, Wash.

WANTED PARTNER — SMALL CIRCUS OR Tent Show. BOX C-496, Billboard, Cin-cinnati.

PERSONALS

BOB BABE WALTERS — JOIN AT ONCE, Howard's Traveling Museum, per Billboard route. BABE LABARIE.

SCENERY AND BANNERS

A-1 BANNERS FOR SIDE SHOWS—MANUEL'S STUDIOS, 3544 North Halsted, Chicago.

SCENERY, BANNERS, TAVERN PAINTINGS—Artistic, inexpensive. ENKEBOLL STUDIOS, Omaha, Neb.

SIDE-SHOW BANNERS — COMPARE OURS with others. NIEMAN STUDIOS, INC., 1236 S. Halsted St., Chicago.

TENTS FOR SALE

NEW SIDEWALL, 6.40 OZ. WHITE DRILL, hand roped, 8 foot, \$24.00; 10 foot, \$28.00; 100 feet long. Tents, all sizes. KERR, 1954 Grand Avenue, Chicago.

SHOW TENTS OF ALL SIZES AND TYPES for next season. Write for winter prices. J. W. HURST & SON, Tent Builders, Norfolk, Va.

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CLASSY NEARGRAVURE—125 LETTERHEADS, Envelopes and 100 Business Cards, \$1.39—Embossed, \$2.19, delivered. SOLLIDAY'S, Knox, Ind.

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200 WINDOW CARDS, \$6; TICKETS, \$3 PER 1,000. DOC ANGEL, Ex-trooper, Leavitts-burg, O.

5,000 COLORED DODGERS, 3x8, \$2.75; 6x9, \$4.50; 10,000 Merchants Tickets, \$5.00 postpaid. STUMPPRINT, South Whitley, Ind.

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DOUGHNUT MACHINE — MUST BE CHEAP. RED CHECK CAFE, Caruthersville, Mo.

SHOOTING GALLERY, SKEE ROLL, WHIRL-O-Ball, Chime Ball, Jack Ball. BOX 648, Bill-board, 1564 Broadway, New York.

WANTED — COTTON CANDY, POP CORN, Crema Frozen Custard, other machines. RUOTOLO, 655 Second Ave., New York.

AT LIBERTY AGENTS AND MANAGERS

AGENT AND PUBLICITY MAN—In all lines of attractions. Clever, experienced and expert pub-licity is essential. MANUEL RAUCHER, 461 Williams Ave., Brooklyn, N. Y.

THEATRE MANAGER or Advance Agent — 18 years' experience, close contractor. Bookings, promotion and publicity expert. Salary \$40. V. J. QUINN, 469 Deming Place, Chicago.

AT LIBERTY BANDS AND ORCHESTRAS

PIKE BURRITT—FIVE TO ten men, wants job in Florida for the winter season. PIKE BURRITT, Seneca Falls, N. Y.

ATTENTION! BOOKERS, HOTEL AND CLUB managers — 11-Piece Orchestra. Complete with Doubles, Vocalists and Modern Arrange-ments. Now available. Wire or write Immedi-ately. 1111 N. Broadway, Pella, Ia.

AT LIBERTY December 1—Excellent 11-Piece Orchestra with amplifying system, costumes, transportation. Open for booking Carolinas, Georgia, Florida, Alabama. Address BOX C-488, Billboard, Cincinnati.

EIGHT-PIECE NOVELTY BAND at liberty after January first. Will guarantee satisfaction, union, wardrobe and can work floor show. Have nice ensee and would like to hear from reliable night club manager. HARRY COLLINS, Grand Island, Neb.

FABY FIVE-PIECE BAND—Played vaude, hotel, restaurant. Will guarantee satisfaction, union, wardrobe and can work floor show. Have nice ensee and would like to hear from reliable night club manager. HARRY COLLINS, Grand Island, Neb.

FIVE-PIECE GOWBOY BAND, including excel-lent Girl Novellee. Radio, stage, dance experi-ence. Many novelties, variety singing. Cut any-thing. Go any place. LEADER, 1013 W. 28th, Des Moines, Ia.

FOUR-PIECE BAND and Girl Singer, just con-cluded thirty week contract. Show and dance experience, union. Plenty rhythm, flash. Wiscon-sin preferred. CURT JANKE, Sheboygan, Wis.

ORCHESTRA BARGAIN—Here is the year's big-est bargain in Orchestras. Eleven-piece unit, strictly sober, hard working and real commercial band. No personnel change in three years. Fine appearance, flashy setup, nice uniforms, own P. A. system, plenty doubles, five vocal soloists, good trio and up-to-the-minute library. Best of refer-ences. Just turned in the largest season in nine years for one of mid-west's largest resorts. Extra-ordinary circumstances causes this. Will make price of \$245 per week for eight or more weeks anywhere, for ballroom, stage or ultra high-class hotel. No night clubs. Address BOX C-466, care Billboard, Cincinnati, O.

At Liberty Advertisements
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Figure Total of Words at One Rate Only.

TEN-PIECE ORCHESTRA—Now playing hotel job, available shortly for club or location. Com-plete with arrangements, doubles, vocalists. Agents please note. Write immediately. BOX 642, Bill-board, 1564 Broadway, New York.

7 FAMOUS HUMMEL'S Orchestra touring U. S. A. Advance booking now. Hotels, ball-rooms write; \$160.00 unit for week. Address Bill-board, Cincinnati. Stage units wire care OARO-LINA CLUB, Greensboro, N. C.

AT LIBERTY CIRCUS AND CARNIVAL

YOUNG MAN WISHES TO MAKE CONNec-tion with a Circus or privately owned Wild Animal Acts to act as understudy in training wild animals. If necessary a work-ing stock could be obtained. Any reason-able offer accepted. HERBERT P. BUTLER, Box 471, Reidsville, N. C.

AT LIBERTY—Crippled Comedian, Clown and Negro my specialty. Address ERWIN NINKER, P. O. Box 865, Casper, Wyo.

PAMAHASIKA'S DOGS, Pony, Monkey and Bird Circus. Mr. Manager, you will want the best. This attraction is the last word. Incomparable. GEO. E. BERTS, Mgr., Pamahasika's Studio, 815 W. Erie, Philadelphia, Pa. Telephone, SAGmore 6538.

AT LIBERTY COLORED PEOPLE

REVUES—Colored or white, for Night Clubs and Theaters. Have car. Also book Stock and Line Girl. ANITA BUSH, Apt. 2, 850 Lenox Ave., New York.

AT LIBERTY DRAMATIC ARTISTS

CHARACTER TEAM—Man, Comedies, Souse-plings, jokes for General Business, Humm Specialties. Have car. PHILLIPS & SEYMOUR, McKenzie, Tenn.

JACK-MYRTLE ALBRIGHT invite offers from the better shows. Myrtle—Leads, Second Busi-ness, as cast, except Characters. Feature Show, Dance, Comedy, etc.—As cast. No objection to full line Characters. Have my own hair, teeth. This guarantees appearance, articulation. Have car. Be explicit about salary. Address JACK ALBRIGHT, Atkins, Ark.

JEANNE and TOMMY WINDSOR at liberty for stock, new production of circle, or what have you? Woman, age 21, height five feet, In-genuita. Man, age 29, height six feet, heavier, or both as cast. Specialties: Singing, Talking, Danc-ing, Bag Pictures, Comedy Magic, Paper Tear-ing, Ventriloquism, Hypnotism and Chalk Talk. Change for two weeks if necessary. Both good study, sober, reliable, with wardrobe and every essential. Plenty cuts, photos and publicity. Join now or later. Do not double band, orchestra or canvas. Do not own car. Man, A-1 Sign Painter, Candy and Banter Salesman, can also write Publicity and Promote Advertising Stunts of all kinds. Nothing too big or too small. Go anywhere. State your best salary. Write JEANNE and TOMMY WINDSOR, 817, Smith St., Marietta, O.

AT LIBERTY MAGICIANS

MAGICIAN AND WIFE—ONE and One-half hour show of clean, wholesome Magic, suitable for school, church or stage. CHANEY, Sweet Valley, Pa.

AT LIBERTY MISCELLANEOUS

MUSICAL INSTRUCTOR—WIDE EXPERIENCE, class, private, managing, best references, wishes permanent connections. BOX 651, care Billboard, 1564 Broadway, New York, N. Y.

GREAT ROSSERINO HYPNOTIC CO.—Scientific Humorists with their many merry mystic mir-tles, amusements, Psychological, yecum. Amazing, exotic, profound, mysterious, startling. Healing, educa-tional, therapeutic. Long sleep, catalepsy, mes-merism. Address BOX 84, New Fairview Station, Detroit, Mich.

SCENIO ARTIST at liberty—Non-union, over 28 years' experience stock, studio or outdoor. Can paint signs. JACK PLATZER, Co. 2489, O. C. C., Holly Springs, Miss.

SECRETARY WANTS position with theatre, cir-cus or carnival. Steady, sober, honest and reli-able age 27. Can double stage. E. J. BLYLER, Box 41, Lodi, Calif.

AT LIBERTY M. P. OPERATORS

PROJECTIONIST, 10 YEARS' EXPERIENCE sound. Sober, reliable, go anywhere. G. P. HALE, 520 E. Front, Monroe, Mich.

AT LIBERTY MUSICIANS

EXPERIENCED DRUMMER—Cultured Tenor, fine Singer, excellent presence, seeks placement. Union. PAUL DIERKS, 453 East 86th St., New York.

AT LIBERTY — GOOD TROMBONE, READ, modern, take off, double Euphonium, some Bass. Voice. Five years' experience various dance bands. Address BOX 336, Grand Forks, N. D.

AT LIBERTY — DRUMMER, TWENTY-ONE, single, sober, well experienced. Balanced outfit, neat, chorus singing. Prefer travel, will locate. Join any time after November 20. Will rehearse. Cut it or else. Information on re-quest. WALTER L. SCHROCK, E. Third St., Lioniger, Ind.

AT LIBERTY — SWING CORNET, TONE, range. Cut it or go. Sing. ROY STROSS, General Delivery, Appleton, Wis.

DRUMMER — EXPERIENCED SHOW AND dance; large outfit; young; go anywhere. BOX C-444, Billboard, Cincinnati.

DRUMMER, 22, EXPERIENCED, READ, SWING, all separates. Flashy outfit, vibs., union, References exchanged. BOX 650, Billboard, 1564 Broadway, New York.

GIRL STRING BASS — EXPERIENCED, SING, double some Trumpet. Write or wire MAR-GARET RALSTIN, 905 San Pedro, San An-tonio, Tex.

GUITARIST—SIX-STRING RHYTHMIC, SO-lid. Read, fake and sing. Would like to hear from jam bands, singing and novelty groups. Open for booking Saturdays, Sundays in New York City and vicinity. CHARLES WIRTH, 13702 Whitelaw St., Woodhaven, N. Y.

LEADER — DANCE BAND, GUEST CON-ductor. Floor show, vaudeville. Experienced, single, travel anywhere. TED SHEPPARD, Box 35, Hangev Rock, O.

TENOR SAX, HOT TRUMPET-SWEET CLARI-net. Both union. Notice: No ham offers. Cannot separate. BILL HEATON, 1805 Covert, Parkersburg, W. Va.

THIRD SAX, DOUBLING BARITONE, ALTO, Clarinet, Tone, read, phrase with section. Union. Prefer sweet band. Go anywhere on reliable proposition. Panics lay off. BOB HOLLINGSWORTH, 919 Bratten St., Jackson, Miss.

TRUMPET PLAYER, WHITE, TEN YEARS' EX-perience dance, show, cafe. Fake or read. State all. Have car; must pay H. WHARTON, 4201 Decatur St., Philadelphia, Pa.

TRUMPET—SOBER, DEPENDABLE, YOUNG, fair reader, clear voice, union. Join immediately. **JIMMY CUNNINGHAM**, Owenton, Ky.

AT LIBERTY—Strong, real Baritone Euphonium. Indoor circus. Reference, Milwaukee, Wis., Concert Band Soloist. **DeCARLOS**, 319 Walnut St., Mason, Ga.

AT LIBERTY—Alto Sax doubling Clarinet. Thoroughly experienced young single, reliable. **BOB YATES**, 438 W. Fremont St., Fostoria, O.

AT LIBERTY—String Bass, Trumpet and Drums. All read swing. Bass doubles Sax. Clarinet, Trumpet, Fiddle. Good vocalist and entertainer. Trumpet good tone, plays in tune, takes off, also Sing. Drummer, doubles Vibraphones and Chimes. All young, union, have car. Prefer South. **MUSICIANS**, 201 W. First, Marion, Ind.

BASSOONIST—Several years' experience concert, band and orchestra work, in connection with good musical organization. Go anywhere. Letters answered. **W. O'NEILL**, 740 N. Dearborn, Chicago, Ill. no30

DRUMMER TRUMPET—Experienced in all lines, cut on sight. Drummer, all equipment. Sing and good flash man. Trumpet, any style, double bass. Sing. Go anywhere, will separate. **BELL COE**, W. High St., Mt. Vernon, O.

FLASH DRUMMER—20, strictly big time swing rhythm in the most modern manner. Large outfit, including Bells. Have had six years' experience and have wonderful reputation. A feature in any band and guarantee to cut it. Have car, will go anywhere, but prefer large size orchestra. Join any time, but desire to exchange references first. **BOX C-404**, Billboard, Cincinnati.

QUARTIST—Modern, read, fake, plenty swing. Heavy full band rhythm. Can go to town with the best. Some arranging. Feature Baritone, Trio Lead. Good personality, appearance, young, dependable. Plenty band, radio experience throughout East and South America. Reliable hands communicate. **MUSICIAN**, 6 Lewis St., New London, Conn.

LEAD ALTO SAX doubling Clarinet—Union, name band, broadcasting experience. Read, reliable, references. Prefer location. Salary jobs only. State all particulars. **DOO SMITH**, Thfin, Ohio.

TROMBONE, double Sousaphone, available for hotel, club, restaurant. South. Room, board proposition, perhaps. No loaning instruments. State salary, collect, wires ignored. **PHIL WRIGHT**, Billboard Office, Cincinnati, O. ja18

ST. LOUIS

(Continued from page 48) with America's Model Shows, is here now for the winter. Residing with his relatives here.

Mechano (mechanical man) is working several of the large local stores and probability will remain here until Christmas.

Al C. Beck is in the city with Mrs. Beck. They plan remaining here several weeks and then go to Florida for the winter months.

Chester I. Levin, of the Midwest Merchandise Company, and A. N. Rice, former plaster manufacturer, were in the city Thursday on a business mission.

S. D. Rose, one of the old-time carnival men still in the business, last season with Isler Greater Shows, is ill in this city and would like to hear from his friends in care of *The Billboard*.

Noble and Viola Fairly, of Hennies Bros.' Shows, passed thru Friday en route from Hot Springs, Ark., where they spent several days, to Baltimore, where they will visit their son, Paul. While here they were royally entertained by Mr. and Mrs. Charles Goss.

Mr. and Mrs. Harold Hayes, who were with Dodson's World's Fair Shows all season, arrived in the city this week and will reside here for the winter.

Great American Shows

Allendale, S. C. Week ended November 9. Fall Festival. Weather, rain Thursday. Business, good.

Formerly the Miller Bros.' Shows, now under management of Johnny Tinsley while Morris Miller is devoting his time to his traveling museum. The roster: Staff—John Tinsley, general manager; E. W. Weaver, general agent; Herbert Tisdale, lot superintendent; George Bennett, electrician; Frank Meadows, trainmaster. Albert (Dummy) Rives, salesman *The Billboard*; Bobby Kork, secretary and publicity; Mrs. Frank Meadows, tickets at main gate. Shows—Clementine Coffee's Vanities on Parade, featuring Janet Aldrich, fan dancer, with Dorothy Hawks, Ivy Van Dyke, Dix Dixon, Peggy Doyle and Dot King; Mickey Brown's Five Kings of Syncopation, music; Al Aldrich on front. Tom Scully's Palace of Wonders—Professor Herbert, magic; Duke King, tattoo; Jessie Cook, alligator girl; Sadie, illusion; Jolly Cora, fat girl; Pee Wee, midget; in the annex, two-headed baby; Jack (Red) Moran, front. Bobby Kork's Unknown Sex Family, with Jack Sumner, front; Don Black, tickets; Ruby Lathan, nurse. Cotton Club Revue—Managed by Pluto Brown—list of people in a later issue. Athletic Arena—Managed by Bull Smith, wrestler. High Life—Managed by Jack Norworth, with Sonia the living model. Snake Show, Peggy Ewell. Jimmie Robson's "Orline" Show. Stack Hubbard's Review. Baby Ruth, Fat

AT LIBERTY PARKS AND FAIRS

BALLOONISTS AND PARACHUTE Jumpers operating from Airplanes and Balloons. Young artists, schooled by old heads. Have Bat jumper, also Cannon Act with girl performer. **THOMPSON BROS. BALLOON CO.**, Aurora, Ill. Established 1903. no30

AMERICA'S BEST HIGH WIRE—THE CALVERT outstanding hit attraction. An act with drawing power. **GREAT CALVERT**, 164 Averill Ave., Rochester, N. Y. ja18

AT LIBERTY—GIBSON'S HIGH-DIVING CATS and Dogs; near fifty feet. Three Cats, Two Dogs, Tight Wire Walking; one Dog Walking Wires Blindfolded. Going over big. Fairs, parks and celebrations. Southern managers write. **GIBSON AND GIBSON**, Carthage, Ind. no23

CHAS. LA CROIX—High class Trapeze Act, booking indoor circuses, carnivals, etc. Beautiful equipment, wardrobe, wonderful drawing card. Prices reasonable. 1804 S. Anthony Blvd., Ft. Wayne, Ind.

PAMAHASIKA'S DOGS, Pony, Monkey and Bird Circus. A complete, clean attraction. Incomparable. Unlike all others. There is but one, the Original Prof. Pamahasika himself. You will want the best show. Get in touch at once with this real attraction. **GEO. E. ROBERTS**, Manager, Pamahasika Studio, 518 W. Erie, Philadelphia, Pa. Telephone, JACmore 6536.

AT LIBERTY PIANO PLAYERS

EXPERIENCED PIANIST—READ, FAKE, transpose, all essentials. **BOX C-447**, care Billboard, Cincinnati, O.

PIANIST—SOLOS, SONGS, PIANOLOGUES. Experienced, appearance, reliable. **MAURICE LUCKETT**, Atkins, Ark.

GIRL PIANIST—Vocalist, arranger, accompanist. Voice low. Modern Piano flash work. Will travel or locate. Young, union. Be explicit. **PATRICIA STONE**, Fostoria, O.

Family. Pat, giant horse, managed by Tom Bright. Rides; Goat rides, managed by H. C. Good. Ferris Wheel and Kiddie Auto Ride, owned by Dave Stock. Dad Brown's Chairplane. Kiddie Airplane, managed by Mr. and Mrs. Taylor. Rocket Plane, Earl English. Benny Wolf has corn game, shooting gallery and photo gallery; Harley Moore, pop corn; Branda Brothers (Nick and Toney), eating emporium; Madame Smith, palmist. Paul Thorpe's Flying Sensations continue as free act, with Carl Lafater, Walter Drayback and Vagabond Brothers. **BOBBY KORK.**

Georgia Amusement Co.

Shannon, Ga. Week ended November 2. Weather, fair. Business, fair. Atco, Ga. Week ended November 9. Location, two miles from Cartersville. Weather, cool. Business, poor.

Show opened its winter season at Shannon, with 3 shows, 3 rides and 17 concessions: B. W. Sneider's Girl Show and Geek Show and Helen Barker's Snake Show; W. J. Phelps' Chairplane, R. H. Work's Ferris Wheel, Louis Neate-ro's Midget Cars, Gabe Harrell's cookhouse; J. P. Price, 2 concessions; J. E. Hosmer, 5; Charlie Amerson, 2; Al Gordon, 3; Rex O'Brien, 1; Jack O'Brien, 1; W. J. Phelps, 1; Joseph Ihle, photos. Staff: J. P. Price, manager; J. E. Hosmer, advance; Charlie Amerson, lot man; Jack O'Brien, electrician. Atco: The smallest crowds the writer has ever seen on a midway. Mr. and Mrs. R. H. Work, Mr. and Mrs. Al Gordon and Mr. and Mrs. Redmont motored to Atlanta on Wednesday. Mr. Hosmer and J. P. Price and party visited Marks Shows at Rome. Price purchased another truck. The writer purchased a generator, the show now having its own electric plant and transportation. W. J. Phelps bought a Chairplane, bringing the number of rides to four. Mr. Hosmer purchased a Chevrolet sedan for the advance. **JACK O'BRIEN.**

Mighty Sheesley Midway

SALISBURY, N. C., Nov. 16.—Everything is okeh at winter quarters here. "Captain John" and wife have been visiting shows in Georgia. A letter from Frank Sweeney stated he was enjoying life at St. Augustine, Fla. E. E. Ketring and wife, with the sound truck, have been at Valdosta, Ga., advertising for firms. Len McDonald, calliope and piano player with Kay Weiss' Girl Show, is resting up at Lynchburg, Va. May Hawks is enjoying life at Danville, Va. Ted Williams, chef and baker for Mrs. Charles H. Pounds, assisted by Sam Boone, is making doughnuts and small pies and already has quite a route around town, five salesmen working. Mrs. Pounds purchased a small Chevrolet truck to deliver the larger orders. L.

MODERN PIANO—Arrange all essentials large or small band. Cafe, hotel, show. Travel or location. Have car. Join on wire. **MUSICIAN**, 228 S. Otisman St., Greensburg, Pa. no80

YOUNG RHYTHM Dance Pianist—Experienced all lines. Read, fake, improvise, take off, etc. Modern style and swing. Drive anywhere. **WAYNE BOILER**, 14 Brooks Ave., Venice, Calif. no50

YOUNG MAN, PIANIST wide professional experience, played for best Soloist, accompanist. Concert, dance. Reliable opening only. Now in vicinity Buffalo, N. Y. **BOX C-868**, Billboard, Cincinnati. no28

AT LIBERTY SINGERS

TOP TENOR—A-1 harmony, robust or sweet. Appearance young, reliable stage and radio quartette experience. **GLEN LEHMAN**, South Whitley, Ind.

WOMAN SINGER—Voice, personality, Pops and semi-classical. Unit, orchestra, vaude, hotels. Appearance young. Suit only. **BOX 828**, no80 board, 1564 Broadway, New York.

AT LIBERTY VAUDEVILLE ARTISTS

FAST VERSATILE TEAM—HILLBILLY, Hawaiian, Harmony, Vocal, both solo, Comedy. Unusually large repertoire modern and old songs. Seven beautiful instruments. Together since 1928. Thoroughly experienced radio, theatre, tent, clubs, units, ork. Personality, reliable, congenial. Photos. Have car. Any reasonable offer considered. A-1 references. Address **JERRY & EMMETT**, 408 So. 24th St., Omaha, Neb.

FEMALE IMPERSONATOR—SING, DANCING, Comedy. Clean Act. Modern wardrobe. Clubs write. South preferred for winter. State salary. Write or wire **JACK GATELY**, Capitol Bldg., Wheeling, W. Va. no23

AT LIBERTY—Nellie King's beautiful musical act. George King, Punch and Judy, Ventriloquist, Lecturer. Experienced side shows, museums, vaudeville, med., etc. Home address, 1009 Wayne Ave., Indiana, Pa. no30

Chapman, auction concession manager, is pitching thru Mississippi, Alabama and Louisiana and making good. Spot Baysinger, corn-game concessioner, has a nice home at the edge of town (the writer has enjoyed much corned beef and cabbage, which Spot's brother's wife surely knows how to cook). A letter from A. J. Linck, former special agent for Sheesley Shows, states that he and Mrs. Linck have been enjoying the lake breezes at Racine. William Zeldman left recently for Augusta, Ga., to look after the Waltzer he has had on the Johnny J. Jones Exposition. Charles H. Pounds, besides attending to correspondence for "Captain John," is still at work with specialty sales, assisted by James (Jimmy) Austin.

WESTERN STATES SHOWS

STEPHENVILLE, Tex., Nov. 16.—Western States Shows played Coleman, Tex., last week to poor business. Considerable rain and cold weather prevailed throughout the engagement. This week's stand opened with extremely cold weather, causing the show to remain closed on Armistice Day. Opening day in Coleman was set aside as "Will Rogers' Day." Five per cent of the gross receipts of the show on that day was deposited in the First Coleman National Bank and credited to the Coleman Will Rogers Memorial Fund. As far as can be ascertained, this show is the first to join the national movement to create the Will Rogers memorial fund. Jim Schneck, general representative of the show, handled all the arrangements and was given generous publicity in the Coleman papers. The season has averaged good. However, all engagements played in Texas were poor and several showed losses. The early Texas dates were unfavorable, due to the late cotton season, while the later dates had inclement weather.

Bunts Greater Shows

Cheraw, S. C. Week ended November 2. Merchants' Trade Week. Location, heart of town. Weather, ideal. Business, fair. Pageland, S. C. Week ended November 9. Weather, fair. Business, good. The party staged on Thursday night by the Goodfellows' Club of the show was a huge success. There was a supper and excellent entertainment, with George VanAllen as emcee. Charlie Craig presented his original dance. Chris Smith was scheduled to sing but forgot his music, so made a speech. Dare-Devil Daniel made a speech and promised to finish it at the next meeting. Mr. Heller (the organ man) sang a couple of songs in German, which were enjoyed by all, even those who didn't "versteh" the words. Billie Goodrich, Dot Massaro and Mrs. VanAllen provided a nifty act, assisted by Tag Tag-

AT LIBERTY, because of disappointment, good team. Man, Toby Comedian, strong enough for a feature, double fair. Drum, W. A. Act, Fairs, Bits, Single, Double Talking Specialties. Change for 8 weeks, know all acts. Young, neat, good car and living trailer. Salary low for winter work. Join on wire. G. W. Thomas, if you write, letter, were lost. Wire **ROY (TOBY) OLARK**, Hardin, Ky.

AT LIBERTY—Billie Vansandt, young, experi- enced Blackface Comedian, double Banjo and Guitar. Singing and Dancing Specialties; change for two weeks. Married, have house car. What's your salary? Write or wire **BOX 58**, Batesville, Ark.

JOLLY FANNIE MATFIELD—For med. vaudeville, one-nighter. Change for week. Blackface, vaudeville, acts, Bits, Singer, Dancer. South preferred. Have trailer. Small salary and pop corn privilege. What have you? **BOX 210**, Dell, Ark. no28

LAMONT'S BIRD ACT—Oockatoos and Macaws. A standard act; merit, novelty and quality for vaudeville, acts, indoor show, etc. 7 W. Delaware St., Chicago, Ill. de7

NOVELTY MUSICAL TEAM—Double Xylophone and double Piano Specialties. Youthful, trouper, experienced and reliable. Parts as cast. **THE BROTHERS EDWARDS**, E. Otterman St., Olathe, Kan., Pa. no80

NOVELTY ACT—Amazing exhibition of closest Back-Bending Contortions and most difficult One-Hand Balances on Pedestal. Young man. Units, etc. **BOX OH1-32**, care Billboard, Chicago, no80

PAMAHASIKA'S BIRD CIRCUS, the Original, Incomparable and Greatest Act that makes everybody talk. Don't overlook the Famous Pamahasika's Real Acting Birds. **GEO. E. ROBERTS**, Mgr., Pamahasika's Studio, 518 W. Erie Ave., Philadelphia, Pa. Telephone, JACmore 6536.

PUNCH AND JUDY—Strictly first class. Educated. Live Dog works with Puppets. Excellent figures and setup. For theaters, department stores, expositions, etc. **CALVERT**, Billboard, New York. no23

VAUDEVILLE'S CIRCUS—Ten Dogs, Cats, Mon- key, Act No. 2, Acrobatic Clown. Guarantee the best for fairs, circuses, theaters, department stores. Anywhere; auto transportation. Charlotte, N. C.

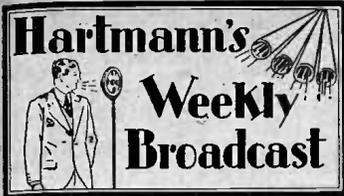
VERSATILE YOUNG MAN—For vaudeville or medicine show. Work in acts, bits and afterpieces. Singing, dancing, specialties. Double Drums in orchestra. Nice outfit. State offer. Address **ROY WYANT**, Oxford, O.

It was a real event. Bobby Burns doing okeh with his fish exhibit. Donald Justus and Sallie with a new booth and portable living quarters. Johnny Bunts built a new fence for his Loop-o-Plane. Col. Russell and his minstrels did continued good business. Medusa VanAllen said business was fine. Manager Bunts proud of having some promising late-fall Southern fair dates. Alex Vincent hunting a rubber band to put around his b. r. High Johnson having a big time with his dog Kansas. Baby Irene Bunts mourning the loss of her dog B. E., killed under wheels of a truck. At Pageland: Midway jammed with people on Children's Day, Tuesday; rides doing big business. Mabel Mack's Mule Circus getting its share of business. Taylor Brothers joined with their free acts. George Gardner and Tag Taggart added a concession to their string. **H. S. THOMPSON.**

J. Paul Bolt Shows

Sumter, S. C. Five days ended November 9. Location, Barwick lot. No auspices. Weather, variable. Business, fair.

Business fair for shows, rides and concessions. No admission to grounds. Firm in the belief that "smallness" is a virtue at the proper time and place, Manager Bolt has reiterated that there is no intention of letting the winter unit get beyond the certain bookings consistent with the smaller-class bookings. Attractions: Merry-Go-Round, Randal Adams in charge; Ferris Wheel, Bobby Sprouse and Ernest Darling; Chairplane, Henry Saul and Stanley Sink; Drive Yourself Auto Ride, Jake Davis and the missus; Johnson's Highbrown Revue, with his Dixieland Band; Pit Show, Bery Bernstine and missus; Gus Brown's Geek Show. Concessions: Gus Acusta and Steve Stevenson have dissolved partnership in the cookhouse, Gus going on with the outfit, Steve home to Elizabeth, N. J. Splinter Royal has three stands—Jack Miller, Everet Null, Sylvan Palmer, Frank Miller and Rosco Stokes the agents. Ace Lyerly has foto booth. Dixie Kely, frozen custard (mounted on truck) and glass stand, in charge of Jewell Miller. Mr. and Mrs. Tommy Boswell, palmistry. Walter Baker, heart-pitch. Mr. and Mrs. Earl Tigman, Earl electrician, Jo Lee agent. "Splinter" and wife, Hazel Bolt Royal, drove on the lot Saturday in a new 1936 Packard, to look things over prior to an extended trip thru Florida, Alabama and Louisiana. Doc Jones and wife spent a day with old friends on the show. H. W. Campbell dropped in for an afternoon. Mrs. Bula Kely spent the week-end with friends on the outfit. Mr. and Mrs. Davis are spending a couple of weeks with their son, Jake, and the missus. **CHRIS M. SMITH.**



HEREIN last week we mentioned that several rumors were afloat about changes in staff members of the Hagenbeck-Wallace Circus. One of these was that Assistant Manager Ira Watts was not only out but leaving the circus business entirely. This rumor was absolutely true, as Ira mailed his resignation to General Manager S. W. Gumpertz October 15 and it was accepted October 24, the resignation to take effect at the end of the season. The funny thing about this is that when Ralph J. Clawson, Hagenbeck-Wallace manager, was asked to confirm or deny the rumors, he wired us under date of November 8 that "there have been no changes in our staff and no contracts have been signed for 1936 season." The end of the Hagenbeck-Wallace season was reached November 4, the date that Ira's resignation was effective, yet four days later Ralph said "there have been no changes in our staff." Now, was Ralph spoofing us or was he ignorant of the change that took place on a show where he is directly concerned? And it was no secret either, as Ira contemplated it all season. How about it, Ralph?

Fair men who demand \$12 a foot for concession space and expect operators of games to work straight and give out stock after paying that price should have their heads examined.

THE Biblical story of the welcome given to the Prodigal is no more interesting, says Frank A. Small, than he could tell modern readers of the welcome given to him by Sam Gumpertz, Dexter Fellows and all the boys of the staff of the Ringling-Barnum Circus when he went down to Miami from Lake Worth, Fla., November 12, the closing day of the season. It was a memorable day for Frank. Exactly 30 years ago

(1905), on November 12, the Buffalo Bill show closed its French season of 36 weeks at Marseilles, France, and he was pleased to recall the first date and to be a participant in the second.

"Just in passing," says Frank, "let me go on record as stating that the present World's Greatest is beyond all question the finest in every particular that I have ever seen and that from every angle, near front gate to the stables, it is as near to perfection as I think it possible to bring any organization. Fifty-five thousand people saw the show in Miami, which is almost exactly half the total population of the city, counting adults, children and Negroes.

"The press boys and chief of police told me that not one complaint of any kind had been registered or even heard of. This includes patron dissatisfaction, if any, as well as all other forms of complaint. A most wonderful record, but I am told that Mr. Gumpertz and his assistants insist on keeping such a record clear at every stop."

One show has learned that it is costly to place posters on the walls of a vacant building in Savannah, Ga., without proper permission. This is published as a tip to other shows.

AND now, folks, we have further word for you from J. Brass, manager of Combustion Bros.' Shows, in regard to Herb Maddy's combination act of trained fishworms, snowbirds and boll-weevils and Fog-Horn Clancy's competing act, the "Cockroach Roman Hurdle." Before letting Brass have his say, however, we must first convey to you a picture of his new letterhead. It's the usual plain piece of white paper, but (See BROADCAST on page 61)



Various Matters

THERE'S a long letter on hand from "A Constant Reader" who doesn't pull his punches in attacking a showman's communication printed in this pillar recently. He says that this publication is noted for not printing anything but the truth, takes the liberty of contradicting a few statements and thanks us in advance for placing his complaint in this column "so that the show business can see the light," etc. Many of "Constant Reader's" statements do not fit, because they are libelous. I might have been tempted to recognize the more usable portions if the letter had been signed. Anonymous letters must, by tradition, remain unsuitable material. When a correspondent signs his name it is an indication that his motive is bona fide, altho names are always withheld on request. The correspondent's letter seems sincere enough and I am sorry that it has to be dismissed for the reasons cited.

People who send in their nominees for All-Time Favorites must give their connection with the business and their address. Likewise, they should append titles to all their choices and mark those who are deceased. Al Tobin asked to write in to adjust his list before it is offered to readers. Incidentally, one of Mrs. Jean Kathryn Warner's candidates should have been marked deceased when the list appeared a few months ago. My error. He is the late Charles C. Wilson, Ringling-Barnum traffic manager. Mrs. Warner is the widow of Edward C. Warner, Sells-Floto general agent and traffic manager, and received her first training as secretary to the late H. H. Tammen, Sells-Floto owner. She later became secretary to the late Jerry Mugivan. She lives in Los Angeles.

Mrs. Warner writes: "I note in your column of November 9 a mention of Mrs. Dolly Castle in which you quote her as saying that this is Mrs. Castle's first vacash since 1925, when the late Jerry Mugivan sent for her and asked her to join the Gollmar Bros.' Circus following his decision to make it a 10-car outfit. I believe the last season Gollmar Bros. Circus was on the road was in 1922, when it was leased by the American Circus Corporation (Mugivan and Bowers) as traffic that year, with Fred Gollmar as traffic (See OUT IN THE OPEN on page 61)

Motor Transportation Dept.

By CAPTAIN E. R. HATFIELD

We solicit your co-operation by sending us letters concerning difficulties and complications you encounter while traveling the highways or visiting cities and towns. We want to know the problems of showmen, so we may publish information of interest to all. Address your letters to Motor Transportation Department, The Billboard, 25-27 Opera place, Cincinnati, O.

Laws

ALABAMA—One trailer allowed. Special permits may be obtained for special vehicles (shows) on application to Traffic Division, State Highway Department. The mileage tax is 1/2 cent on two tons rated capacity, while vehicles of 4,500 gross pounds are exempt. All vehicles must carry liability and property damage bonds.

CALIFORNIA—Any number of trailers may be used. They must be registered on entry to State and a fee of \$3 paid

per trailer, while trailers weighing more than 3,000 pounds must pay a fee of \$8 per unit. Every vehicle must have liability and property damage bonds. Every nonresident shall be regulated as a resident.

FLORIDA—Only one trailer may be used, restricted to 45 feet. Registration for private owned is based on gross weight as follows: Trucks, private use only, under 2,000 pounds, 50 cents per CWT; 2,000 to 3,000 pounds, 60 cents; 3,000 to 5,000 pounds, 75 cents; 5,000 and over, \$1. Trailers, private only, under 4,000 pounds, 75 cents per CWT; over 4,000 pounds, \$1.50.

Full reciprocity on privately owned trucks hauling own goods. Extra gasoline tanks prohibited in excess of natural capacity rating. For further information see back issues.

GEORGIA—Registration fee on license (See TRANSPORTATION on page 61)

Telephone Your Telegrams to Postal Telegraph

Charges will appear on your regular telephone bill

LAST CALL!!!

The Biggest Show in Show Business

23d Annual BANQUET and BALL SHOWMEN'S LEAGUE OF AMERICA

TO BE HELD IN THE GRAND BALLROOM HOTEL SHERMAN, CHICAGO, ILL., TUESDAY, DECEMBER 3, 1935

TICKETS \$5.00 PER PLATE

The Most Important Affair of the Year

A TEN-DOLLAR EVENT FOR ONLY \$5.00

For Reservations Write

BANQUET COMMITTEE SHOWMEN'S LEAGUE OF AMERICA, 165 W. MADISON ST., CHICAGO

ELKS' CHARITY FAIR and CENTENNIAL COMBINED

Gulfport, Miss., Opposite City Hall, Starting MONDAY, NOVEMBER 25. This fall's greatest outdoor celebration. Nine hundred members boosting. Expect twenty thousand advance sale tickets. WANT Stock Concessions only, no gift or percentage. Want Shows with own outfits and banners. No Girl Shows. Bingo and Photos sold exclusive. Want Diggers and Custard. Other good celebrations follow. Address

F. H. BEE SHOWS, Inc. Lumberton, Miss., This Week.

WANTED! WANTED!

Shows, Rides, Concessions for Chester County Fair, Chester, S. C., week November 25. No X. Six weeks to follow. Leesville, S. C., this week.

ROBESON UNITED SHOWS

WANTED Concessions and Attractions For Elks' Mardi Gras Indoor Carnival

Seven Days, December 7 to December 14, GREENSBORO, N. C. WANTED.—Scales, Cotton Floss, Popcorn, Canded Apples, Ball Games, Corn Game, Custard, Pitch-THU-You-Win, Mug Gallery, Meat and Grocery Wheels, Penny Pitch, etc. Positively no G Stores. Also want good Revue or Indoor Free Acts. Address ROBERT MAOK, Elks' Mardi Gras Indoor Carnival, Elks' Club, Greensboro, N. C.

MUSEUM WANTS

For Norfolk, Va. All Winter's Work. A-1 Lecturer, Freaks, Working Acts. WILL BOOK OR BUY any Illusion. Top salary for any Pin Head or Bally Attraction. Hank Sylow, Harry Davis wire me at once. Everybody answer quick.

Open Saturday, November 23.

W. WILLIAMS

Lee Hotel, Norfolk, Va.

WANTED—European Congress Living Wonders

Largest Travelling Museum on the Road. FREAKS—Only the best wanted. Highest salary. WANT A-1 Press Representatives. T. J. O'Brien wire me at once. CAN USE high-class, sober Contracting Agent. No drinks need apply. CAN USE Billposter with own car. Write or wire

MORRIS MILLER,

143 N. Church St., Spartanburg, S. C., Week November 18.

Bright Light Shows

CAN PLACE Shows and Concessions. Positively no graft. Show out all winter. Address JOHN GEOWMA, Manager, Farmville, Va.; This Week.

CAN PLACE

Photo and Mitt Camp, also Concession Agents, Banner Man. Playing indoors.

W. E. WEST INDOOR CARNIVAL Weatherford, Okla., This Week.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

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

Specialty Stores Get Competition

The more modern trend seems to be away from specialty stores to the featuring of special departments, in drug and many other types of stores, for the prominent display of gift ware, premiums, prizes, smallware, novelties, etc.

The past decade shows the evolution of special departments in many stores to fill the demand of the consumer for those products which combine usefulness with the gift appeal.

The buying public is swinging more and more to the purchase of gifts, prizes and items for personal and household use which are both decorative and useful and yet cannot be termed essentials.

The wide-awake, live-wire buyer, appreciating this demand created to a large extent by the retrenchment caused by the depression, and the desire of every person for something new and novel and different, has developed special departments for the purpose of displaying and presenting the items which would fill this need. The specialty store is gradually receiving stiffer and stiffer competition on account of the tremendous number of establishments placing special counters or departments in their places of business on these items.

Origin of the Silver Cup

So definite a part of the sporting world has the silver trophy become that we rarely, perhaps never, stop to think how the custom of loving cups as symbols of victory, appreciation or friendship originated. According to the Reskrem Silver Manufacturing Company, located in New York City, the fashion dates from ancient times when the victor of a contest was given some symbol of his success. The first of these awards was the laurel wreath. Later, in some of the Greek games, were bestowed amphorae, vessels somewhat similar to the modern loving cup.

In a survey of the town of Stamford, England, first published in 1646, reference is made to a silver gilt cup awarded for the local races. The idea immediately took the fancy of the people, for here was a permanent and appropriate symbol denoting the donor's appreciation of ability.

As time went on the loving cup came to stand for even more. It became the symbol of friendship, of work well done, of some goal properly attained. Medals, too, not long afterward began to serve as emblems of accomplishment.

Reskrem's specially designed trophies and medals have been planned with the thought in mind that they will be suitable to commemorate any occasion either by means of a simple award or a more elaborate presentation.

Over 2,000 Items in New 1936 Universal Catalog

Over 2,000 items of every conceivable type are offered in the 1936 catalog recently issued by the Universal Merchandise Company, New York. Among the items included in this array are such staples as razor blades, Christmas cards, shaving cream, mercurichrome, chocolate laces, perfumes, powder and perfume combinations, aspirin, lead pencils and shoe laces.

This company also maintains offices in New Orleans, San Francisco and Chicago.

Radios Popular as Premiums

Small-sized radios are in great demand by premium users, according to the Playland Supply Company, of New York, which is manufacturing a popular-priced line. These radios are built into a small compact cabinet, with dynamic speaker and illuminated airplane dial. They have many of the features of the larger sets.

To Serve You Better

WITH this issue we are pleased to announce the beginning of an increased service to readers and advertisers of The Billboard. For the past 41 years we have pursued a policy of systematically studying, planning and putting into action a multitude of ideas and ideals dedicated to the interests of the Amusement World and allied fields. The WHOLESALE MERCHANDISE Department marks another milestone in the continuance of that policy.

For some time we have realized the tremendous buying power represented in the host of amusement and allied interests requiring equipment and supplies and other commodities essential to the various divisions of show business.

It is a fact that many commodities are common to various branches of show business such as the large fields, generally termed Indoor and Outdoor, and the allied fields, including demonstrators, salesmen, pitchmen, amusement machine operators, jobbers, salesboard men, distributors, manufacturers and concessioners. All these various groups are large purchasers of prizes, novelties, gift ware, smallware, quick-selling specialties and premiums.

We feel that we can better serve you, Mr. Reader, as the buyer of merchandise, and the manufacturer and jobber who offers merchandise to you, by concentrating your mutual interests under one department in The Billboard.

Concentrating wholesale news and advertising under one departmental heading will make it easier for readers of The Billboard to find the commodities they are in quick need of from time to time and while these items are still in popular demand. At the same time the department will enable manufacturers, jobbers and supply houses to get their messages across to customers and prospects in a concentrated, inexpensive, direct way.

The Wholesale Merchandise Department is now yours. It will be carried on in the future along lines you, Mr. Reader, and you, Mr. Advertiser, feel best. Your comments and suggestions are invited and will be welcome at all times. We will endeavor to bring you the type of news and advertising of vital interest to you.

As an increased service and convenience to the Amusement World, this Wholesale Merchandise Department is brought to you in a spirit of helpfulness in bringing the buyer and seller of merchandise closer together—and to a continuance of this policy we pledge our full support.

Making Life Happier For the Motorist

Recent announcements of new products and old products put to new uses in the automotive and allied fields claim that these items are making life happier for the motorist—and, incidentally, are rolling up big profits for the agents and stores featuring the products.

One of the latest of this type of merchandise is called "Ovrhaul." This recent discovery is said to correct motor troubles while you drive. It is claimed that "Ovrhaul" restores power, stops smoking, saves gas and oil and makes new piston rings unnecessary. The Ovrhaul Company, of Kansas City, Mo., says its product pays for itself in a comparatively short time by the saving on gas and oil alone.

In the line of making last year's model look like new, the Kar-Nu Company, of Cincinnati, offers its auto refinisher, Kar-Nu, as the ideal product. Kar-Nu, according to the manufacturers, needs merely to be wiped on with a cloth and requires no polishing, waxing or rubbing.

Another automotive product recently introduced is the Filquick Battery Filler which, it is claimed, fills all three cells of a battery to the proper level from under the hood, thus eliminating the necessity of lifting floor boards, unscrewing caps, digging thru corrosion, etc. This product is being made and sold by the Filquick Battery Filler Company, Cincinnati.

The editor of the Wholesale Merchandise Department of The Billboard will be glad to send inquirers addresses of any of the above firms on request.

From Farmer to Business

The ambition to become head of his own business was born in the mind and heart of Frank Spors while working in the fields of Minnesota.

Through determination and aggressive-ness the Spors Company, of Le Center, founded in 1920, has grown until now it is the town's big industry, furnishing full-time employment to more than a hundred of its citizens. This number is doubled during the rush season.

Last year the Spors Company did a volume of nearly a half million dollars and this year Mr. Spors says "We will surpass this mark." Their 1936 wholesale catalog features novelties and gift items ranging in cost from a fraction of a cent to over \$25 wholesale.

Two brothers, Albert and Ben, are associated with him in the business, the former in the capacity of advertising and sales manager and the latter as purchasing agent.

Frank Pollak Retires

Frank Pollak, whose business is conducted under his own name in New York City, recently retired from the active management of this company. The business is being continued under the management of his two sons, Sid and Clarence Pollak. Frank Pollak, who for many years has been well thought of in the wholesale merchandise trade, has laid down a sound foundation of business principles and his sons are continuing along these lines.

Goldfarb and Silver Form New Partnership

Benjamin Goldfarb, formerly associated as business manager of the well-known New York novelty firm bearing that name, has entered into partnership with George Silver, well known in the concession supply trade on the Coast. The two will operate a jobbing house in Los Angeles—the name of the firm to be announced later.

Mr. Goldfarb recently returned from a trip to Japan. On his visit to that country he negotiated with numerous Japanese firms for merchandise.

Xmas Catalog

DO NOT MISS 24 PAGES OF
 HOLIDAY IDEAS AT
 LOWEST PRICES IN U. S., featuring

- Xmas Cards
- Icicles
- Tree Lights
- Gifts
- Tinsel
- Xmas Signs

DON'T ORDER XMAS MDSE. UNTIL
 YOU'VE READ OUR CATALOG.

XMAS CARDS—8 four-fold
 cards with envelopes to match
 in gift box. Per box. **7c**

ZIPPER WALLET—genuine
 Leather, Cellulose Wrapped. **3.00**

XMAS ELECTRIC LIGHT
 SETS—8 Bulbs. Each Set. **24c**

THE LAMP—100 **\$1.00**

OMB CLEANER ON CARD. DOR. 33c
 25% Deposit. Balance C. O. D.

BENGOR PRODUCTS CO.
 10 E. 17th St., Dept. K, New York City

TOY SPECIALS

For DEMONSTRATORS - STREETMEN

- DANCING KRINKLE SANTA **\$4.00**
- OLAUZ, Gross
- RUBBER TONGUE AND TAIL **\$3.50**
- OATS AND DOGS, Gross
- DANCING WIRE SKELETON, **\$4.00**
- Gross
- LEATHER STRAP WRIST
 WATCHES, Gross **\$3.00**
- JOCKEY CYCLOCROSS, **\$8.40**
- A Proven Success, Limited
 Quantities on Hand, Gross
- SWIMMING DOLLS, Large
 Size, New Stock, Mechanically
 Perfect, Gross. **\$6.00**

FUR JUMPING DOGS, Gross... **8.00**

MARX TRIKTY TAXI—A New Wonder
 Mechanical Automobile. Runs
 on Any Smooth Surface and
 Don't Fall Off, Gross... **\$24.00**

LADDIE BOY ON BIKE—
 Large Size, Gross... **\$21.00**

BOXERS—Mechanical Fight-
 ers in Action, Gross... **\$21.00**

Send \$1.00 for All Samples Listed, New
 Mechanical and Street Items Will Be
 Featured Weekly.

ATTENTION
 Make Real Money By Selling Christmas
 and New Year's Decorations. Send for
 Illustrated List.

25% Deposit With Orders.

GOLDFARB NOVELTY CO.
 116 PARK ROW, NEW YORK, N. Y.

ELGIN AND WALTHAM

MEN'S WALTHAM WRIST
 WATCH—7 Jewels, new
 chromium case, leather
 strap in gift box. In
 lots of 6. Each. **\$2.95**

Same in 15-J. Ea. **\$3.95.**

POCKET WATCH—18 size,
 7 jewels, new chromi-
 um case. In lots of 6
 Each. **\$2.25**

SAME AS ABOVE in
 Yellow Tornado Cases.
 Lots of 6. Each. **\$2.55**

SAME AS ABOVE in beautiful Black
 Enamel Cases. In lots of 6. **\$2.95**

ANY MODEL ABOVE, in 15 J. 75c
 EXTRA; in 17 J., \$1.25 EXTRA.

NEW MODEL DUBER HAMPDEN WRIST
 WATCH—American made, complete with
 Leather Strap & Box. In lots of 6. **\$2.95**

25% Deposit, Balance C. O. D. 50c Extra for
 Samples. SEND FOR NEW 1935 CATALOG.

FILGRIM WATCH COMPANY
 155 CANAL ST., NEW YORK CITY

THE NEW BIG MONEY MAKER

STRATO SPHERE BALLOON

For old-timers
 Packed
 in a large
 2-colored en-
 velope with
 large Strato-
 sphere shaped
 Balloon, with
 a rib and
 other parts.

Price
\$5.50 GROSS
 WORKERS,
 500 Each.
 1/2 Deposit with
 Order, Balance
 C. O. D.

Manufactured by
UNITED BALLOON COMPANY
 125 FIFTH AVE. NEW YORK, N. Y.

DIRECT FROM MFR. **TIES** LARGE VARIETY
 \$2.00, \$1.25 AND \$1.50 DOZEN

HAND TAILORED TIES
 \$2.00, \$3.50, \$3.75 and \$6.00 Dozen.
 Individually Holiday Boxed, 50c Box Extra.
 25% Deposit, Balance C. O. D. On Single
 Dozen Orders Add 10c Extra.

DORFMAN NECKWEAR CO.
 550 Broadway, New York, N. Y.

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



Rolo Good Trade Booster

A crazy new novelty in the form of an amazing trick lasso called "Rolo," excellent holiday item for demonstrators, salesmen and a hot item for any store. Real cowboy rope tricks can be accomplished with Rolo. In fact, it is almost unbelievable that with a simple twist of the wrist almost any one can perform complicated cowboy rope tricks with very little practice. The youngsters grow wild about them and the grownups get a big wallop out of it also. Manufactured by Rolo Sales Company, Chicago.

New Style Peeler

A new potato peeler, especially made for paring fruit and vegetables, uses a double-edge safety razor blade. A fine way to use up the cast-off razor blades that become so plentiful in everybody's home. Never needs any sharpening. This kitchen tool is making a huge success among demonstrators and street workers, an item that appeals especially to the housewife, restaurants, hotels, way-side stands, etc. It is really a new item, the name of it is Razor-Peel, manufactured by Matt J. Kenney, Chicago.

Pen Changes Water to Ink

A fountain pen which when filled with plain water changes the water to ink has been placed on the market by the Selfink Pen Corporation, of New York.

Inxstik, a patented device within the Selfink fountain pen, supplies the ink as one uses the pen. A year's supply of Inxstik comes with each pen. The point of the pen is fridium tipped. This is said to assure smooth writing qualities.

The Selfink Corporation sells these pens with a "forever" guarantee. It is expected that a great number of the newly patented fountain pens will be sold during the holiday season.

Anyone interested in obtaining the address of the manufacturer is urged to write the editor of this department.

Leather Ties Featured As Christmas Sellers

Ties made of genuine leather which look like silk and are now being produced in a number of new stripe and plaid designs are moving fast for the coming Christmas season, according to the Century Tie Company, of Detroit, manufacturer of the item, which has been on the market for some time.

Main selling features of the leather ties are that they can be cleaned with a damp cloth, they are durable and cannot wrinkle and therefore have a longer life than the ordinary cloth ties.

100% Safety and Privacy For Monogrammed Handbags

"Miss America" is the name given a new line of handbags produced by Halvorsen, of Chicago. These new bags, which are sold with the purchaser's monogram individually engraved in 22-carat gold, are made of natural grain, black or brown steer hide.

Pointed out as an outstanding feature of the "Miss America" bag are the two separate Talon Zipper compartments. A special sales drive, pushing the bags as ideal holiday gifts for the ladies, is under way.

Nationally Advertised Candies Featured in Special Deals

Hershey's, Baby Ruth Bars, Peanut Maid and many other nationally advertised candy products are now being sold in specially low priced deals.

Some of these deals are reputed to pay as high as 100 per cent profit to the agent or store handling them. They are offered in various combinations, with special premiums and in a number of other attractive variations. Distinctive display cards and cases are also offered in many cases.

Casterline Brothers, of Chicago, distributors for these special deals, claim that the fall and winter seasons invariably find candies fast sellers.

Handy Juice Extractor

A new juice extractor that can be used with all fruits also acts as a corer for apples, tomatoes, green peppers, etc., a well-made tool very highly plated. Comes packed in attractive individual lithographed boxes, manufactured by Nu-Dell Manufacturing Company, Chicago.

Ciggies in Holiday Deal

The Magic Case Manufacturers, of St. Louis, manufacturers of the cigaret case which ejects a lighted cigaret at the touch of a button, are offering a deal whereby the agent or store selling the Magic Case gives the buyer a supply of (See NEW ITEMS on page 58)

Timely Tips

Hot items at this time of the year are always welcome and the porcelain dog family, which consists of four pieces, is an exceptionally good seller in stores during the holidays. Come highly glazed and tinted in natural colors. Sold by N. Shure Company, Chicago.

Novelty brooches, the very latest, made with leaves and petals of colored glass and stems wound with artificial silk, prove an excellent fast seller for the holiday trade. Strong pin back with catch. May be purchased thru N. Shure Company, Chicago.

A trade stimulator exceptionally good at this time of the season for almost all kinds of stores is the Blue Bird Clock, manufactured by August C. Keelber, Chicago.

Sol Goldfarb, of the Goldfarb Novelty Company, New York, states his firm has noted a considerable demand for Christmas tree and other holiday decorative novelties. Another interesting fact regarding this type of merchandise is that quite a few American firms are manufacturing this line. Heretofore this kind of goods was chiefly an importation item and while the greater bulk is still imported, a fair percentage is now American made.

Among pitchmen's numbers that move in a lively fashion, featured by Charles Ufert, New York, are a combination scissors sharpener-needle threader; the Ideal Lemonator, a very clever little juice (See TIMELY TIPS on page 61)

SENSATIONAL REDUCTIONS ON MATCH KING LIGHTERS

They Make Ideal Holiday Gifts

Bottle Shape Lighter—Made of Bakelite in dark brown color.
 No. B95J31. Per 100 **\$8.00**

Princess Model—Made of Bakelite, attractive assorted colors.
 No. B95J41. Per 100 **\$9.00**

Vanity Model—Chromium finish, Moderate designs with black enamel.
 No. B88J73. Per 100 **\$16.00**

Camera Lighter—Made of Bakelite, patterned as black leather.
 No. B95J40. Per 100 **\$18.00**

SENIOR AUTO LIGHTER
 For use on auto dash or windshield or other convenient place. Two vacuum cups assure firm grip on any surface. Chromium finish.
 No. 88J725. Per 100 **\$20.00**

N. SHURE CO.
 200 W. Adams Street
 CHICAGO

EARN QUICK CASH FOR XMAS

By Selling B & N's Fast Selling Drugs, Cosmetics and Household Necessities. Our Low Prices Make Large Profits for You. Write for Our Big, Free Catalog.

- PRINCETON—Double-Edge, Blue Steel Blades, 5 to Box, Cello, Wrapped. Per 100 **60c**
- ANGELUS—Double-Edge, Blue Steel Blades, 5 to Box, Cello, Wrapped. Per 100 **35c**
- XMAS CARDS—Finest Boxed, Envelopes to Match, 21 Cards to Box **19c**
- XMAS WRITING—Large Set, Electric With Bulb and Extension Cord, Individually Boxed, Each **17c**
- COLLAR & TIE Holder Sets, Individually Boxed, \$1.00 Value, Box **45c**

BUY FROM B & N.

B & N SALES — Same Day Service

- CLEVELAND, O.—1444 West 3rd St.
- CHICAGO, ILL.—115 South Wells St.
- DETROIT, MICH.—511 Woodward Ave.
- INCINNATI, O.—1005 Vine St.
- MILWAUKEE, WIS.—1608 No. 3rd St.
- ST. LOUIS, MO.—112 North Broadway St.
- PITTSBURGH, PA.—897 Liberty Ave.

Pittsburgh Store Open Sunday.
 Order From Your Nearest Branch.

CASH IN ON THIS! SENSATION

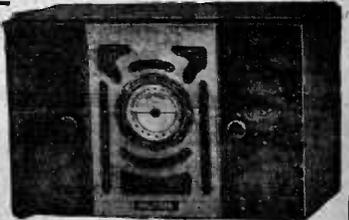
WITHOUT A DOUBT—THE BEST BUY IN RADIO TODAY!

This 1935 Sensational Airplane Dial Radio amazes all who hear and see it. Volume production makes this buy 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 | **5 R C A**
 With Dynamic Speaker. LIC. TUBES

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.
 119 E. 28th STREET, NEW YORK CITY.



\$6.45 **\$6.95**
 In Lots of 6 Sample
 F. O. B. New York. 25% Deposit.
 Order Now Before Prices Advance.

CANDY for the HOLIDAYS

ALSO CANDY FOR SALESDOARDS

- HOLLY BOX, With American Waxed Candy, Packed 100 to Carton. Per 100 Boxes **\$4.50**
- 5-LB. BOX AMERICAN HARD CANDY, Per Box. 55c
- 5-LB. BOX ASSORTED CHOCOLATES, Per Box. 85c

All 5-Lb. Boxes Packed 1/2 Dozen to Carton

Send for our Free New Illustrated Catalogue and Quantity Prices. 20% Deposit with Order, Balance C. O. D.

DELIGHT SWEETS, Inc.
 80 E. 11th Street, New York City

FAST HOLIDAY SELLERS NEW PERFUME PACKAGES GORGEOUSLY PUT UP

Table with 2 columns: Quantity, Amount. Lists various perfume packages and their prices.

"DOROTHY JAY" COSMETICS

Table with 2 columns: Quantity, Amount. Lists various cosmetic items like facial creams, lotions, and nail polish.

Fill in quantity wanted. Send your name and address with 25% deposit, balance C. O. D. Orders less than \$5.00, payment in full.

MILLS SALES CO. 901 Broadway, 27 South Wells St. CHICAGO, ILL. 85 ORCHARD ST. NEW YORK, OPEN DAILY, INCLUDING SUNDAY

RING WORKERS. Our New No. 58 is without a doubt the best selling White Stone ever brought out. Rhodium Finish, three tiny sets. Also gold finish.

HARRY FAKULA & Co. 5 North Washburn Avenue, Chicago, Ill. "SERVICE"—That's Our Motto

Factory Bargain Lot PHOTO HANDLE POCKET KNIVES. Assorted Models. Regular Size. Polished Steel, 2 Blades, Brass Bolsters and Lined. A New Deal — Big Buy Per Dozen, \$2.25 Five Dozen for \$10.00

THE BROADWAY WATCH. Special for your Holiday Watch. This Broadway Watch is a good looking lever watch that is guaranteed to keep accurate time. Complete with Box and Price Tag.

Turkey Cards All Kinds Low Prices. Send \$1.00 for 8 Different Samples. WERTS NOVELTY COMPANY, Inc. MUNCIE, IND.

OPERATORS HEADQUARTERS FOR INFORMATION ON GAMES AND SYSTEMS WRITE FOR CATALOGUE AND LOWEST PRICES REX NOVELTY COMPANY 1010 GEORGE ST., CHICAGO ESTABLISHED 1918

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

NOTES from SUPPLY HOUSES

New Art Toy & Novelty Company, New York City, reports a sensational success during 1935 on its Marabou dolls. Ben Hoff, president, claims these dolls have been the most successful novelty hit on the market in many years.

Boulevard Cravats, New York, reports there is an unusually large demand among pitchmen, during the holiday season, for combination sets, such as tie with kerchief, tie, muffler and handkerchief; tie, tie-holder and collar pin sets; silk ties with slide chain.

In these days of economy, garnishing sets, mincers and safety graters make an inexpensive and most practical gift to housewives. These sets are put up in attractive holiday boxes.

Magic Flote Still An Attractive Novelty

The Magic Flote is a fun maker which is a fast money getter for demonstrators and novelty salesmen. It creates fun and laughter and gives endless entertainment in homes, clubs, lodges, parties and schools.

I puff and blow—my face gets red. The folks all yell with glee. "He'll never put that flote on there." Is what they cry to me. And so I puff and blow some more. Determined to succeed. At last the flote is on the hook. Hurray! I've done the deed.

Tails-pin Tabby Again A Christmas Toy Leader

This novel toy attracts everyone, young and old—it's amusing and fascinating actions make people laugh and buy. Apparently working by magic, Tails-pin Tabby stands, sits, waggles his tail, droops his head and goes thru dozens of mystifying, funny antics.

an even bigger volume this year. Toy Folks manufacture a complete line of toys. Tails-pin Tabby is just one of the leaders. Goofy Gertie is another. This company's large plant in East Aurora, N. Y., turns out a wide variety of clever toys, selling millions a year thru salesmen and stores.

Monogrammed Live Turtles Moving Fast This Fall

Live baby turtles, painted in five different waterproof colors—red, white, green, blue and yellow—are proving a good item for salesmen, gift, novelty and souvenir stores throughout the country. They were a popular novelty at the World's Fair in Chicago, where millions were sold.

The purchaser can have his or her name printed on the back of the turtle if desired. Individual mailing boxes are furnished for each turtle. The Baton Rouge Turtle Company, Baton Rouge, La., has found these baby painted turtles fast sellers in all sections of the country.

NEW ITEMS (Continued from page 57)

his favorite brand of cigarets. Lucky Strikes, Old Golds, Camels and Chesterfields are the four brands which are being featured in current Magic Case advertising. It is predicted that this new special

LETTER LIST (Continued from page 54)

- Fielding, Mrs. E. Mack, Gladys L. Manzeh, Madam Mary McLein, Dorothy O'Dell, Miss O'Neil, Mrs. Patsy Radtke, Mrs. Art Rand, Sally Ramussen, Mrs. Sylvia Ritchie, Carl, & Adrian Sisters Rosen, Joe Rumsey, Roland R. Shelley, Herb M. Sidenberg, Sid Stinard, Eddie Spencer, C. L. Stoddard, Doc Stradner, Carl U. Stroud, Elmora Rilm Thornton, Ray York, Jack "Happy"

Gentlemen's List

- Armour, Bill Atkin, George Baldwin, Guy Berk, Ned Barnett, Lowell John Bradley, Leslie Budd, Billy Buffalo Cody Burns, Cutley Carroll, Gerry Carter, Madge Casper, Walter Chapman, Tex Chickola, C. V. Christensen

Ladies' List

- Allan, Mrs. Kate Blair, Mrs. Harry E. Byers, Mrs. Carl Byers, Mrs. Grace Davenport, Mary De Latorre, Rosalie Dyer, Sis Egeorge, May Fine, Ned Fife, Mrs. Bessie Goff, Madelyn Haun, Mrs. Bessie Howell, Mrs. Ray Irby, Mrs. J. E. Jennings, Mrs. Mary Jolley, Mrs. A. C.

Gentlemen's List

- Adams, J. C. Alfred, Jack & June Archer, Whitley Badger, Harry Bean, Roy Beckner, Denny Behen, Earl E. Bejano, Paul Bevilion, Franche Bevin, Frank W. Bond, Fred Briggs, Bert Burnett, A. W. Calkins, Fred Landris, Charles LaRue, Garunta La Velde, Ted

Southern Indiana Distributors FIVE STAR BALL GUM

FIVE STAR BALL GUM. No. 105 Jewel Movement, in Fancy Engraved Chromium Case. Fin Time Keeper. Individually Boxed. In Lots of 50 Boxes. Per Carton of 50 Boxes. \$6.00. (Each Box Contains 100 Pieces, in Assorted Colors, Highly Polished.) S. SILVER NOVELTY CO. 425 Vine Street, Evansville, Ind.

BAGUETTE LADIES WRIST WATCH

All New Bidalar Movements—No Rebuilds No. 105 Jewel Movement, in Fancy Engraved Chromium Case. Fin Time Keeper. Individually Boxed. In Lots of 50 Boxes. Per Carton of 50 Boxes. \$4.50. SPECIAL! No. 111—Jeweled Baguette Watch with 50 Sparkling Facsimile Diamonds. Modeled From a \$300 Article. In 1/2-Dozen Lots, Each 1 Sample, 350 Extra. 25% Deposit, Balance C. O. D. Also Full Line of Waltham and Elgin Reconditioned Watches of All Types at Very Lowest Prices. Send for October List. FRANK POLLAK 88 Bowery, NEW YORK, N. Y.

deal will boost the Magic Case holiday sales to a figure unprecedented in the few previous years the product has been on the market.

New Tricky Cars

With the Christmas season nearly at hand, mechanical toys are being demonstrated on Broadway, New York, and the other main thoroughfares of the metropolis. The Tricky Taxi, known as the car of many tricks, and the Tricky Motorcycle are two new numbers which are proving big sellers, according to Harry Keiner & Son, of New York.

ST. LOUIS OFFICE

- Boist, Mrs. Luis Bucklinger, Elois Buley, Mrs. Sarah Davidson, Mrs. G. E. Dean, Dorothy Eaton, Mrs. Ed Jackson, Mrs. Kerkhoven, Mrs. E. D. Key, Mrs. Zell Marner, E. J. C. Miller, Mrs. Evelyn Morgan, Mrs. Hilda

Ladies' List

- Morgan, Vera Mulster, Angie Mullen, Mrs. Velma Phillips, Mrs. E. Quillian, Mrs. Lee Rhoads, Mrs. June Rungie, Mrs. Helen Shannon, Mrs. Beulah Wadley, Mrs. A. Wagner, Anne Wilson, Mrs. F. W.

Gentlemen's List

- Adams, Ray Ames, George L. Berger, Harry Broyers, Louis Carlson, Ernest G. Carter, Wray Clark, E. Cobb, Bert Cole, S. F. Corey, Ted Cramer, Ted Cross, Lawrence Davidson, George Eaton, Edward Ellis, Buster Emerson, W. L. Eymann, G. H. Fields, Vernon Goad, Duke Gold, Harry Grammer, Bob Green, Chuck Harding, Steve F. Helms, R. H. Hitzel, Joe Hirsch, Harry Hudson, Harry A. Hunter, Blacken Ingleston, Bob Robert Ingleson, Corp. Kaplan, Max Kelly, F. J. Kiddler, Charles Kolb, John Krug, C. H. LaFontaine, Jimmie Lambert, Joe Larson, J. K. Lee, Roy Lewis, Louis W. Little, Jack Litta, G. F. Macon, William Maroon, Joe Marion, Joseph O. Martin, Frank Martin, Pete McCarry, E. D. McPeak, R. E. Miller, Joe Parker, Carl Peyton, Wm. Rink, Sidney Roland, Oliver Ryan, Buddy Schiebel, Frank R. Sizemore, Logan Smith, Roy Stradner, Carl V. Swan, Walter Thomas, Jack Thorpe, Floyd T. Thorpe, Herschel A. Teemayne, Paul Trucks, Marshall Ular, J. W. Ward, Dutch Webster, Fred Webster, Wickert, C. B. Wilson, R. A. Wise, Bonnie

IT PLUNGER FILLER VAC
ZIP! ONE PULL—IT'S FULL!

EVERYTHING IN FOUNTAIN PENS & SETS.
JOHN F. SULLIVAN
435 Broadway, NEW YORK CITY.
Fast Service Sully.

"HOLIDAY DISPLAY SIGNS"

BEAUTIFUL SCENIC!
Distinctive Gloss Finish!
FIVE COLORS—SIZE 12x8,
\$5.00 per 100
SPECIAL SAMPLE OFFER,
25 for \$1.00

EASY DIME SELLER! EVERY STORE BUYS!
COLOR PRINT SALES CO., Dept. A
52 E. 19th St., NEW YORK CITY.

ALWAYS AT THE HEAD OF THE PEN PARADE. Banker Pens and Banker Blades, Plungers, Vacuum and Combinations, My Pens Sell... It's All in the Pen Point. Demonstrators, get in touch now for your Xmas Pitch Package.



JAB. KELLEY, The Fountain Pen King,
437 B'way, N. Y. C.; CHICAGO, 180 W. Adams St.

SNAPPY XMAS CARDS
Two "Hot" Views, Each in Env. Per 100, \$4.85.
Samples, 25c.

XMAS CARDS—10 to 100
Per Doz. Per Doz. Boxes,
\$1.30. Sample Box, 15c.

XMAS WREATHS
Holly Ribbon, Silver Bell Trim. Doz. 35c. 25% Dep.

HOUSE-TO-HOUSE ITEMS—Sundries, Blades, Soap, Carded Goods, Laxatives, Turkey Cards.

HOLIDAY CHOCOLATE DEALS & Salesboards

Handsome Cellophane 8 x 9 x 5, High Quality, Hand Rolled.

BIG PROFITS!
Write For Prices.

CHAMPION SPECIALTY CO.
814-C Central Street, KANSAS CITY, MO.

SHOE LACES and FINDINGS

Most staple, best selling items. Buy direct from manufacturer. Send 25c for sample assortment and prices—perfect merchandise and prompt delivery.

CAPITOL SHOE LACE AND FINDINGS CO.,
185 Pitt St., New York, N. Y.

We carry Shoe Laces and Findings only and are therefore in a better position to give you lowest prices, perfect merchandise and prompt delivery.

EVERYTHING IN THE FOUNTAIN PEN AND PENCIL LINE

Write us your needs.
ARGO PEN-PENCIL CO., Inc.
206 Broadway, NEW YORK CITY.

SNAPPY COMIC XMAS CARDS

As we bought a million at a very low price we are able to give you these Cards at a tremendous bargain. We have an assortment of 30 different designs. 25 Samples for 25c. 200 for \$1.00, 1,000 for \$6.00, 10,000 for \$20.00. Send 25c Deposit with O. O. D. Orders.

ROSEDALE NOVELTY CO.,
124 East 18th Street, Dept. BB, New York City.

XMAS BOXES ATTRACTIVE ASSORTMENT

21 cards at 20c, 25c, 35c & 45c. Send your order Today! Let us know what you need—Quick delivery!

JOSEPH J. ZAHN
P. O. Box 82, Sta. A, Brooklyn, N. Y.

SILK KNIT TIES

BIG FLASH. New English Styles. Sample Doz., \$3.00. Also Cut Silk, Hand-Made TIES. Sample Doz., \$4.00. 25% with orders. Money back if not satisfied.

EUREKA NECKWEAR CO., Dept. 8,
307 W. 38th St., New York City.

MEDICINE HEADQUARTERS

A Complete Medicine Show Line, Eight-Hour Service. Wholesale Catalogue upon request.

GENERAL PRODUCTS LABORATORIES,
Mfg. Pharmacies, 137 E. Spring St., Columbus.

SELL HANDKERCHIEFS—Staple, Profitable.
Specialty Men, Jobbers, Agents. Write **HANDKERCHIEFS, Dept. B,**
3 & W. 28th, New York City.

PITCHMEN

by **BILL BAKER**
(Cincinnati Office)

SICOLOGY BLACKIE... describes from Boise, Ida.: "See very little news from the West Coast of late. Have traveled considerably this season, working thru Arizona, California, Oregon, Utah, Idaho, Montana, Wyoming, Nebraska and Colorado. Found Arizona and Montana the best for the leaf. Saw H. P. Coffey at the Salt Lake City Fair, looking like a million; Pete Mission and Buck, at Portland; Frank Hayton, doing well as ever. Worked two spots with Frank and Marge Kennedy. Business good for all. Spuds in Eastern Idaho are only 23 cents. Sugar beets half frozen and cheap. Stay away. Towns all open so far. Ran into our first snowstorm here in Boise, also P. A. Murphy and Al Meyers, looking prosperous and going to the Coast. Both were in the earthquake at Helena. Would like to read pipes from Frank Wilson, Curley Tabor Rosen and Al Fox and wife. Portland for the holidays."

"THIS IS MY FIRST... pipe in some six months," tells Doc Brummett, from Louisville, Ky., "but I have not missed reading one from the other boys over the country. Will say that if they have not had any better luck than I thru the season it is going to be a long tough winter. The vendors' headquarters, started by my partner and I last winter, are open, and a welcome is extended to all, with no dues. It was thru a pitchmen's friend, Charles Manion, that headquarters reopened. About the same boys who usually winter here are in town. Restrictions are also about the same. The L. & N. shops are going full blast but can't be worked. Would like to read 'em from Jeff Farmer and Doc Schneider. There certainly is no money to be gotten here. My partner is with me no longer."

WALT RAMSEY PIPES... from Havre, Mont.: "Here we are, D. I. Bowker, of the Bowker Amusement Company, and I trying to keep warm. Zero weather closed in last night (October 31). The fellow who said this spot was the coldest in the country certainly did not lie, and I'll gamble he was a pitchman. D. I. has been pulling in the long green with a key ring and change holder combination. He sure has a demonstrating power that creates desire. I have been working blades and sheet, and am afraid the old car will have to last another year. We have been here for three weeks and some of the pitchfolks that have come and gone in that time are C. W. Nichols and wife, doing high pitch with ties to a fair success; Alex Holyk (mister to you) doing high and low work with cosmetics and getting folding money. Had a new coupe and when last seen was headed for Helena. Prof. William Smith, a resident of Havre, opened his World Amusement Show at Glasgow, Mont., key city to the Fort Peck Dam, to good results. Bobby Humiston worked hand paintings on the outside for a while. People out here are sure all wool and a yard wide. Our next jump will be Missoula, and then on across the Big Hump."

FAT DANA CARDS... from Charleston, W. Va.: "A high medicine reader has been put into effect here due, it is reported, to acts of an Indian pitchman selling tea leaves as herbs. So another good spot has been killed, like many another spot, by someone who should have known better, who depends upon the road for a living. Am wondering

here but only after a lot of trouble overcoming opposition aroused by the other party. Read the pipe from Advertiser Johnny Hicks. But he'll have to advertise a little louder. Thought he was dead, as I had seen no word from him in the column for so long."

A FEW REMEMBER WHEN'S... are sent in by Bob Posey, from Boligee, Ala.: "When Doc Fowler worked Foucherline? Fay (Arkansas Slim) Courtney owned a carnival? H. P. Faris was a travelin' auction man? Karl Krueger worked Oriental oil? Cowboy Elliott owned the world's smallest horse? Si Ammons operated a side show? Happy Rietz worked horoscopes? Jimmy Duvall worked inhalers? Doc Miller worked Min-lax? Med men wore big hats and long hair? Doc Colby owned a monkey named Peanuts? J. R. Bruner and Charles (Chuck) Elder were concession owners? Doc Coy D. Hammack worked O'Donnell-Tex?"

CAL DAVIS PIPES... in for the first time in six months with: "Came on to Kingman, Ariz., from the big gold miners' convention at Ely, Nev. What an array of pitchmen and sheet-writers, but all got good money. The biggest crowd Nevada ever had, some 30,000 people for the three days. Among pitchmen present were Bush, Goldstein and several from the Coast. The list of sheetwriters was headed by A. C. Meyers, P. G. Murphy, Hot-Shot Cole, Pocatello Shorty, John Daly, Blackie Foster, Al Holmes, Cross, Humphreys, China Bob and Missus and Whimpy Walton."

W. G. WHEATLEY SHOOTS... from Mullins, S. C.: "When Doc W. R. Kerr dressed as a cowboy, with plenty of hides and rattlesnakes and sold oil? When Doc Colby, the gentleman from Arkansas, spent \$170 on a funeral and burial of Peanuts, his monkey? When Doc Jim Ferdon opened Allentown, Pa.? When Doc Maxey drove a Model T Ford, finished in two colors? When Doc Lonnie West did black for Doc W. R. Kerr? When Doc Joe Wallace had a cafe in Orangeburg, S. C.? When Doc Beach, of ginseng fame, pitched med with Gila monster? When old Doc Carter carried a shotgun everywhere he went? When Doc G. R. Mines burned his hands with a red-hot iron for a bally? When Doc T. R. Marshall was a horse doctor? When Doc Willie Blanton said 'Stand right where you are'? When Doc E. C. Gilbert broke his ankle and drove 280 miles the same night? When Doc J. A. Speagle did a whistling act in vaude? When Doc Ross Dyar stayed at Portsmouth, O., all summer? Doc Marshall and I were thru there in July of that year and he was still going strong with the best med show I ever saw. When Jack Roach had many of the natives at Farmville, Va., trying to tear up the manhole cover when he threw his voice in there one night? It's raining cats and dogs here today and I thought it might amuse the boys to bring back a few of the old memories. More power to *The Billboard* and Pipes."

DOC ROSS DYAR... sends word from Indianapolis of the death of Eugene Clark, colored med show comedian, who died there at his sister's home October 23. Ross writes: "Eugene Clark was one of the oldest colored comedians in the country and one of the best. He had passed his 82d year. He was born near Louisville, Ky., never was a drinker or any other bad habits. The only weakness he had, if you can call it that, was to give all he had to others that gave him a hard luck story. It didn't make any difference who they were or what color. He is survived by one son, Robert Clark, 44 years old, who was in minstrels and other shows for years. His only living brother, Johnnie Clark, has been employed a number of years on the Hagenbeck-Wallace Circus as sleeping car porter. In Eugene Clark's early days he and his

ENGRAVERS ATTENTION II
Here is the Hot XMAS Item You Have Been Looking For

FRATERNITY GUARD PINS AND DOUBLE LUCKY LOVE PINS.
Non-Tarnish Gold Finish, Attractive Displays.
\$1.35 DOZEN—\$15.00 GROSS
INSTANT DELIVERY.

FRATERNITY LUCKY LOVE
Send \$1.00 for No. 9 Line of Engraving Goods. Samples of PINS, BRACELETS and RINGS—also our New Large Catalog.

H. PAKULA & CO., 5 No. Wabash Ave., Chicago, Ill.
Specialists for Demonstration Items.

Sell to Stores
5¢ COUNTER GOODS

Handle Big Pay Route selling Retail Merchants world's largest, finest line Counter Card Merchandise. Sensational New Aspirin Deals; Razor Blades, 5 for 10c; Dime-Lax (new chocolate laxative), Bromo-Fliz and many others. 100 new displays. Over 100% profit for you and merchant.

NO INVESTMENT
Place only few cards daily and you make up to \$45 weekly. Start making money first day. Big Catalogue free.

World's Products Co.
Dept. 1188-A, SPENCER, IND.

HEADQUARTERS FOR SPECTACLES AND GOGGLES

We carry a Complete Line of Goggles, Field Glasses, Microscopes and Optical Merchandise. Our prices are the lowest anywhere.

NEW ERA OPTICAL CO. Write for Catalog BF43.
Optical Specialists
17 N. Wabash Ave., Chicago, Ill.

SPARKLING, TINSELED CHRISTMAS SIGNS

FOR AGENTS, SALESMEN, DISTRIBUTORS
Beautifully made up, 11" x 14" on Blue, Red and Green Cardboard with dazzling, brilliant sparkling silver tinsel. Join the thousands of men who are making BIG MONEY selling them at 25c each.

25 SIGNS... \$1.50
100 SIGNS... \$5.50
500 M. O. bal. C. O.
D. I. o. b. N. Y.
Catalog & Sample Free

L. LOWY, Dept. 75
8 W. B'WAY., N. Y.

MEDICINE MEN

PRIVATE LABEL TONICS. Immediate Shipments.
New Price List. WRITE OR WIRE.

NUTRO MEDICINE CO., Chicago.
18 South Florida Street.

HAND STOPPERS
\$8.00 per Gross.

RAZOR STROPS, \$4.80 to \$72.00 per Gro.
WALLENBECK MOLANO MFG. CO.,
Sandwich, Ill.

STREETMEN PITCHMEN ATTENTION

Our Christmas Line now ready. Send for our Catalogue. Thousands of red-hot money makers await you. Lowest prices in history.

ABE GOLDSTEIN, INC.,
503 N. 2nd St., Philadelphia, Pa.

ELGIN—WALTHAM WRIST WATCHES

Brand-New Cases, Metal Bands. Send for Catalog. Biggest Bargain in Used Watches and Diamonds in the Country.

H. SPARBER & CO.,
108 North 7th Street, St. Louis, Mo.

2.95

XMAS PEN ASSORTMENTS

New Stock. Best Assortment for Holidays. Send your orders to BERK'S for Quality Merchandise and Prompt Shipments.

SPECIAL \$18.00 GROSS
Send \$1.00 for Samples.
25% Deposit With All Orders.

BERK BROS. NOVELTY CO.,
13 East 17th Street, New York City.

— Watch for —

THE PITCHMAN AND THE SUPPLY HOUSE

By Bill Baker

A Special Feature of the CHRISTMAS NUMBER
of The Billboard

IT BELLS PLUNGER FILLER VAC
ZIPI ONE PULL—IT'S FULL!



EVERYTHING IN FOUNTAIN PENS & SETS.
JOHN F. SULLIVAN
48 Broadway, NEW YORK CITY.
Fast Service Sully.

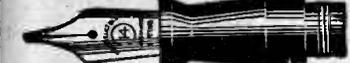
“HOLIDAY DISPLAY SIGNS”



BEAUTIFUL SCENIC!
Distinctive Gloss Finish!
FIVE COLORS—SIZE 12x8,
\$5.00 per 100
SPECIAL SAMPLE OFFER,
25 for \$1.00

EASY DIME SELLER! EVERY STORE BUYS!
COLOR PRINT SALES CO., Dept. A
62 E. 19th St., NEW YORK CITY.

ALWAYS AT THE HEAD OF THE PEN PARADE. Banker Pens and Banker Blades, Plungers, Vacuum and Combinations, My Pens Sell. It's All in the Pen Point. Demonstrators, get in touch now for your Xmas Pitch Package.



JAS. KELLEY, The Fountain Pen King,
487 B'way, N. Y. C.; CHICAGO, 180 W. Adams St.

SNAPPY XMAS CARDS
Two "Hot" Views, Each in Env. Per 100, \$1.88. Samples, 25c.

XMAS CARDS—10 to Box. Per Doz. Boxes, \$1.90. Sample Box, 18c.

XMAS WRATHS
Holly Ribbon, Silver Bell Trim. Doz. 35c. 25% Dep.

H O U S E T O H O U S E ITEMS—Sundries, Blouses, Carded Goods, Laxatives, Turkey Cards.

HOLIDAY CHOCOLATE DEALS & Salesboards
Handsome Cellulose Blended Boxes. High Quality. Hand Rolled.
WRITE FOR PRICES.

CHAMPION SPECIALTY CO.
814-C Central Street, KANSAS CITY, MO.

SHOE LACES and FINDINGS
We carry Shoe Laces and Findings only and are therefore in a better position to give you lowest prices, perfect merchandise and prompt delivery.

Most staple, best selling items. Buy direct from manufacturer. Send 25c. for sample assortment and prices.

CAPITOL SHOE LACE AND FINDINGS CO.
185 Pitt St., New York, N. Y.

EVERYTHING IN THE FOUNTAIN PEN AND PENCIL LINE
Write us your needs.
ARGO PEN-PENCIL CO., Inc.
206 Broadway, NEW YORK CITY.

SNAPPY COMIC XMAS CARDS
As we bought a million at a very low price we are able to give you these Cards at a tremendous bargain. We have an assortment of 30 different designs. 25 Samples for \$20. 200 for \$1.00, 1,000 for \$3.00, 10,000 for \$20.00. Send 25% Deposit with C. O. D. Order.

ROEDALE NOVELTY CO.
124 East 18th Street, Dept. BB, New York City.

XMAS BOXES ATTRACTIVE ASSORTMENT
21 cards at 20c, 25c, 35c & 45c. Send your order Today! Let us know what you need—Quick delivery!
JOSEPH J. ZAHN
P. O. Box 82, Sta. A, Brooklyn, N. Y.

SILK KNIT TIES
BIG FLASE. New English Styles. Sample Doz. \$3.00. Also Cut Silk, Hand-Made TIES, Sample Doz. \$4.00. 25% with orders. Money back if not satisfied.
EUREKA NECKWEAR CO., Dept. B,
307 W. 38th St., New York City.

MEDICINE HEADQUARTERS
A Complete Medicine Show Line, Eight-Hour Service. Wholesale Catalogue upon request.
GENERAL PRODUCTS LABORATORIES,
Mfg. Pharmacists, 137 E. Spring St., Columbus.

SELL HANDKERCHIEFS—Staple, Profitable. Specialty Men. Jobbers, Agents. Write Handkerchiefs, Dept. B, 3 W. 20th, New York City.

PITCHMEN

by **BILL BAKER**

(Cincinnati Office)

SICOLOGY BLACKIE . . . describes from Boise, Ida.: "See very little news from the West Coast of late. Have traveled considerably this season, working thru Arizona, California, Oregon, Utah, Idaho, Montana, Wyoming, Nebraska and Colorado. Found Arizona and Montana the best for the leaf. Saw H. P. Coffey at the Salt Lake City Fair, looking like a million; Pete Mission and Buck, at Portland; Frank Hayton, doing well as ever. Worked two spots with Frank and Marge Kennedy. Business good for all. Spuds in Eastern Idaho are only 23 cents. Sugar beets half frozen and cheap. Stay away. Towns all open so far. Ran into our first snowstorm here in Boise, also P. A. Murphy and Al Meyers, looking prosperous and going to the Coast. Both were in the earthquake at Helena. Would like to read pipes from Frank Wilson, Curley Tabor Rosen and Al Fox and wife. Portland for the holidays."

"THIS IS MY FIRST pipe in some six months," tells Doc Brummett, from Louisville, Ky., "but I have not missed reading one from the other boys over the country. Will say that if they have not had any better luck than I thru the season it is going to be a long tough winter. The vendors' headquarters, started by my partner and I last winter, are open, and a welcome is extended to all, with no dues. It was thru a pitchmen's friend, Charles Manion, that headquarters reopened. About the same boys who usually winter here are in town. Restrictions are also about the same. The L. & N. shops are going full blast but can't be worked. Would like to read 'em from Jeff Farmer and Doc Schneider. There certainly is no money to be gotten here. My partner is with me no longer."

WALT RAMSEY PIPES from Havre, Mont.: "Here we are, D. I. Bowker, of the Bowker Amusement Company, and I trying to keep warm. Zero weather closed in last night (October 31). The fellow who said this spot was the coldest in the country certainly did not lie, and I'll gamble he was a pitchman. D. I. has been pulling in the long green with a key ring and change holder combination. He sure has a demonstrating power that creates desire. I have been working blades and sheet, and am afraid the old car will have to last another year. We have been here for three weeks and some of the pitchfolks that have come and gone in that time are C. W. Nichols and wife, doing high pitch with ties to a fair success; Alex Holyk (mister to you) doing high and low work with cosmetics and getting folding money. Had a new coupe and when last seen was headed for Helena. Prof. William Smith, a resident of Havre, opened his World Amusement Show at Glasgow, Mont., key city to the Fort Peck Dam, to good results. Bobby Humiston worked hand paintings on the outside for a while. People out here are sure all wool and a yard wide. Our next jump will be Missoula, and then on across the Big Rump."

PAT DANA CARDS . . . from Charleston, W. Va.: "A high medicine reader has been put into effect here due, it is reported, to acts of an Indian pitchman selling tea leaves as herbs. So another good spot has been killed, like many another spot, by someone who should have known better, who depends upon the road for a living. Am working

here but only after a lot of trouble overcoming opposition aroused by the other party. Read the pipe from Advertiser Johnny Hicks. But he'll have to advertise a little louder. Thought he was dead, as I had seen no word from him in the column for so long."

A FEW REMEMBER WHEN'S are sent in by Bob Posey, from Boligee, Ala.: "When Doc Fowler worked Foudrine? Fay (Arkansas Slim) Courtney owned a carnival? H. P. Faris was a travelin' auction man? Karl Krueger worked Oriental oil? Cowboy Elliott owned the world's smallest horse? Si Ammons operated a side show? Happy Rietz worked horoscopes? Jimmy Duvall worked inhalers? Doc Miller worked Min-lax? Med men wore big hats and long hair? Doc Colby owned a monkey named Peanut? J. R. Bruner and Charles (Chuck) Elder were concession owners? Doc Coy D. Hammack worked O'Donnel-Tex?"

CAL DAVIS PIPES in for the first time in six months with: "Came on to Kingman, Ariz., from the big gold miners' convention at Ely, Nev. What an array of pitchmen and sheet-writers, but all got good money. The biggest crowd Nevada ever had, some 80,000 people for the three days. Among pitchmen present were Bush, Goldstein and several from the Coast. The list of sheetwriters was headed by A. C. Meyers, P. G. Murphy, Hot-Shot Cole, Pocatello Shorty, John Daly, Blackie Foster, Al Holmes, Cross, Humphreys, China Bob and missus and Whitley Walton."

W. G. WHEATLEY SHOOTS . . . from Mullins, S. C.: "When Doc W. R. Kerr dressed as a cowboy, with plenty of hides and rattlesnakes, and sold oil? When Doc Colby, the gentleman from Arkansas, spent \$170 on a funeral and burial of Peanut, his monkey? When Doc Jim Ferdon opened Allentown, Pa.? When Doc Macey drove a Model T Ford, finished in two colors? When Doc Lonnie West did black for Doc W. R. Kerr? When Doc Joe Wallace had a cafe in Orangeburg, S. C.? When Doc Beach, of ginseng fame, pitched med with Gila monster? When old Doc Carter carried a shotgun everywhere he went? When Doc G. R. Mines burned his hands with a red-hot iron for a bally? When Doc T. R. Marshall was a horse doctor? When Doc Willie Blanton said 'Stand right where you are'? When Doc E. C. Gilbert broke his ankle and drove 260 miles the same night? When Doc J. A. Speagle did a whistling act in vaude? When Doc Ross Dyar stayed at Portsmouth, O., all summer? Doc Marshall and I were thru there in July of that year and he was still going strong with the best med show I ever saw. When Jack Roach had many of the natives at Farmville, Va., trying to tear up the manhole cover when he threw his voice in there one night? It's raining cats and dogs here today and I thought it might amuse the boys to bring back a few of the old memories. More power to *The Billboard* and Pipes."

DOC ROSS DYAR . . . sends word from Indianapolis of the death of Eugene Clark, colored med show comedian, who died there at his sister's home October 23. Ross writes: "Eugene Clark was one of the oldest colored comedians in the country and one of the best. He had passed his 82d year. He was born near Louisville, Ky., never was a drinker or any other bad habits. The only weakness he had, if you can call it that, was to give all he had to others that gave him a hard luck story. It didn't make any difference who they were or what color. He is survived by one son, Robert Clark, 44 years old, who was in minstrels and other shows for years. His only living brother, Johnnie Clark, has been employed a number of years on the Hagenbeck-Wallace Circus as sleeping car porter. In Eugene Clark's early days he and his

ENGRAVERS ATTENTION II
Here is the Hot XMAS Item You Have Been Looking For.
FRATERNITY GUARD PINS AND DOUBLE LUCKY LOVE PINS.
Non-Tarnish Gold Finish. Attractive Displays.
\$1.35 DOZEN—\$15.00 GROSS
INSTANT DELIVERY.



FRATERNITY LUCKY LOVE
Send \$1.00 for No. 9 Line of Engraving Goods. Samples of PINS, BRACELETS and RINGS—also our New Large Catalog.
H. PAKULA & CO., 5 No. Wabash Ave., Chicago, Ill.
Specialists for Demonstration Items.

Sell to Stores COUNTER GOODS
Handle Big Pay Route selling Retail Merchants world's largest, most fine Counter Card Merchandise. Sensational New Aspirin Deals: Razor Blades, 5 for 10c; Dimclax (new chocolate lactic), Bromo-Fliz and many others. 100 new displays. Over 100% profit for you and merchant.
NO INVESTMENT
Place only few cards daily and you make up to \$40 weekly. Start r making money first day. Big Catalogue free.



World's Products Co.
Dept. 1188-A, SPENCER, IHO.

HEADQUARTERS FOR SPECTACLES AND GOGGLES
We carry a Complete Line of Goggles, Field Glasses, Microscopes and Optical Merchandise. Our prices are the lowest anywhere.
NEW ERA OPTICAL CO. Write for Catalog BF48.
Optical Specialists, 111 S. Wabash Ave., Chicago, Ill.



SPARKLING, TINSELED CHRISTMAS SIGNS
FOR AGENTS, SALES-MEN, DISTRIBUTORS. Beautifully made up 11" x 14" on Blue, Red and Green Cardboard with dazzling, brilliant sparkling silver trim. Join the thousands of men who are making BIG MONEY selling them at 25c each.
100 SIGNS . . . \$1.50
50% M. O., bal. C. O.
D. L. O. D. N. Y.
L. LOWY, Dept. 75
8 W. B'WAY., N. Y. Catalog & Sample Free



MEDICINE MEN
PRIVATE LABEL TONICS. Immediate Shipments. New Price List. WHITE OR WIRE.
NUTRO MEDICINE CO.
18 South Peoria Street, Chicago.



HAND STROPPERS
\$8.00 per Gross.
RAZOR STROPS, \$4.80 to \$72.00 per Gro.
WALLENBECK MOLAND MFG. CO.,
Sandwich, Ill.

STREETMEN PITCHMEN ATTENTION
Our Christmas Line now ready. Send for our Catalogue. Thousands of red-hot money makers await you. Lowest prices in history.
ABE GOLDSTEIN, INC.,
503 N. 2nd St., Philadelphia, Pa.

ELGIN—WALTHAM WRIST WATCHES
Brand-New Cases, Metal Bands. Send for Catalog. Biggest Bargains in Used Watches and Diamonds in the Country.
H. SPARBER & CO.,
108 North 7th Street, St. Louis, Mo.

2.95

XMAS PEN ASSORTMENTS
New Stock. Best Assortment for Holidays. Send your orders to BERK'S for Quality Merchandise and Prompt Shipments.

SPECIAL \$18.00 GROSS
A Special Lot of Le Pen and Frolip Pencils Sets, Including Folding Box, Extra Point and Guarantee
Send \$1.00 for samples
25% Deposit With All Orders.
BERK BROS. NOVELTY CO.,
13 East 17th Street, New York City.

— Watch for —
THE PITCHMAN AND THE SUPPLY HOUSE
By Bill Baker
A Special Feature of the CHRISTMAS NUMBER of The Billboard

Hubert Hull, Red O'Brien and E. R. Wayman. Spend three cents boys and let's have a good pipe." By the way, good old Doc Reed was 80 years "young" on November 9, with 45 years of that time in the selling game and the last 25 as a pitchman. He writes further: "Haven't missed a copy of *The Billboard* in the last 22 years. I think it is a wonderful paper for all of us folks in Pitchdom and I wish all the boys and girls would pipe up oftener. Get the idea out of your heads that *The Billboard* is a 'chump educator.' It is your friend."

THE FOLLOWING LETTER

dated at New York November 7, was received from Stella Mary Johnson, sister of Tom Rogers, well-known pitchman, who died recently in a Florida automobile accident: "It is almost impossible to acknowledge or answer every letter and telegram received regarding the loss of my brother, Tom Rogers, who died following an auto accident at Lake City, Fla. I am going to ask you to kindly publish this notice in Pipes, thanking each and every friend for their wonderful tributes and kind words and thoughts on his life. I want everyone reading this to know that Tom's sisters and brothers appreciate their memories of him as he really was to them and to us. Thanking you, I remain (signed), Stella Mary Johnson, 151 W. 84th street, New York City."

PROF. HI HARRIS

and his med show are playing the Wisconsin sticks to reported good business. Hi features magic, music and mentalism as a means of getting his med over with the natives.

HI BOB RUSSELL

is showing schools and halls in North Georgia to good business. He has pictures and a vaude act featuring Rusty, the "dog with the radio mind."

THE TEXAS BILLY SHOW

is playing Tennessee territory, headed back south for the winter season. Business is reported not too good, with fine weather and the same people on the show that have been featured the past two years. Oklahoma Tony is due to rejoin the unit this week. Chief Red Feather is still a fixture and a favorite with the folks.

JIM KELLEY WRITES

that on the very ground where he now lives in Jersey 50 years ago they used to shoot turkeys. "This Thanksgiving Day," says Jim, "if any of the bunch are in the vicinity they may drop in and reverse the procedure by eating turkey and 'shooting' pipes."

TIMELY TIPS

(Continued from page 57)

extractor; the Apex combination knife sharpener and glass cutter and a new tea infuser. The tea infuser is a clever gadget that takes the place of a tea ball and one of the newest things on the market. Ufert is also featuring men's scarfs as a specialty for the holiday trade.

New and used clothing, notions, drugs, soaps and countless other "necessity" items are purchased in huge quantity lots by the Acme Merchandise Company, of Chicago. This firm offers, on a special resale plan, an opportunity for a steady, all-year-round business to interested parties. They have recently issued a new catalog, outlining the complete

variety of merchandise which they handle, and will be glad to send this catalog, together with their special sales plan, to interested parties.

"Christmas candy packages are enjoying a wider popularity than ever," states Max Friedman, of the Marvel Candy Company, New York. "During the year our designers have been working on packages with holiday atmosphere which we regard as the best ever presented for our type of candy merchandise. We are enjoying a nice volume of business."

OUT IN THE OPEN

(Continued from page 55)

manager." Mrs. Castle's letter said the year was 1925. I'm waiting for her comeback.

All-Time Favorites

of HENRY J. BLAKE

(San Francisco)

J. M. BUSBY*, Minstrel Shows; CAPT. A. C. BOUSCHER, Carnival; E. M. FOLEY, Foley & Burk Shows; JESS ADKINS, Cole-Beatty Circus; CAPT. BILL CURTISS, Al C. Barnes Circus; ABNER K. KLINE, Carnival; GEORGE W. CHRISTY, Christy Bros. Circus; AL C. BARNES*, Al C. Barnes Circus; W. F. BROWNING, Browning Amusement Company; CHARLES SPARKS, Downie Bros. Circus.
*Deceased.

TED McCROREY (Broadus, Mont.), of rodeos, who has been in New York visiting Wayne Sutton, of Douglas, Ariz., says that a broken leg received at New Haven, Conn., recently didn't stop Sutton from getting married to Lydia Campbell and setting up house in Brooklyn. Mrs. Rubin Gruber, of Rubin & Cherry Shows, chatting with Dr. H. W. Waters, formerly general manager of the Toronto Fair, at the Astor while waiting for her husband to arrive in from the South. American Manufacturers' Export Association announces a World Two-Way Trade Fair for New York, to be held in the Port Authority Building. Preliminary organization committee consists of George F. Bauer, export manager Auto Manufacturers' Association; Harry Tipper, executive vice-president of the A.M.E.A.; Edgar W. Smith, vice-president General Motors Export Company, and Robert H. Sexton, president Exposition Operating Corporation. Dates are the same as those selected for the National Foreign Trade and Maritime Week and the A.M.E.A.'s national convention. It will be the first fair of its kind ever held in New York and, if successful, will be made an annual event. Harry E. LaBregue is back from Canada with the missus, who is okeh after having been quite ill there. Frank Jennings, attraction manager of the St. John (N. B., Can.) Exhibition, went back to the Dominion after chewing the rag with Joe (Hamid) Hughes for a couple of days. Mack Kassow bounced into town after filling the side-show date at the Showmen's Variety Jubilee in Pittsburgh.

All-Time Favorites

of FRANK J. MOSHER

Cookhouse Operator

(Norfolk, N. Y.)

JOE BEAUFORD*, Side-Show Operator; OTIS L. SMITH, former Carnival Owner; HARRY HELLER, Heller's Acme Shows; EARL INGALLS, Carnival Owner; HARRY BROWN, Carnival Owner; CHARLES SILBON*, Flying Sensations; BENNY KRAUSE, Krause Shows; ARTHUR WATERMAN, Side-Show Operator; MRS. DELLA CHEVRIER, Cookhouse Operator; GORDON FAR- ROND, Concessioner.
*Deceased.

Tail Pieces. Maurice (Ske Ball) Plesh arrived in from the Brussels Exposition last week. W. J. O'Brien, of side shows and big-time promotions, re-booked a flock of Ohio towns he played last year during the fall-winter swing. On his staff working the dates under the same committees are Joe Burns, Vincent Strempski and Peter Mahon. Circus collection of Harry (CFA) Hertzberg, of San Antonio, has passed its 15,000th item. What a mark for collectors to go after!

BROADCAST

(Continued from page 55)

there are more descriptive words (type-written) at the top, and the background is of red crayon marks to represent flames. The letterhead reads: "Heat-

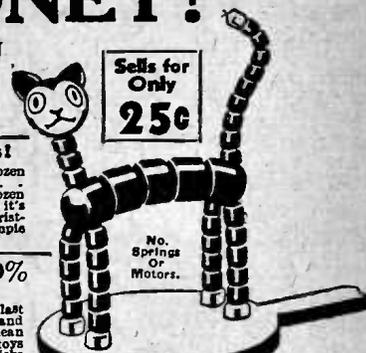
BIG MONEY!

SENSATIONAL ACTION

TOYS

Sells 450 Dozen in 15 Days!

E. M. MCP., Cleveland, O., sold 450 dozen TAILSPIN TABBY'S in 15 days. F. W. R., Washington, D. C., sold 504 dozen in less than 2 months! It's easy—and it's pleasant work. Earn BIG MONEY for Christmas. Get started today. Write for sample (25c) and details.



AGENTS EARN 50% to 100% GROSS PROFIT!

More than 500,000 TAILSPIN TABBY Toys sold last year by only a few hundred agents, distributors and pitchmen! And this year is bigger than ever. Clean up pre-Christmas profits with the cleverest action toys you ever saw. Performs dozens of mystifying tricks APPARENTLY WITHOUT THE AID OF HUMAN HANDS. No springs or motors. Cleverly concealed strings enable you to make Tabby sit, stand, lie down, waggle his tail, nod his head—and many other clever tricks. Simple demonstration is amazing and amusing. Sells like hot-cakes. Thrills children and grown-ups alike. Sells for only 25c—pays you 50% to 100% gross cash profit on every sale! Write for details. For quick action, send 25c for sample Tailspin Tabby. Rush for Xmas Clean-up!

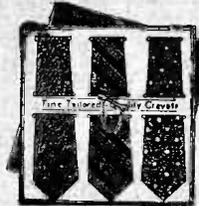
TOY FOLKS

Dept. B-1135 EAST AURORA, N. Y.

\$1.00 STARTS YOU IN BUSINESS

MAKE BIG MONEY ALL YEAR 'ROUND

New Fall and Holiday Line Ready, Guaranteed Lowest Prices and Best Workmanship. Reorders Every Day.



3 SILK LINED TIES With Slide Chain, in New Patented Box.

75c SAMPLE SET. \$8.50 DOZEN SETS. Made from woven material in wealth of color combinations. A better seller than ever before.

TIE, MUFFLER AND HANKERCHIEF SET.

\$1 Sample Set. \$9 Doz. Set. Beautiful combination. Each piece matched and made from new sensation wrinkle proof silk. Attractive swatch book FREE with sample order.

COMPLETE LINE MEN'S NECKWEAR

FREE Send for illustrated catalogue featuring Men's and Boys' Silk and Knitted Ties, Kerchief and Tie Sets. See for yourself why our men are the Biggest Money Makers. 25% Cash, Balance C. O. D. Money Refunded. **BOULEVARD CRAVATS,** 22 W. 21 St., Dept. B11-23, N. Y.

Flame-Burnups—The Only Completely and Undoubtedly Airconditioned Midway—Combustion Bros.' Supermost Superfluous Shows Combined." And here's the message, which, by the way, was written "en root".

"Dear Al: Warmth of sentiments between Maddy and Clancy, candidates for our midway, leads us to desire to sign both if acts are as hot as claimed. Inset, however, that Fog-Horn take the 'uncle' off the names of his fiery 'coale-vitches' as, unlike some shows we could mention, we pawn nothing. Furthermore, we want young talent and you have to be old or something to be an uncle. We would use Maddy's bottle-vevils for the children and the timid members of the audience, while Fog-Horn's Miniature Wild West will do for the he-men (that is, if the blowoffs—but you can guess).

"Lennie Traube's circuit idea would not work for us. We expect to leave both show and personnel at each spot—the show with the sheriff and the boys and girls in the hoosegow. Hence duplicate equipment as per initial interview.

"Both Maddy and Fog-Horn want too much money. We can get nearly as good over here in Europe for half. Besides we have all of both acts hired anyway—all except Maddy and Fog-Horn. Ain't that hot stuff? But it leaves the two scrappers out in the cold."

TRANSPORTATION

(Continued from page 55)

\$3 per year covering cars and trucks and trailers. Private haulers are termed casual haulers, who must not haul for hire. Liability and property damage bonds required. For details write Comptroller General, Atlanta.

KENTUCKY—Restrictions, 26 1/2 feet for straight vehicles and 30 feet for tractor-semi, gross weight 18,000 pounds including load. Mileage tax is assessed on all vehicles with gross weight over 5,800 pounds. Liability and property damage bonds required. All trucks must have governors.

LOUISIANA—Restrictions, straight vehicles 33 feet, tractor-semi 45 feet, load limit on straight 7,000 and tractor-semi 10,000 pounds. Private trucks may make four casual trips per month on a free permit secured from the State Highway Patrol. Reciprocity extended to Kentucky, Georgia and Texas.

MISSISSIPPI—Unlimited operations;



AGENTS WANTED!

These beautiful new designs sell easily to every business place. A sure, quick way to make Xmas money. Size 11"x14". Cost... 5c. 10 Astl. samples sent for \$1.

SIGNS

Write for Details LIBERTY CO., Dept. B28, 28 East 21st St., New York.

LEATHER 4 in HAND TIES

Men and Boys, New Fall Patterns, Polkadot, Plaids, Stripes. Look like SILK. Clean easily. Will not wrinkle. Big profits; repeat orders. Send 50c or Stamps for Sample Tie and Colors Kit. Free information.

LEADER LEATHER CO., Dept. 22, Opaoo, Mich.

SELL TIES, LADIES HOSE AND SOX

Write today. FREEDLINE TEXTILE, 118 W. Ninth Street, Los Angeles, Calif.

registrations are made with the sheriff of each county. Private vehicles calculated on depreciation basis, with 64 being the approximate cost of permit or registration. Mileage tax is levied, and for the first 6,000 miles of travel the tax is deducted or allowed from the registration charge (sounds like new deal measures). The speed limit is 30 miles per hour on highways and 15 miles per hour in cities and is enforced to the letter. Register at first station; see sign "Temporary Permits."

TENNESSEE—The old method of issuing licenses is discontinued; mileage tax supercedes. Straight vehicles 27 feet, tractor-semis 35 feet. Only one trailer allowed, gross weight 18,000 pounds; special permits may be obtained for greater weights. Private truck owners exempt from mileage tax where rate of vehicle is less than three tons.

Scandal

The new Federal Motor Carrier Act seems to be headed for trouble already. In the current issue of a national magazine a writer plays the New Deal transportation act as that which may terminate in the Washington city trash pile. He gives logical reasons why such a thing may happen if the act ever comes in contact with the Supreme Court.

For Technical Data Write PUBLIC SERVICE ASSOCIATION, INC., SHOWMEN'S TRAFFIC BUREAU, Sidney, O.

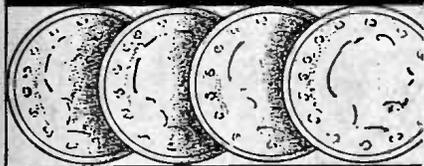
FAIRS CONVENTIONS COMING EVENTS

And Other

LISTS

Will Appear in the Next Issue

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •



AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Woods Bldg., Randolph and Dearborn Streets, Chicago.

New York Official Okehs 26,000 Pinball Machines

Less than half dozen complaints in year, commissioner says—games must be approved before being licensed by city—operators co-operate with city license department

NEW YORK, Nov. 16.—There are more than 26,000 pinball machines operating in New York under city permit, but not one of them is a game of chance, License Commissioner Paul Moss is quoted as saying by *The New York Evening Journal* in its issue of November 13. "Why I even try them out myself, just to make sure they are within the law," he said. This assurance was offered by the License Department chief in face of the charge by District Attorney William F. X. Geoghan that "hundreds of bagatelle or pinball games are being operated in Kings County in violation of the law, and the police department should stop them."

The Brooklyn prosecutor's charge, made in a letter to Police Commissioner Valentine, was entirely too broad, Mr. Moss felt.

"Why we haven't received a half dozen complaints during the last year," he said. "This department vigorously enforces the rules and regulations applying to pinball games."

"There are hundreds of games that we have refused to license simply because they operate on the element of chance and not skill."

"The department has its own inspectors who examine the machines submitted to us by the operators themselves, thru their own associations. Our inspectors are frequently guided by these operators in coming to a decision on the legality of a machine."

Machines Checked

The operator groups Mr. Moss referred to are the Amalgamated Vending Machine Operators' Association, which takes in the bagatelle owners in Manhattan and the Bronx, and the Greater New York Vending Machine Owners' Association of Brooklyn.

"The officers of these organizations report illegal machines to us and we send out our inspectors to make a check," the commissioner continued. "When we find that the machines violate the law we seize them and keep them out of operation."

So great has been the popularity of the "legal" pinball game, *The Evening Journal* learned from officers of the operators' associations, that the present total investment in the city is in excess of \$25,000,000.

"It's strictly within the law—just a game of skill for the thrill," Theodore Blatt, 50 Court street, Brooklyn, attorney for the Greater New York Vending Machine Owners, declared to an *Evening Journal* reporter.

"Skill and Thrill"

Blatt met the reporter at the office of Benjamin H. Haskell, attorney for the Manhattan and Bronx group, on the fourth floor of 305 Broadway. The meeting was arranged, very formally, 48 hours after the reporter called at the headquarters of both associations, seeking some light on the city's \$25,000,000 "skill and thrill" industry.

All the principal officers of the twin organizations were there—and their lawyers. The lawyers did most of the talking.

Blatt, particularly, was upset about the drive against the bagatelle layouts demanded by District Attorney Geoghan.

"It's going to cause hardship to a lot of innocent people," he complained. "There are more than 10,000 families depending on us. Now, Commissioner Moss—he's the one who takes the right view and the fair one."

"He is very much in co-operation with the industry. Just for example, every time anything comes up he calls us in."

Los Angeles Notes

LOS ANGELES, Nov. 16.—Henry Stewart, of the National Amusement Company, is in the Northern territory shaking hands with friends in Seattle, San Francisco and Portland before sailing for the antipodes.

Polly Klassen, secretary to Jack McDonald, sprang a surprise this week in announcing that she had secretly wed July 26 last. The groom was Frank Brendel, of Metro-Goldwyn-Mayer studios, and the ceremony was performed at Santa Ana, Calif.

Bernard Daly is vacationing in the High Sierras. . . . A. J. Fox, prominent operator of San Diego, has been noted looking around at National. . . . Frank Q. Doyle, Rock-Ola representative, is looking up prospects in San Diego and Southern California. . . . Much regret (See LOS ANGELES on opposite page)

California Ops Have Big Party

LOS ANGELES, Nov. 16.—More than 140 members of the California Amusement Machine Operators' Association attended the recent meeting of the organization. The meeting took the form of a real gala affair, with a program of



INTRODUCING HOLIDAY HITS—International Mutoscope Reel Company, Inc., New York, gives a gay party to introduce the new Holiday Hits and other new table games. Bill Rabkin, president, may be seen in front center holding up a big cigar.

show talent to provide fun for the occasion.

First, a seven-course dinner and then a business session lasting about an hour. Then followed the floor show. Bernice Bond, premiere danseuse of the Biltmore Hotel, scored heavily. Bender and Lambert, hand-to-hand balancing act, demonstrated feats of strength. Bender in this act is the original "upside-down Bender" of show fame. Alita Hoover, prima donna, and Steve Shep offered a pleasing act. Card manipulating, magic and a funny line of patter featured the act. Johnson and Diehl, comedy jugglers, followed.

Then came the surprise hit. Performers recognized in the audience Davey Jamieson, of the former Jamieson and Pony Moore team. Davey did an impromptu dance number which was a wow. Davey is now an operator of games here. Closing number was an act by George Nakamura, who explained many of the tricks of ju jitsu to the crowd.

These gala programs are proving a great hit with the members of the CAMOA, composed of operators, jobbers and even manufacturers in this territory. The monthly meetings are held in the Cafe de Paree.

Milwaukee Ops Advertise Biz

MILWAUKEE, Nov. 16.—The skill game operators' association here made prep-

arations today to open an exhibit booth at the big Milwaukee and Wisconsin State Exposition. The exposition will last for an entire week and is to give publicity to the State's products and industries. The progressive operators of Milwaukee recognized in this exposition an opportunity to acquaint the public with the importance of the modern pinball games business in the State.

Plans for the booth include the display of two or three modern table games and special attention will be given to displaying parts and materials used in the construction of the games. Placards and publicity material will call attention to the immense amount of all kinds of materials being used in the manufacture of table games. Statistics of the national size and importance of the industry were also being gathered for use as publicity.

The Milwaukee association gained national prominence for its progressiveness some months ago when it staged a city-wide pinball tournament which was a pioneer enterprise of its kind. Complete details of the new publicity plan will be reported by *The Billboard* in a later issue.

Iowans Give Big Program

Secretary Chandler warns operators to wake up — vote change in assn. dues

DES MOINES, Nov. 16.—Automatic Merchandisers' Association of Iowa held its regular monthly meeting recently at the Chamberlain Hotel, Des Moines, preceded by a turkey dinner and an excellent entertainment program arranged and directed by Mrs. B. D. Blom. The entertainment program consisted of vocal solos by Mrs. Jessie Hummer, singing *Old Man River* and *Page Miss Glory*. Sherla Taylor rendered several xylophone selections very pleasing to the audience. Roba Jean Gillam, talented tap dancer, was also on the program.

The business meeting was called to order at 8:30 p.m. President C. R. Robinson was in the chair and Secretary Fred K. Chandler read the minutes. Other officers answering the roll call were vice-presidents Wittern and Rook and Mr. Collins, one of the directors. The treasurer's report was read by L. H. Arnold. President Robinson stressed strongly the drive for subscriptions to the various trade publications. The subject of initiation fees was also discussed. Bob Merriam, well known in merchandising machine circles, was present and suggested that the initiation fee be kept down to a minimum and dues at about \$1 per month.

Secretary Chandler then expressed his views, saying that the organization

(See IOWANS GIVE on page 64)

Flint Group in Reorganization

DETROIT, Nov. 16.—A meeting of coin-machine operators was held at Flint November 13, in the Hotel Durant, attended by 14 local operators. Practically every local operator was present. The meeting, called by Frederick E. Turner, president of the Automatio Merchandisers' Association of Michigan, was the final step in a process of organization of this city, which has had a local coin-machine operators' association for a year or more. H. C. Engelhardt, of the General Amusement Company, is secretary.

As Turner was unable to attend the meeting, being away in Canada on business, L. V. Rohr, of the Rohr Sales Company, Detroit, took his place, speaking for him. As a result of the meeting the members present voted unanimously to enroll in membership under the AMA, considerably strengthening the State-wide character of the organization, which has hitherto had its strongholds in Detroit and Grand Rapids.

Watch for

MUSIC FOR LONG-
PULL PROFITS

By R. G. Norman

A Special Feature of the
CHRISTMAS NUMBER
of The Billboard

Supreme Postpones 10th Anniversary Celebration

BROOKLYN, Nov. 16.—William Blatt, "Little Napoleon" of the coin-machine business, is preparing for the coming convention in Chicago with his deferred 10th anniversary celebration. This is the 10th year which Mr. Blatt has been engaged in the coin-machine business. The celebration should have been in October, he has postponed it due to the coming convention so that both events may be arranged at the same time.

The firm is prepared to feature every division of the business and will report the dollar volume of business done the last 10 years. The foreign division of the business, which has grown to outstanding proportions, will be one of the greatest features of the firm.

Leo Simon, manager of the export department, is now busy notifying foreign customers about the forthcoming celebration. He has arranged some attractive mailing pieces to commemorate the 10th anniversary.

Mr. Blatt hopes to have established the firm's Brooklyn headquarters in new and larger offices by that time. He is at the present time seeking an entire building to house what promises to be the most complete offices for coin machines in the country.

The manufacturers which the firm represents will also enter actively into the celebration plans. There will be many co-operative plans, and Mr. Blatt will soon be in Chicago to see the factories to arrange for schedules which have been prepared.

So, Automatic Remodeling

LOUISVILLE, Ky., Nov. 16.—Southern Automatic Sales Company is completely remodeling its two adjoining buildings on South Second street here. Firm's one building will house new up-to-date showrooms and offices, while the second building will be used for a modernly equipped workshop and warehouse. Grand opening of the new Southern Automatic headquarters will be held December 7 and 8, at which time all coin-machine men will be invited to participate in the festivities. Southern Automatic officials promise many surprises to those who attend.

Hey, Fellows!

Babe Kaufman, known as America's only woman jobber, complained bitterly to Joe Orleck, representative of The Billboard, as follows: "What's wrong with the young men in this business? Here it is six weeks since my final divorce papers were given me and as yet I haven't had a single marriage proposal. Are the coin-machine boys mice or men?"

Secret Symbol Is Used

HARTFORD, Conn., Nov. 16.—Abe Fish, of General Amusement Game Company, has adopted a secret symbol which is featured on stationery, circulars, letterheads and other material. The symbol is a very simple "999," but as yet no one has been able to worm from him the reason for its use. The deaccolmanias to identify the firm's products will also bear this "999."

At last reports Abe stated there was quite a story back of this reversed triple six and that he would probably bring it forth before the convention and believes it will prove one of the most interesting stories in coin-machine history. He also stated that the symbol has been identified with his firm since the day he entered the coin-machine business many years ago.

Penny Pack Shows Boom

NEW YORK, Nov. 16.—Nat Cohn, of Modern Vending Company, reports that the firm is enjoying a heavy demand for Penny Pack reel devices manufactured by Daval Manufacturing Company, of Chicago. Mr. Cohn also has successfully introduced and sold thousands of the Chicago Club House devices also manufactured by the Daval firm.

Mr. Cohn says that due to the successful tests made with Penny Pack in the East there is now a general rush for this type of equipment.

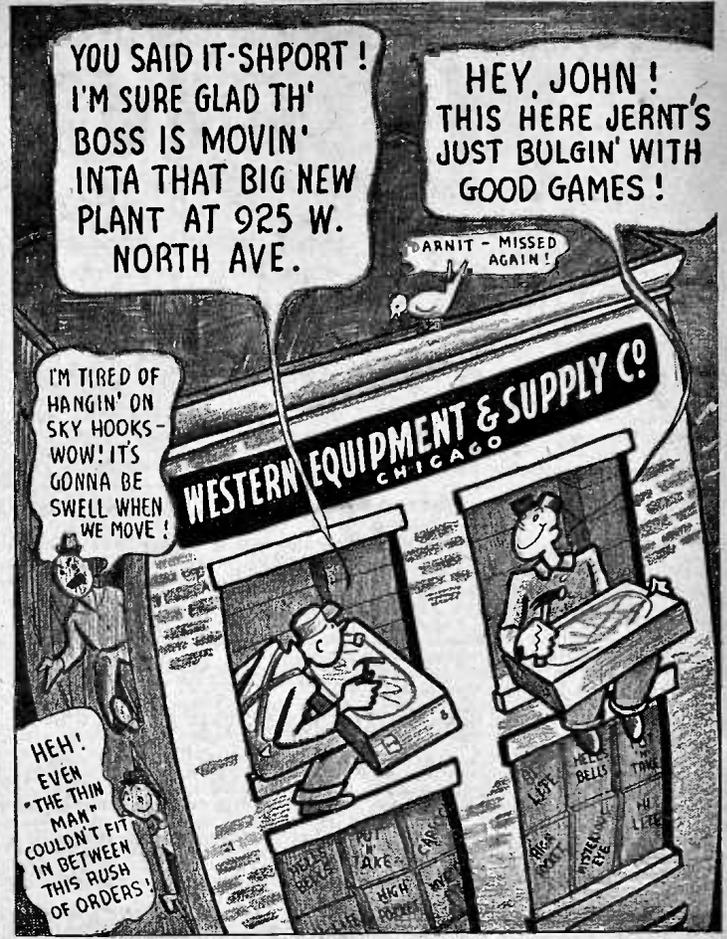
Modern Vending Company has in recent weeks been very active thruout the large territory it covers for Daval Manufacturing Company and reports large quantity orders for Penny Pack from almost every jobber. The firm deals thru jobbers to operators and has arranged a new setup for the Penny Pack.

LOS ANGELES

(Continued from opposite page)

has been expressed over the death of one of the pioneer operators in this section—Fred Murphy. Funeral services November 5, remains placed in Hollywood Cemetery pending removal to home in Twin Falls, Ida.

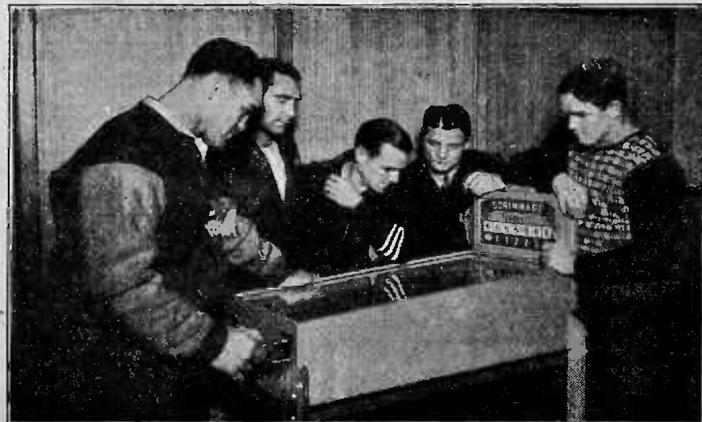
Herb McClelland recently purchased the American Novelty Company's routes owned by Jack and Andy McDonald. . . . Mohr Brothers, distributors of Automatic Amusement Company's newest game, Turret, report sales more than satisfactory. . . . Mack Mohr, calling on prospects in the North, reports splendid success. . . . Roy Specht, sales manager of the Sanders Manufacturing Company, has returned from a transcontinental



trip via auto . . . made a short trip to Havana and back by the Southern route, reporting sales of Skill Katch a Light as very satisfactory. . . . Will P. Canaan reports sales of merchandising machines as being on the increase. . . . John Teevin, chief mechanic, here taking short vacation.

A lot of activity is going on at the California Exhibit firm. Shop getting under way and production set at 50 games per day. A new one-shot game is to be released soon. Harry Stearns, chief of the research department, said that recent additions to the department called for intensive effort to expand manufacturing facilities to produce the games now being developed.

Sol Gottlieb states that business is good, especially in the sale of used games. . . . Henry Ballard is adding to his equipment for routes in city and county.



FOOTBALL STARS AT SCRIMMAGE—Members of the Chicago Cardinals, one of the leading contenders for professional championship in football, try the new Bally football game, Scrimmage. Left to right: Al Nicklinit, half back; R. Neuman, end; Ike Paterson, half back; B. Cuppolett, guard; Bill Wilson, end.

ANNOUNCING

A NEW SERVICE

FOR READERS OF

The **Billboard**

WHOLESALE MERCHANDISE DEPARTMENT

Starts in This Issue

Immediately Preceding the Amusement Machine Section

News and Advertising on Premiums, Prizes and All Digger and Salesboard Merchandise Items.

SAVE MONEY BY BUYING THRU THIS NEW DEPARTMENT

B ST. LOUIS DISTRIBUTORS B FOR ROCKOLA PRODUCTS B

SCRAMO, "Another Jig-Saw" \$42.50

DE LUXE "48," "The Giant 4-Ball Payout Table, with the Grand Prize of \$5.00" \$89.50

1/3 Deposit, Balance C. O. D.

IMMEDIATE DELIVERIES

REMEMBER: We will accept your Used Machines as Part Payment on the Above Winners.

OUR NEW LIST No. 190 WILL BE READY SOON.

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Write for Information About the New
1,000 Coupon
BIG FIVE AND TEN BOWL GAME.
1,000 Coupon
BIG FIVE AND TEN 5-CARD SET.
1,000 "IF" Series 5-Card Set.
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All new developments using the latest series board principle. Double the value of your locations.

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Round; Push Over; Relay; Sig-
nal; Show Boat; Shooting Star;
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TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

Weekly MUSIC Notes

Music Ops Ask Fishman To Manage New Group

NEW YORK, Nov. 16.—Joe Fishman, executive director of the Amalgamated Vending Machine Operators' Association and considered one of the leading operators' organizations in the country, has been formally asked to organize the music-machine operators in and surrounding this city into a powerful organization for mutual benefit of music-machine men.

Leading music-machine operators approached Fishman recently with a proposition for his accepting the colossal task of binding together the new and old music-machine operators in this city and it is hoped that he may accept.

At the present time he has declined, asking for more time to investigate and consider the matter. He will be aided in his investigation by prominent music-machine operators here who have the interests of the music-machine industry at heart and fear that the tremendous number of machines which have been sold in this territory may create complications injurious to the entire business.

It is reported that within the past 90 days more than 500 music machines have been sold in this territory and that they are being placed as fast as they come in. It is also estimated that more than 3,000 machines can be ex-

See Radio Department

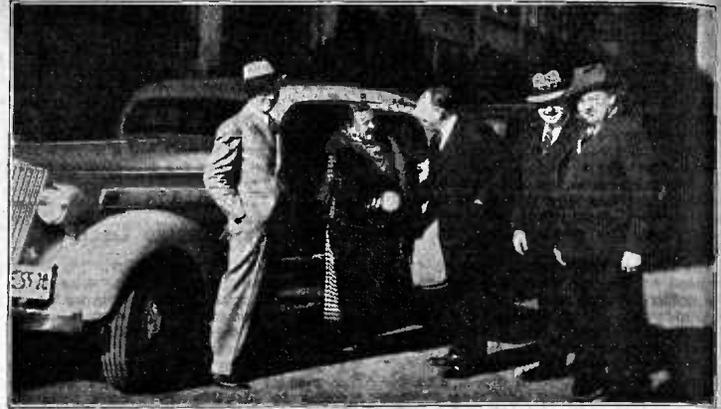
Operators of automatic phonographs will find the boxed items "Network Song Census" and "Sheet-Music Leaders" valuable for information on the most popular tunes over the air and in the sheet-music field. These items appear each week in the Radio Section of The Billboard and can be found by referring to the Index on page 3 of any issue. It will be a good habit for phono operators to refer to the Radio-Orchestra section each week.

pected in this territory before the end of the year. This includes many old machines which have already been in operation for many years.

Reports Music Demand In Birmingham Territory

BIRMINGHAM, Nov. 16.—Max Hurvich, of Birmingham Vending Company, reports that the firm is being rushed to satisfy the demand for the new Rook-Ola Multi-Selector phonograph since introducing the machine in this territory.

Hurvich claims there is a general demand for good music machines here and that his firm is trying to complete some of the large orders, only to find as they neared completion that re-orders would



MUSIC BIZ BRINGS SMILES—Left to right: Morris Margolis, Philadelphia operator; Babe Kaufman, of New York; Homer Capehart, vice-president of Rudolph Wurlitzer Company; L. J. Rubinow, New York operator, and J. A. Darwin, district manager for Wurlitzer. The group is shown in front of the Wurlitzer factory, where Simplex phonographs are made in North Tonawanda, N. Y.

come in to spoil the plans for quick delivery.

Also gaining greater popularity here every day is the Rook-Ola de luxe 46 and the new Screamo. The two games have taken the territory by storm, he says, and the firm has been trying hard to meet the demand.

But the greatest orders at this time are being placed for the new Multi-Selector phonograph, which is said to be the best music machine in the territory, according to Max Hurvich. He also believes that this territory will lead the rest of the country in the large music-machine routes which are being started here.

Mr. Hurvich is also seriously consider-

ing the organization of the music-machine operators in the State into an association to help progress in the music business.

IOWANS GIVE

(Continued from page 62)

"seems to be in a similar position to the Ethiopian army. Our equipment for apprising Mr. John Public of the type of business we are engaged in, of the facts that our industry should rank along with the insurance, the packers, the steel industry, etc., that it requires a substantial investment of capital, unusual ability and an endless amount of hard work to make a success thereof, is about as efficient as the Ethiopian shields and spears.

"I care not whether you are an operator of merchandise machines, music machines, amusement devices or what not. You are going to be faced unquestionably in the very near future with more serious problems than we have in the past. We will discuss but one, taxation. Unless we prepare and lay the foundation now, we are headed for some mighty serious trouble in taxation problems. Take our neighboring States, for instance. In the city of Minneapolis they are running on thin ice on account of a license proposition. Had it not been for the good work of Don Leary and members of the Minnesota association I have no doubt but that the council of Minneapolis would have passed a license bill that would have meant \$50 per year per machine or annihilation. If they are considering those things in Minnesota we are open for it here.

"Suppose we are faced with a taxation problem or licensing problem? What are we equipped to do? There are counties in the State of Iowa that are closed to everything. Now who is to blame? If we are not organized, if we are not financed to the point where our committees can function, where we can employ talent to appraise and educate the various law-making bodies as well as the general public—unless we do some hard work now, we will be in a position where we may not be able to act fast enough to get the job done when the zero hour arrives. In my judgment there should be some feasible plan worked out and put into effect to properly finance the organization for the benefit of the members of the association and for the benefit of the business.

"An adequate cash reserve, an organized perpetual budget for the continuous building up of this reserve, an active educational campaign week after week, well planned and intelligently executed, will, I am sure, go a long way in helping to give our industry the status it deserves thru the visors of the people."

Mr. Chandler asked for an expression from other operators for plans to properly finance the association and carry on educational propaganda.

It was voted to amend the by-laws, making the initiation fee \$5 and the dues \$1 per month in advance.

It was also voted to cancel all back dues and start out on a new basis as of November 1.

10 Best Records for the Week Nov. 16

	RCA-VICTOR	BRUNSWICK	COLUMBIA
1	25125—"You Are My Lucky Star"; "I've Got a Feelin' You're Foolin'." Eddie Duchin and orchestra.	7486—"Check to Check"; "No Strings." Fred Astaire, Leo Reisman and orchestra.	3071-D—"Harlem Heat"; "There's Rhythm in Harlem." Mills Blue Rhythm Band.
2	25152—"Red Sails in the Sunset"; "Turn Your Face to the Sun." Jack Jackson and orchestra.	7487—"Isn't This a Lovely Day?"; "Top Hat, White Tie and Tails." Fred Astaire, Johnny Green and orchestra.	3076-D—"Isn't This a Lovely Day?"; "No Strings." Phil Ohman and orchestra.
3	25161—"I'm Painting the Town Red"; "Just One of Those Things." Richard Himber and orchestra.	7488—"The Piccolino"; "Toddlin' Along With You." Leo Reisman and orchestra.	3077-D—"Check to Check"; "Top Hat, White Tie and Tails." Phil Ohman and orchestra.
4	25158—"You Are My Lucky Star"; "I've Got a Feelin' You're Foolin'." Eleanor Powell and Tommy Dorsey and orchestra.	7503—"So Nice Seeing You Again"; "The Gentleman Obviously Doesn't Believe." Hal Kemp and orchestra.	3078-D—"Cotton"; "Truckin'." Mills Blue Rhythm Band.
5	25154—"Here's to Romance"; "Midnight in Paris." Enric Madriguera and orchestra.	7509—"Without a Word of Warning"; "From the Top of Your Head." Hal Kemp and orchestra.	3087-D—"Ride, Red, Ride"; "Congo Caravan." Mills Blue Rhythm Band.
6	25151—"Thanks a Million"; "I'm Sitting High on a Hilltop." Paul Whiteman and orchestra.	7514—"Adcent on Youth"; "Truckin'." Duke Ellington and orchestra.	3088-D—"St. Louis Blues"; "Cam-ambert." Reginald Foresythe and A. Young.
7	25153—"I'd Love To Take Orders From You"; "I'd Rather Listen to Your Eyes." Enric Madriguera and orchestra.	7521—"Me and Marie"; "A Picture of Me." Johnny Green and orchestra.	3085-D—"Shine on, Harvest Moon"; "Ten Cents a Dance." Ruth Etting, with orchestra.
8	25144—"Take Me Back to My Boots and Saddle"; "On Treasure Island." Tommy Dorsey and orchestra.	7522—"Why Shouldn't I?"; "When Love Comes Your Way." Johnny Green and orchestra.	3081-D—"Without a Word of Warning"; "I Wish I Were Aladdin." Will Osborne and orchestra.
9	25143—"I'm on a See-Saw"; "Dancing With a Ghost." Jack Jackson and orchestra.	7526—"Cotton"; "Margie." Duke Ellington and orchestra.	3091-D—"Thanks a Million"; "I'm Sittin' High on a Hilltop." Paul Pendarvis and orchestra.
10	25135—"A Picture of Me Without You"; "Me and Marie." Paul Whiteman and orchestra.	7516—"You Are My Lucky Star"; "On a Sunday Afternoon." Don Bestor and orchestra.	3090-D—"I Live for Love"; "The Oregon Trail." Henry Hall and orchestra.

Big Night Spot Accepts Games

NEW YORK, Nov. 18.—The Deauville Club, one of the exclusive night spots located at 42 West 58th street, is featuring two of the new Rotor Table games.

The Deauville was formerly known as the Dawn Patrol Club and is well patronized by coinmen in this territory. It is a select, exclusive spot in the new night club section of the city and considered an outstanding class location.

The Rotor Table games have introduced coin machines to many such select spots, and the owner of the Deauville, C. Alter, reports that patrons get a big thrill at playing the games. He has arranged them next to the bar in the club and also near the lounge seats at the side.

These are the type of locations which operators here have been urged to interest in coin machines because they will aid the industry by introducing the games to a better class of patrons. Mr. Alter may also feature some of the de luxe games in his club, and his patrons will become accustomed to playing the latest coin equipment.

The Deauville, being one of the exclusive night spots in town, will immeasurably help the coin-machine business, operators believe. They are interested in getting more spots of this character.

Tango Set for Heavy Play

BROOKLYN, Nov. 18. — Brooklyn Amusement Machine Company, distrib for H. C. Evans & Company, of Chicago, already with the new Tango game which it will soon be featuring in its showrooms.

Jack Kaufman is flying to Chicago to bring back the game and also is ready to place a large order with the factory to insure immediate delivery for jobbers and operators in his territory.

Charley Aronson reported that Tango will be the leading pin game in this territory when it arrives. From all

Wow! Listen to This

NEW YORK, Nov. 18.—One of the most interesting stories in coin-machine circles was reported by a New York operator recently. The operator has asked that his name be withheld from publication.

It seems that some weeks ago this operator, who had been soundly sold on the Penny Pack reel device as a money maker, was seeking new locations to install the machine.

He chanced upon a small cigar store on a side street and after some discussion with the merchant learned that he was more interested in selling the store than continuing the business and therefore was not accepting any more coin machines.

The operator liked the small place and believed that it was an ideal little business for his eldest son. He questioned the owner as to how much he wanted for the place and after some arguing learned that he could purchase it for approximately \$400. He then and there placed a \$25 deposit on the store subject to inspection of the place by his son.

His son proved enthusiastic and pointed out to his dad that the business could be built up tremendously. He saw some fine possibilities in the neighborhood and immediately noted that the fellow back of the counter was not acquainted with modern business tactics.

With this enthusiasm of his son, the operator paid the balance in cash and took over the cigar store.

From the first day the store became their own the operator placed a Penny Pack on the front counter and within four weeks the machine had paid for the store.

descriptions of the game they find that it meets the approval of operators here as a new type of game with light-up backboard arrangements which are proving so popular at this time.

PACIFIC'S

1936 MODEL

TRIPLE SLOT BOWL TYPE

LITE-A-LINE

NOW READY FOR DELIVERY

\$96.00 EACH

TERMS—1/3 DEPOSIT WITH ORDER

ALL ORDERS AND COMMUNICATIONS TO BE PLACED WITH

AMUSEMENT NOVELTY SUPPLY COMPANY

ELMIRA - - - - NEW YORK

IDEAL NOVELTY COMPANY

Distributors

PIN GAMES AND COIN OPERATED DEVICES
PREMIUMS, WHOLESALE NOVELTIES, SALESBOARDS
3003 LEMP AVENUE

St. Louis, Missouri

November 5, 1935

Mr. Frank Joerling,
Billboard Pub. Co.,
Arcade Building,
St. Louis, Mo.

Dear Sir:

Credit must be given where credit is due, which is the reason for this letter.

For the past several years we have been placing weekly ads in the BILLBOARD but of late we notice that the far reaching selling force of your publication has exceeded all previous efforts.

We, as you know, run a complete list of both our new and used machines practically every week and have found that such ads in the BILLBOARD bring us inquiries and orders from all over Europe as well as in the United States and Canada.

We personally want to thank you, Mr. Joerling, as well as the members of BILLBOARD for the fine co-operation and service which has been given us.

Very truly yours,

IDEAL NOVELTY CO.
Per:

Carl F. Trippel
Manager

CT:EB

Operating Firm Adopts New System for Routes

NEWARK, N. J., Nov. 18. — George Queen, formerly connected with the steel industry, has been appointed business manager for Major Amusement Company, Inc., large operator here. Mr. Queen is well acquainted with public relations and is introducing many systems which have proved successful in the steel industry to win good will for the operating company.

The firm reports that the entire organization has been placed under his management. This includes 10 cars, 6 trucks, 32 employees and 3 divisional offices. The Newark offices at 11-15 East Runyon street remain the headquarters of the firm, with the Morristown and Rutherford offices connected by direct wire. Mr. Queen is planning a system whereby daily reports from the three offices will be received.

The firm operates over a 100-mile area within the radius of this city. Mr. Queen is proposing a new charted highway system which will allow the firm to know where each truck and car of the service men will be during every hour of the day. He has also introduced identification cards for employees of the organization. These cards are changed each month and are somewhat similar to the small cards seen in city identification systems. Each month the color of the card is changed and locations of the firm are immediately notified by letter of this feature. The cards are also indorsed so as to be counterfeit proof, Mr. Queen reports.

The cards are made for the collectors, route supervisors, mechanics and drivers.

Supreme Receives Pippin

BROOKLYN, Nov. 18.—William Blatt, the "Little Napoleon" of the Supreme Vending Company, reports that his firm received a "Pippin" of a game this week. He explains that it is the new game made by the Chicago Coin Machine Company and that he believes the sales for the game will far overshadow anything which has been seen here since Beam Lite.

Pippin is a new type game with an extra 10-ball backboard. The scoring

WRITE DIRECT TO EXCLUSIVE DISTRIBUTOR FOR PRICES OF ALL NEW MACHINES

PIN GAMES

HOP SCOTCH DISCOVERY (Ticket Game)
CHEER LEADER FLYING COLORS
HOLIDAY HITS BIG TEN
And All the Other Latest and Best Pin Games. Write for Prices.

PAY TABLES

PAMCO PARLAY PROSPECTOR
KINGFISH A. B. T. GRAND
IVORY GOLF PRIZE
JUMBO (Ticket) BIG LEAGUER
JUMBO (10 Ball)

Complete Stock of All the Latest Pay Tables on Hand.

WRITE TODAY—Get the Most Sensational Price List in the Industry FREE!

GEORGE PONSER CO.
11-15 E. Runyon St., Newark, N. J.

SELLING OUT All Used Pin Games and Slot Machines

Be Smart—"Pay Cash" and "Pay Less!"
Sensations ... \$8.00 Dealers ... \$12.50
Jig-Saws ... 3.50 Turf Flash ... 18.50
Mills J. P. ... 5c Play ... 17.50
Subways ... 6.00 Mills J. P. ... 23.50
Cannon Fires ... 8.50 Mills Q. ... 2.50
Oris-Cross ... 7.50 Mills Q. ... 26.50
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Score-a-Lite ... 6.00 Mills Q. ... 26.50
All Machines Guaranteed Good Condition.
Terms: 1/3 cash with order, balance C. O. D.
OHIO SPECIALTY CO.
126 W. Central Parkway, CINCINNATI, O.

arrangements are based on a progressive action series of holes furthering the score by the balls shot into compartments on the backboard of the game. "Little Napoleon" is starting an enthusiastic campaign for the game and also giving it his seven-day trial guarantee. The guarantee has attracted much jobber attention to the game and is said to be one of the most definite guarantees in the trade.



Don't Pass Up Any Locations

There is an old saying, "You never know how good a location is until you try it," and how true this is, says John C. Boeglin, of Cincinnati, as he tells us of one of his experiences. Having had considerable dealings with the Cincinnati branch of the Markepp Company, one of the country's largest vending machine distributors, Mr. Boeglin asked permission to install a vender in the used-machine showroom. It was immediately granted, but it was considered a joke around the office, believing that the location would not be worth considering. A couple of pin-game operators watching Mr. Boeglin install the machine gave him the haw haw and stated that all he would receive for his peanuts would be slugs. However, Mr. Boeglin put in the machine and over a six months' period it has averaged a filling a week, receiving only 25 to 30 perfect brass slugs during this time.

In closing he says that his advice to operators placing machines in locations such as this is to give a big portion and use only Northwestern Model '33's.

Mr. Boeglin's letter reminds us of the time we requested an operator to install some machines in our factory. Thinking that it would be a risky proposition because of all the testing slugs and mechanical ability around the plant he was a little skeptical. However, after installing the machines he found it to be a very profitable location with not one slug.

So, Mr. Operator, when soliciting locations, don't pass up any spot until you know after trying that it is not worth while.—*The Northwestern*.

Merchandising Machine Firm in Big Production

MORRIS, Ill., Nov. 16.—Everywhere you read and hear of all the Northwestern venders that operators are buying and how this particular equipment is being chosen by operators for new locations. However, to fully realize the extent of the fast-growing popularity of these machines, one should visit the factory to gain the full significance.

It is actually amazing to see the way these machines are handed from the foundry where the aluminum parts are made to the shipping room where they are packed and addressed to all parts of the country. Speed and accuracy predominate thru every operation, and in order to maintain an average production well over 400 of these machines a day the most modern manufacturing methods have been installed.

Altho not what you would call a big factory, it is a beehive of activity with a force of 75 men busily engaged in building bulk venders. The 20,000 square feet occupied is a maze of machinery with row and row of assembly

benches. Yet within the past few months every department has been greatly enlarged to care for the increasing demand for these machines.

One of the latest installations in keeping with the modern manufacturing trend has been a complete Diesel power electric generating plant. Altho it is widely accepted by larger factories, Northwestern is one of the first in this part of the country to adopt it for a plant of this size.

The aluminum foundry always of interest to visitors is one of the busiest parts of the shop and even though over 500 pounds of aluminum is poured every day it is able to supply only one-fourth of the aluminum requirements.

Activities galore throut the entire plant, and after seeing the tremendous number of machines leaving the Northwestern factory, you certainly do not have to wonder what bulk vending machines operators are really buying.

tacts with operators surrounding this city thru the services of a complete force of salesmen. He believes that regular contact coverage enables operators to see the newest equipment without having to move from their own fireside.

Identify Machines By Use of Labels

Identifying all machines with a sticker or name plate has always been considered very good operating practice, and most operators do have some means of identifying their own machines, but of late it appears as tho many are neglecting this seemingly unimportant phase of the business. Why, we do not know, as the worth of ample identification may prove of inestimable value time and time again.

Foremost, of course, is that it gives the location immediate access to your phone number, so service calls can be made without inconvenience. This is especially important in large cities where in most cases the operator is a total stranger to the location. A good example of what happens in this case was brought out a short time ago. We received a phone call from some one located at Broadway and Lawrence streets in Chicago, telling us that our machine had been empty for days and to come and fill it. Evidently the op-

Restroom Shows Automatic Trend

NEW YORK, Nov. 16.—Grand Central Terminal has been featuring what might be called a modern arrangement for the men's restroom on the lower level of the terminal building. Displayed on the floor are two Repeatoscope machines, one showing moving pictures of Sally Rand doing her fan dance and the other showing the Louis-Baer fight pictures. The machines are operated by a nickel.

There is also a blood-pressure tester here as well as two or three pin games, a handkerchief vender, soap and towel venders and much other automatic equipment.

Record in Cigaret Sales

NEW YORK, Nov. 16.—Stewart & McGuire News, the monthly bulletin of the firm of Stewart & McGuire, cigaret-machine manufacturers, reports that according to all estimates of experts in the cigaret sales field this year's production of cigs will be the highest on record, reaching the remarkable figure of 133 billion.

The firm reports that the "lifted production for the first nine months of this year is approximately 101,000,000,000 cigarets, the first time in the history of this industry that such a tremendous total has been reached so early in the year.

"Based on the record of the last 10 years, this would indicate total cigaret output for the industry for 1935 of 133,000,000,000 cigarets. The previous record output was in 1934, when the industry turned out 125,611,688,769 cigarets."

On Chicago Buying Trip

ROCHESTER, N. Y., Nov. 16.—Jerry Kertman and Jack Marine, general and assistant sales manager, respectively, of American Coin Machine Company, with headquarters in this city, have recently returned from an extensive buying trip to Chicago, where they placed some of the largest orders in their career.

This time Jerry was not only interested in getting the new games for his offices in this city, but also for their new offices in Buffalo. Harry Kertman was in charge of the offices while Jerry and Jack spent their time visiting the manufacturers in Chicago. It was also reported both men enjoyed the elaborate bars which have been set up by the manufacturers.

Jerry reported that most interesting was his reception at the factories of manufacturers, who complimented him on the growth of the firm in the past year and also on the large volume distribution which he has accomplished. These included Bally Manufacturing Company; Genco, Inc.; Chicago Coin Machine Company and D. Gottlieb & Company. He also stated that some very fine deals were consummated and arrangements had been made for speedy delivery of the latest games so that he could now guarantee operators that every new game would be in their offices at the time announcements were made.

Repair Dept. Featured By New Jersey Distrib

NEWARK, N. J., Nov. 16.—Dick Steinberg, of Sterling Novelty Company, Inc., who has actively entered the distributing business here, will feature an entirely new repair method for used machines, firmly convinced that it is desired by the operators at this time.

The outstanding feature will be the modern repair department of the firm. This department is under the supervision of intelligent and experienced mechanics who have been with Mr. Steinberg for some time. They have been in charge of the large operations of the firm before entering the distributing business. Their knowledge of coin machines is considered among the best in the city. The repair department is one of the best equipped in Eastern circles. Steinberg feels that there is a need for used machines which are repaired to look absolutely like new games. He will make a feature of reconditioned machines. Some of the work is already on display and many operators who have seen the games believed them to be new.

The firm will also carry a complete stock of all the latest games. They will also make a feature of the Ropp Automatic Baseball machine. These machines are now for sale to operators who formerly were unable to obtain them.



BRITISH COIN MACHINE SHOW—The 1936 Coin Machine Exposition in Britain will be held in the Royal Hotel, London, shown here. It will be the second annual British Exposition. Dates are February 25, 26, 27 and 28, 1936.

Takes Cigaret Vender For Pittsburgh

PITTSBURGH, Nov. 16.—Coin-o-Matic Sales Organization will distribute the new cigaret merchandiser by Robot Vendors, Inc., as well as the new pin game being manufactured by Scientific Machine Corporation. Both are Brooklyn firms.

Morris Glisser reports that this completes the exclusive agreements which the firm has accepted for this season and that further deals are to be made during the coming convention at Chicago. He says the firm is now in a position to supply the needs of operators throught the territory it covers.

One of the most interesting developments has been the interest in cigaret merchandisers and in music machines. The firm now sells the new Robot Vendors cigaret merchandiser and the Exhibit phonograph. Other arrangements with various factories will soon be reported. One of the most interesting of these is stated to be in the counter-game field and will be announced very shortly.

Mr. Glisser has also established con-

erator of this machine did not have his identity on the machine, for the location spent 95 cents to call us because our name appearing as the manufacturer was the only identification available.

We have also received calls or letters from police departments advising us that they have one of our machines in their possession recovered after the machine had been stolen. Then we have heard of cases where the location discontinued business or went bankrupt and the operator found it difficult to prove his ownership of the machine.

When our machines are purchased in quantities of 100 or more we can furnish them with the operator's name and address cast into the delivery chute cover at no extra charge. This is a very secure means of identification and is being used by many. However, the cost of a gummed sticker is so reasonable that there should be no reason for neglecting the identification of every machine.—*The Northwestern*.

Plans Vender for Show

NEW YORK, Nov. 16.—Greater States Sales Corporation is marketing a low-priced cigaret machine which seems to have struck the fancy of the operator. The machine is known as the Master Vender and contains six columns, which hold 160 packs of cigarets. E. A. Melster, president, informs *The Billboard* that a new model cigaret machine is being made up and he hopes to have it in time to exhibit at the Coin Machine Exposition in Chicago.

ONE HUNDRED
USED ROWE DE LUXE CIGARETTE VENDORS
150 Coin Chutes, 8 Columns for Cigarettes, plus one Column for Box Matches. Capacity 120 Packs. Reconditioned like new. Original Cost \$75 Each. Order at Once!
SAMPLE \$24.50
5 or More, \$22.50 Each.
FLOOR STAND, \$2.00.
Remit 1/3 Deposit, Balance C. O. D.
D. ROBBINS & CO. 1141-B De Kalb Ave., BROOKLYN, N. Y.

The Famous LITTLE NUT, The NUT SHOP, 3-pound capacity, Jobber's Price, \$2.50 on these two vendors. Sample Order, 50c Extra, Postpaid.

The NUT HOUSE, Jobber's Price, \$3.00. The GOLD NUT, a World Beater. Plenty of money in selling or operating. Retail Price, \$5.00.
LITTLE NUT VENDOR CO., Lansing, Mich.

AMERICAN SALES CORPORATION
CHICAGO, ILL.
938 WRIGHTWOOD AVE.

The constant growth of our business from week to week proves our system of selling Pin Games is most successful for the operator. We do not sell ALL Pin Games made, but selected Pin Games on the extended payment plan AT REGULAR FACTORY PRICES.

WRITE TODAY!

ASK US FOR CREDIT!

Lee D. Jones

P. S.—Only neat and tidy drinkers wanted.

Ponser To Distribute New Mutoscope Games

NEWARK, N. J., Nov. 16.—George Ponser Company has been chosen distributor for the new Mutoscope pin game, Holiday Hits, in New Jersey.

Mr. Ponser says Holiday Hits is certain to be one of the leading games of the new season and that he expects a revival of business for backboard light-up games, which are proving most popular at this time.

He explains that the game not only features high scores, but also the new light-up combinations that players are asking for, and that it will be the only game of its kind offered at this time. He says that because of the unique scoring arrangements there will undoubtedly be a new play revival and that operators are certain to like the games for this reason.

The games which have been tested, he reports, proved to be mechanically perfect and also money makers. The popular price of the game has attracted much attention to it, he claims, and he feels that operators are more than pleased to use a Mutoscope product because of its quality workmanship and the fact that the game is approved in this territory.

Baltimore Distrib Adds To Showroom Displays

BALTIMORE, Nov. 16.—S. Carl Mantell, affectionately known to column of the South as Sam, president of the National Coin Machine Corporation of this city, has doubled his present showroom space by breaking thru the wall of the building, thereby expanding to 50-foot frontage. The present address is 1724 North Charles street.

The firm represents leading manufacturers in the industry. Mr. Mantell is planning some surprises for operators in his territory. He will also be in a better position to make immediate delivery of all the new games, as they will now have more storage space than formerly.

The firm will also have a great party on the opening of the new and enlarged showrooms for operators from miles around. Sam also reports that many of the manufacturers he represents and many of his New York friends have promised to be present at this celebration.

Dodson World's Fair Shows

NORFOLK, Va., Nov. 16.—All equipment has been stored in the two buildings here, all the shows at the Army Base and all rides at the structure on West High street, where the ground floor is used to repair rides and where there is a big freight elevator used to take equipment to the second-story paint shop when thru with repairs on the first floor. M. G. Dodson is on extensive booking trip for next season. C. G. Dodson is looking after the work in winter quarters and repair and building operations are in full blast. The whole outfit will be completely renovated and a new lighting system will be installed. A new additional transformer wagon is being built—one wagon, will be placed at each end of the midway. Trainmaster Wallace Cobb has a crew repairing wagons and is putting rubber-tired wheels on all wagons not already so equipped. All of the free acts with the show the past season have again been contracted. Darr-Devil Daniels is building a new pole, which will be 15 feet higher than the old one. Charles Clark will be back with his 18-piece band. Nancy Miller will again have the Girl Show. Jack Baillie is repairing old con-

cessions and building two new ones. Fat McCauly operating his pony track on a downtown lot. Dannie LaRouché went to his home in Massena, N. Y. Bert Brundage rebuilding his rides. Fred J. Ballweg getting Merry-Go-Round horses ready to paint. Ruby Dodson, who had her tonsils removed, doing fine and has started back to school. C. G. Dodson, Jack Baillie and the writer went fishing, and the biggest news is the fact that they really caught fish.

H. G. INGLISH.

Counter Games Said To Be Showing Big Pickup

NEWARK, N. J., Nov. 16.—The general revival of counter games in this territory caused Dave Stern, of Royal Distributors, Inc., to make a deal with one of the leading manufacturers that has brought about a revival of interest in one of the former counter games which proved highly successful in its day.

This game, the Rialto Wizard, of Rock-Ola Manufacturing Corporation, is proving itself an unusually fast money getter in this territory. A few weeks ago, Dave reports, one of the men in the showrooms, going over some of the outmoded stock, happened across the game, which prompted him to get in touch with the factory to learn whether any of the games were still on hand.

On discovering that there were some, he states, he immediately began to push sales of the game and found that operators became enthusiastic about Radio Wizard once they got it on location.

Stern believes that the revival of one of the best counter games in the business is certain to bring about new interest for all counter games in general. He claims that counter games are of major importance to operators at this time and that his firm is also making a big feature of the Daval Penny Pack machine. He also reports that Penny Pack sales have been greatly increased and that it will be of great help to ops in the State at this time.

MARRIAGES

(Continued from page 30)

musician and brother of Gloria Grey, actress, to Roberta McGowan, daughter of Robert McGowan, director of the Our Gang comedies for Hal Roach studios, November 10 at Los Angeles.

HUGHES-GANG—Russell S. Hughes, radio continuity writer on Station WLW, Cincinnati, to Laurabelle Gang November 15 in Cincinnati.

MCGRATH-SAUER—Capt. Phillip A. McGrath, Cole Bros. Circus trainmaster, and Mabel (Elliot) Sauer, November 12 at Rochester, Ind. They had trouped together for several seasons.

MONTGOMERY-BONNER—J. Boring Montgomery, nonprofessional, to Ginger Ray (Dora Bonner in private life) at New Orleans October 20 but kept a secret until last week. Miss Ray is a member of chorus at Shim Sham Club, New Orleans.

PERRIN-SCHORR—Nat Perrin, film writer with 20th Century-Fox studios, to Helen Schorr, former secretary of Burns and Allen, November 4 at Los Angeles.

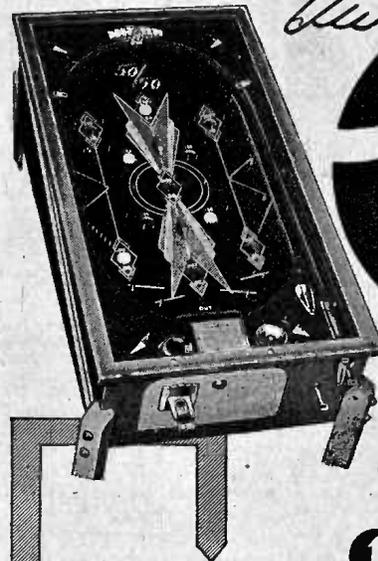
ROSS-GILLMORE—Robert F. Ross, actor, and Margalo Gillmore, actress, daughter of Frank Gillmore, head of Actors' Equity Association, in New York November 9.

SMITH-SIMS—Robert T. Smith, son of George T. Smith, manager of Casino Park, near Fort Worth, Tex., to Grace Sims, cashier at the Majestic Theater there, November 10 at Fort Worth.

SUTTON-CAMPBELL—Wayne Sutton, rodeo rider, to Lydia Campbell, recently. Couple are now living in Brooklyn.

WACHSMAN-WILLIAMS—Robert A. Wachsmann, theatrical manager, to

AT YOUR JOBBER-NOW!



G-M's NEWEST GREATEST GAME!

WITH THESE FEATURES

- 1 VEEDER COUNTER register records games won automatically. Operator just reads number on location day.
- 2 AUTOMATIC SHUFFLE BOARD G-M's patented new idea. Automatically returns balls.
- 3 HAS NEW DUO-LOCK Pickproof—cheatproof.

5 BALLS OR MORE, IT DEPENDS ON YOUR SKILL

AND IT'S ONLY \$39.50
F. O. B. CHICAGO
TAX PAID

ALSO G-M'S NEW LITE-UP FREE GAME COUNTER—SOMETHING NEW
READY NOW!—ORDER TODAY!

G. M. LABORATORIES
1731 Belmont Ave., Chicago

JUMBO PLAIN \$89.50
TICKET 97.50
Check Separator, \$5.00 Extra.

MARKEPP Co. 3902-4-6-8 CARNEGIE AVE., CLEVELAND, O.
1410-12 CENTRAL PARKWAY CINCINNATI, O.

Frances Williams, vaude and legit singer, recently in Larchmont, N. Y.

WARD-WYATT—Edgar B. Ward, New York, and Jane Wyatt, screen player, in Sante Fe, N. M., November 9.

WEDGE-LJUNBERG—Eddie Wedge, Olympic Games skater of Detroit, recently to Goeta Ljunberg, of the San Carlo Opera Company.

WHITE-PRINGLE—Robert J. White to Eunice Pringle, stage and screen dancer, November 9 at Los Angeles.

BIRTHS

To Mr. and Mrs. Samuel Sissine November 8 at Greencastle, Ind., an eight-pound boy. Mother is the daughter of Mr. and Mrs. O. F. (Blondy) Mack, concessioners, the past season with West's World's Wonder Shows.

To Mr. and Mrs. William (Red) O'Brien at San Diego, Calif., October 29 a girl. Father a concessioner at the California Pacific International Exposition.

To Mr. and Mrs. Royal Wiseman, a boy, six pounds eight ounces, November 4 at Oakland, Calif. Father is a former KRE (Berkeley, Calif.) announcer.

A seven-pound boy to Mr. and Mrs. Pat Kennedy at the Pittsburgh Hospital, Pittsburgh, November 9. Father is a radio singer and was formerly featured with Ben Bernie's Orchestra.

A 12-pound son to Mr. and Mrs. Howard Hall at Flushing Hospital, Flushing, L. I. N. Y., November 11.

A 10-pound son, Wilbert Leroy, to Mr. and Mrs. Ernest Louis Kent at St. Joseph's Hospital, Pontiac, Mich., November 7. Kent is a former kid-show talker on cruises.

To Mr. and Mrs. James H. Russell at Coleman Hospital, Indianapolis, Novem-

ber 11, a 7½-pound boy, James Henry Jr. Father is a tattoo artist.

A nine-pound son, Kent, in St. Louis October 26 to Mr. and Mrs. Bill McKamy. Father is a salesman at Station KMOX, that city.

A 9½-pound son, George Edward, to Mr. and Mrs. Edward Halloran recently. Father is attached to the staff of the Palace Theater Building, New York.

A son recently at Los Angeles to Mr. and Mrs. John Halliday. Father is contract actor with Warner Brothers.

An eight-pound son November 9 at the Queen of Angels Hospital, Los Angeles, to Mr. and Mrs. Jack Sobell. Father is scenarist with Republic studios.

A 10-pound son, Robert William Ulm, November 4 at Bellevue Hospital, Los Angeles, to Mr. and Mrs. William Ulm. Father is film cameraman with Metro-Goldwyn-Mayer studios.

Gloria Grey, former actress, and her husband, Ramon Romero, are the parents of a daughter born recently in Los Angeles.

Late Deaths

(The following items were received at press time. More details in the next issue.)

DAILEY—Tom, killed in an auto accident at Lancaster, Pa., November 18. He was an advertising car manager, having been with the Ringling Bros., Ringling-Barnum and other cruises.

HENDERSON—Richard R., 59, manager Henderson Stock Company, at Mason, Mich., November 15 following heart attack.

THE SPORTLANDS

AMUSEMENT CENTER GIFT SHOPS

Amusement Men's Association

Dedicated to the Interests of Sportlands

By MURRAY GOLDSTEIN, Secretary and Manager, 1607 Broadway, N. Y. C.

A meeting of the Metropolitan Skill Games Board of Trade was held November 8 at 2 p.m. Representatives of the AMA as well as delegates from other branches of the industry were present. Reports of the legal committee showed that the mandamus proceedings were finally coming to an issue. More about this to be reported in the next issue of *The Billboard*. Other matters of mutual concern to all branches of the industry were taken up and passed upon. The meeting adjourned earlier than usual in deference to an AMA meeting scheduled later.

At about 4 p.m. on the same day the meeting of the Amusement Men's Association at its headquarters was called to order by President Henry L. Nagin. Voluminous reports made by Mr. Goldstein showed that officials and attorneys of the AMA were spending 100 per cent of their time in the interests and tribulations of its members.

One of the more important resolutions passed on was in the form of a mandate to the attorneys to seek legislation for licensing of cranes and diggers.

Pursuant to a suggestion made in this column some time ago, many operators have given much effort to the appearance of their sportlands and they seem to have materially benefited thereby. Some have introduced arcade play. In others the mere separation of cranes from the sportland proper has helped to change the face of things.

Sportland operators may avail themselves of the new AMA department which helps in the transfer and location of new playlands. Mr. Goldstein or Mr. Nagin are always ready and willing to give a helping hand in this.

Dave Simon shows real progress in his Sportland on Broadway and 96th street. At an AMA meeting lately, Dave has been more than fruitful on new ideas that bring results.

Sportland owners, as in the past, are always desiring to co-operate with various city departments. The Sportland Association can say that 100 per cent of their members have secured licenses for the ensuing year, and a large number

are eagerly awaiting the decision from the Supreme Court so that they can expand their operations.

First Sportland in New Orleans Has Good Start

NEW ORLEANS, Nov. 16. — With 25 machines displayed, including various table games, claws and other amusement devices, Harry Batt and Joseph Meyers opened the B. & M. Sportland at 611 Canal street recently. Establishment is located centrally and on main artery of the Crescent City and there are plenty of prizes for everybody. Hours are from 8 a.m. to 2 a.m. and at least one or two machines are always in use, according to Harry, well known as the operator and lessee of Pontchartrain Beach, New Orleans' big lakeside pleasure resort. Under Harry's active care, the beach has just closed one of the best seasons in its history.

Two male attendants and two cigar and change counter girls are on the job thruout the day in addition to Harry and Joe, Emmet Richard and George Brown being day and night attendants. This is New Orleans' first sportland and so everybody is pulling for these two boys.

Craneland Idea Still Growing

NEW YORK, Nov. 16.—Originating in Coney Island this summer, the popular cranelands are now flourishing along 42d street as well as many of the other important thoroughfares in this city. Two former sportland spots have gone craneland in a bigger and better way. At the Barrel House, where the restaurant is now closed, tho the sportland continues to attract, a large section at the front has been separated from the rest of the place and devoted to a huge display of the popular diggers.

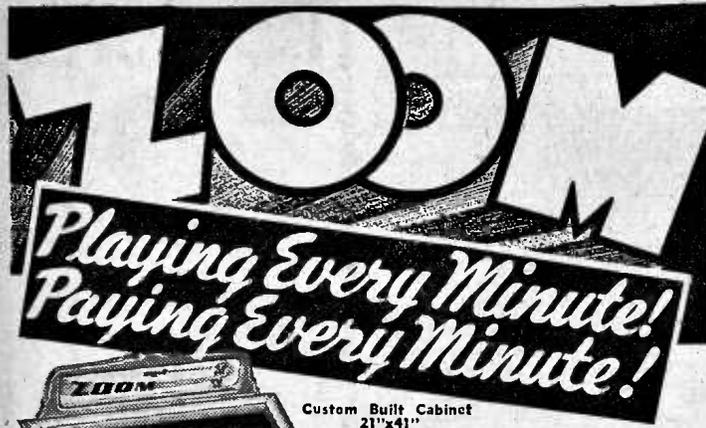
Further up the street, on the same side and within one block, is another craneland on the site of the former Rex Sportland. Here, too, the diggers are arranged in batteries and the play in both spots has reached high peaks.

manufacturers, were visitors here recently. Ted Stoner brought along the missus.

M. C. Sanders, manager of the Advance Automatic Sales office, says business prospects are good. L. H. Blankenship, of Blankenship Novelty Company, Douglass, Ariz., was seen as a visitor at the Advance office. . . . Midge Ryan and Dan Lufkin, of San Francisco, were recent short visitors in Los Angeles. . . . H. J. Arnoldus, of Salt Lake City, was here recently to buy new games for the extensive route he operates. . . . William Wolfe, of San Diego, also here.

Big Shot, the new one-ball payout game by California Exhibit Company, was scheduled to go into production about November 4. The game is said to have a new progressive idea in the play. Production on Bells is still going strong. C. A. Hale, formerly research engineer with Pacific Amusement, has joined the staff of the California Exhibit firm.

According to Joe Orcutt, California Games Company, since removal to larger quarters he has added several new men to the large operating force in anticipation of big fall and winter business. . . . Will P. Canaan has been appointed California distrib for Little Tom Thum peanut machines. Canaan has recently sold to Albert E. Smith, large pin-game operator, a big order of merchandising machines. . . . Rumor is that Louis Burdman has purchased the routes of Rudolph Lippke, the latter returning to Chicago.



Playing Every Minute!
Paying Every Minute!



Custom Built Cabinet 21"x41"
Put Stoner's new 20-BALL Triple-action thrill game on your "played out" spots for a lasting revival. ZOOM has all the others stopped cold. It's the HIT of the year! Flashy! Colorful! Animated!

EVERY SHOT STARTS A RIOT OF AUTOMATIC ACTION.

"ZOOM" FEATURES
NEW COLORED LIGHTS
NEW PROGRESSIVE SCORING
NEW TRAP-SHOT IDEA
NEW TRIPLE ACTION KICKERS
NEW OVERSIZE MARBLES
NEW FLASHY METAL TRIM

\$44.50

STONER CORPORATION
328 GALE ST. AURORA ILL.

READY FOR IMMEDIATE DELIVERY!

STONER'S TACKLE \$44.50	STONER'S ZOOM \$44.50	PEO'S 1-2-3 \$39.50
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Eastern Distributors **D. ROBBINS & CO.** 1141-B DEKALB AVE. BROOKLYN, N.Y. Write for Our List of Used Games

RADIO SHADOW LAMP
THE HOTTEST LAMP NUMBER OF THE SEASON.
THE GREATEST VALUE EVER OFFERED
19 Inches High. Incense Burner in Base. Six Rich Oriental Color Combinations. Large Stone Brilliant Set in Urn Base. Complete with Mazda Bulb, Cord and Plug.

\$12.00 Per Dozen **\$1.25 Each**

DID YOU GET COPY OF CHRISTMAS CATALOG?
Gift Wares, Toys, Novelties, Christmas Cards, Christmas Candles, Salesboard Deals, Etc.

Please state your business when writing.
ORDERS SHIPPED THE SAME DAY.

WISCONSIN DELUXE CORP.
1902 North Third Street, MILWAUKEE, WIS.

TICKETS

FOR ALL MACHINES COUPONS AND CERTIFICATES
ELLIOTT TICKET CO.

12 VESTRY ST., N. Y. C.
127 N. DEARBORN, CHICAGO
815 CHESTNUT ST., PHILA.

CLOSING OUT SALE OF AUTOMATIC PAY TABLES

MYSTERIOUS EYE (Like New) . . . \$40.00	BIG LEAGUER (Model A) . . . \$42.50
CHAMPION (10 Ball) . . . 17.50	THE DARY (Counter Race Horse) . . . 18.50
MATCH PLAY (2 Ball) . . . 30.00	SPORTSMAN (Visible) . . . 35.00
RED ARROW (1 Ball) . . . 27.50	SILVER STREAK (Counter) . . . 15.00
PUT 'N' TAKE . . . 39.50	SPARK PLUG . . . 15.00
ROCKET (New Model) . . . 42.50	TARGET (Counter Pin Game) . . . 11.50
RAPID FIRE (1 Ball) . . . 29.50	TRAFFIC (Model A) . . . 27.50

TERMS: 1/3 Deposit, Balance C. O. D. Foreign Distributors Write.

IDEAL NOVELTY CO., 3003 Lemp Ave., St. Louis, Mo.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

PARLAY 1-SHOT WINNER with CHANGING ODDS!

AMCO

Locations FILL UP FAST with "PAMCO PARLAY" installed! Offers a CHANGE of PACE to players that keeps 'em coming back for MORE! If you want the BIGGEST VALUE in 1-Shot Automatic Pay-Tables—Take "PAMCO PARLAY"! Priced low at \$115.00

SEE IT AT OUR BIG ANNIVERSARY SHOWING!!

Write—Order NOW for IMMEDIATE DELIVERIES!!!

UNION NOVELTY COMPANY

4459 Olive St., St. Louis, Mo.

OUR 4th ANNIVERSARY USED MACHINE SALE

Rebound, Jr.	\$9.90	Big Leaguer (Model B)	\$35.00
Signal, Jr.	Each	Frisky (Late Model)	23.80
Bascon		Signal, Jr.	7.50
Major League, Jr.		Major League (Battler Up)	8.00
Impact		Drop Kick	8.50
Kings		Travel	13.50
Spot-A-Lite	\$16.50		
Genco Baseball	Each	COUNTER GAMES.	
Action, Jr.		Twins	\$ 7.80
Ticketite (Ticket)		Select 'Em Dice	7.50
		Baseball Dice	5.80
		PAYOUTS	
Big Leaguer (Model A)	\$45.00	Mysterious Eye	\$35.00
Red Arrow (Plug-in Model)	24.50	Put 'N' Take (Slide Door)	28.50
			\$32.50

Write for Our Price List Featuring All Latest Games.
UNION NOVELTY CO. 4459 OLIVE ST. ST. LOUIS, MO.

Two New Games Arrive at Eastern Bally Distrib's

NEW YORK, Nov. 16.—Bally Manufacturing Company's two new table games arrived in New York this week, and John Fitzgibbons, president of John Fitzgibbons, Inc., Eastern distributor, was highly impressed with their great sales possibilities.

Quoting Fitzgibbons: "Bally Manufacturing Company has been producing money-making pin games for operators these many years, and in my opinion the products are improving with each new model. Scrimmage, the new football game, has every feature the player likes, including a light-up score board and new match-color idea. Battle, new progressive score game, with its light-up totalizer and action backboard, is a game on which operators can make record returns."

John Fitzgibbons, who ordinarily doesn't go overboard on anything, is completely sold on these new models and raves about Bally's marvelous ability to produce winning games.

Hercules Reports That Counter Games Are Up

NEWARK, N. J., Nov. 16.—Irv Orenstein and Sammy Gisser, of Hercules Sales Organization, have turned to counter games with a will these past weeks. For some time both men have recognized the gradual rise of counter games in this territory. They claim that they were among the very first to sense the general move in this direction and featured for sale some of the outstanding counter games on the market some months ago.

At the present time they are arranging a complete display of counter games in their large showrooms. One complete division of the showroom will be turned over to a display of this character. Here they already show Penny Pack, Goal Line, Get-a-Pack and many

SLOT MACHINE BARGAINS

1—Celle 10c Doughboy, New.	\$80.00
1—Mills Gold Award 10c Bells.	55.00
1—Mills Gold Award 5c Bells.	55.00
1—Mills Eagle Front 5c Bells, Each.	35.00
1—Mills Goose-neck 5c Bells.	30.00
1—Pace Comet 5c Bells.	30.00
1—Jennings Century Triple Jack Pot 5c Machine.	40.00
1—Mills Q. T. 1c Bells.	30.00
1—Pace Bantam 1c Bells. Each.	30.00
1—Mills Automatic Pay Table.	20.00
2—Traffic Model A. Each.	55.00
1—Jennings Sportsman.	25.00
1—World's Series.	4.00
1—Bally Spark Plug, Late. Each.	12.50
1—King 8, Jr., New. Each.	15.00
1—Wagon Wheels, New. Each.	17.50
1—Depshert Non-Selective, Automatic 5c Slot Phonographs. Each.	80.00

Send 1/8 Deposit, Balance Shipped C. O. D.
 L. H. HOOKER, Arnolds Park, Ia.

WANTED PACE RACERS
 Get in good condition and price right. J. E. RIDE, 27 Preston St., Halifax, N. S., Canada.

others. They are also making quite a feature of the new Junior game. Many other counter games have been arranged for, and among all these, both Irv and Sam report, the Ticketite is still one of the leaders.

Beauty and the Beasts

HARTFORD, Conn., Nov. 16.—Abe Fish, of General Amusement Game Company, reports that since the addition of the very pulchritudinous Libbye Sinick to his office staff there has been a general boom in the number of bachelor operators calling at the offices of the firm.

Among these worshippers at the shrine of beauty, one operator in particular seems to be making the most progress, in name, Percival Levy, who is the partner of Frank Calano, two of the largest operators in the State.

It seems, Abe reports, that Levy could be found in the offices of the firm almost every hour of the day and became so persistent in his calls that partner Frank Calano strenuously objected and begged Abe not to permit him on the premises any more so that Levy could get some work done, at least once during the day.

But it seems that Percy Levy had been smitten by one of Cupid's arrows and the arrangements were made so that he

would only spend half the day in the store, he in turn arranged his working schedule so that he would be present most of the time that Libbye was there.

Now Abe is also complaining and between Abe and Frank Calano they have formed a regular complaint department, because it seems that when Percy and Libbye get together both men suffer from lack of work.

In the meantime young love is having its way while Abe and Frank seek a solution to the problem. It was suggested by one operator that wedding bells might be the best answer for all concerned.

PARK EXHIBIT

(Continued from page 3)

Beaches in the Hotel Sherman, Chicago, on December 2-6. This was made more evident today in an announcement by R. S. Uzzell, secretary of the American Recreational Equipment Association, formerly known as the Manufacturers' Division of the NAAAPP, which has charge of exhibits of devices and supplies this year.

More than three times last year's amount of space for booths has already been sold, said Mr. Uzzell, all of the main floor of the exhibit hall has been taken and displays are spreading to another room. Mr. Uzzell has prepared the program for sessions of the AREA, to meet in conjunction with the NAAAPP, and it has been sent to Secretary A. R. Hodge of the NAAAPP, Chicago.

President Maurice Plesen, of the equipment division, has returned here from Brussels Exposition and announced that a proposed charter to be granted the AREA by the State of New York will be ready for adoption at the convention.

IAFE RESERVATIONS

(Continued from page 3)

Manager Bering, however, states that there will be ample accommodations for everyone and is making special arrangements for the comfort and convenience of all who attend.

Many delegates to the various conventions scheduled for the week will arrive in Chicago on Saturday, November 30. Activities of the week will start on Sunday, December 1, when the annual memorial service of the Showmen's League of America will be held at Showmen's Rest in Woodlawn Cemetery. This service usually is attended by many fair men as well as showmen. On Monday the first sessions of the IAFE will be held. Tuesday night the Showmen's League Banquet and Ball in the Grand Ballroom of the Sherman will hold the spotlight, and Wednesday night the park men's banquet will be held in the same place.

Among early reservations noted are those of Fred A. Chapman, J. W. Russwurm, Senator Frank D. Fuller, D. F. McGowan, Charles W. Green, R. L. Lohmar, Mrs. Maude C. Stokes, Maurice W. Jencks, H. L. Finke, August Krantz, Bertel Jacobson, George A. Hamid, T. Gordon Dalglis, F. E. Sheldon, "Bill" Pollock and A. L. Hartzler, in addition to various booking agents and supply dealers, all of whom have reserved display rooms.

1936 MODEL BELL



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Built in 3 Models, Bell, Front Vender and Gold Award Built for 1c-5c-10c-25c Play Made Only By

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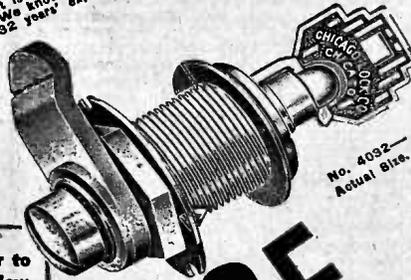


NEW BROOKLYN OFFICE—American Vending Company plant in Brooklyn, with office force shown in front. Evelyn Littman is in charge of the Brooklyn office. Milton Green, president, remains at the Newark headquarters of the firm.

Coin Machine and Vendor LOCKS

To the coin machine operator looking for a stronger, safer protection to his profits and to the manufacturer who realizes the importance of a lock as a selling point for his products, the ACE LOCK stands far above all others.

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KRAUSE GREATER SHOWS WANT

For Leon County Fair, Tallahassee, Fla., Next Week—One or two good Shows not conflicting. Opening for Monkey Circus or Dog and Pony Show. Can place legitimate Concessions. Address, this week, Brunswick, Ga.

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For indoor dates, fraternal circuses, promotions, etc. Single Elephant Act, Five-Lion Act, Dog and Goat Acts, Pony Drill, Bartoni Troupe Bareback Riders, High-leaping Greyhounds. Any act at liberty or complete Circus, including Aerial Acts, Clowns and Band. Have ring mats, curb, scenery and transportation. Address

GEORGE BARTON
WRIGHTSVILLE, GA.

WISE SHOWS Can Place

Several Grind Shows, Tilt-a-Whirl, any Ride, Minstrel Show; Pat Brady, advice. All Concessions open. Americus, Ga., Thanksgiving week, November 25-30, American Legion Empty Stocking Fund, downtown location, one block from Court House. Out all winter, Georgia and Florida. Vienna, Ga., to follow. All wires Newnan, Ga., this week.

GREATER DICKERSON SHOWS

NOW BOOKING FOR 1936 SEASON. WANT Ferris Wheel on 40/60 basis. Will furnish transportation and free storage this winter. WANT Shows that don't conflict. Stock Concession. No G. Rocky Mount, N. C.

WANTED CIRCUS ACTS FOR ROCKFORD LEGION, 6 Nights, December 2 to 7. Send photo and lowest price. GUERTIN AMUSEMENT CO., 504 Walnut, Rockford, Ill.

Dallas Distrib Moves

DALLAS, Nov. 18.—The Operators' Amusement Company recently moved into its new two-story building at 2509 Ross avenue. In the enlarged quarters the firm added new lines, including the distributorship for the 4-in-1 merchandise vander, Master-Line of merchandise venders, Pan confections for candy venders and other vending machines of merchandise.

G. W. Wrenn, field man for the firm, recently returned from a trip thru South and East Texas, where he reported conditions in good shape. Roy Jones, manager of the company, also made a trip thru Southern Texas covering the territory served by his company. B. W. Davis is a new addition to the firm's executive staff, taking over the position of general sales manager.

Ken C. Willis, manager of the Willis Distributing Company, this city, is on a trip thru the East in the interest of his company.

M. C. Phillips, of Phillips & Company, Tyler, was a visitor for several days early this week.

The talk around coin-machine row has centered on the big show in Chicago in January. Texas will be well represented.

J. Fred Barber, with Electro Ball since it was founded, was transferred to New Orleans to manage the newly opened office. His knowledge of the coin-ma-

chine industry assures him of every success.

Clyde Fowler, of the Texas Coin Machine Company at San Antonio, known as the "flying coin-machine man," still uses the air to deliver machines when immediate service is required. Fowler holds a government license to fly planes.

Texas Trade Twinkles

Are you going to the show? That is the question of the day in Texas, and the answer is, "Sure!"

The cool weather has increased business for operators. Crowds now gather inside, and that means bigger receipts for the cash box of all machines.

The entire industry in the State is watching with interest the coming big case before the Court of Criminal Appeals at Austin. It is supposed to come up within the next 60 days. However, and regardless of the decision, operating activities in Texas will continue, and some think even better. As one pioneer operator put it: "For 40 years these troubles have been in evidence and for 40 years coin-operated machines have kept going right along." However, a favorable decision is desired.

Reports are to the effect that Fisher Brown, who was recently injured in an automobile accident, is improving nicely. He has been confined to his home since the accident. Fisher is one of Texas' leading distributors and is president of the Texas Operators' Association.

The Santone Coin Machine Company, of San Antonio, headed by that super coinman, R. Warncke, is doing good business and has enjoyed a wonderful growth since opening some eight months ago. San Antonio is considered one of the leading coin-machine hubs of Texas. The association will hold a two-day session in that city next April.

Marvin McLarity, West Texas operator, three years ago was selling groceries. The depression hit his community and the boys who had carried Marvin's eats to their homes just couldn't pay for them. Finally Marvin had a talk with his banker and they decided that the best thing to do was to close the store, as it had already terminated in a relief station. So Marvin walked out with \$12 in his pocket. Then the thing happened. He spent that 12 bucks for a Bally Bosco dice machine, his first venture into the operating field. When he placed the Bosco on location he was broke. "That Bosco," says Marvin, "put me on my feet and before many days I had 30 of the little machines going." Today Marvin is one of Texas' leading operators and he started on 12 bucks, and that 12 bucks went for one Bosco and the little Bosco did the job. Marvin will be at the coming Chicago show and he'll be glad to tell you the story.

Describes Features of New Battle Table Game

CHICAGO, Nov. 18.—Announcing the new action game Battle, Jim Buckley, sales manager of Bally Manufacturing Company, does a Floyd Gibbons in rattling off the spectacular features of the game.

"This is one game," says Jim, "that will capture new locations for operators and hold the fort against competition. The public surrenders to its clever progressive score system, its new double-hit scoring idea, its realistic front-line-trench scenic panel and action light-up backboard, its light-up totalizer! Battle is as thrilling as a war-front newsreel. Bombs burst before your eyes in a blaze of light. Two big tanks lead the drive to high scores, shells shoot from a cannon to register 1,000 at every volley and the rat-tat-tat of the machine-gun sound effect completes the illusion.

"Battle is in the front line for player appeal. It's easily the most original and sensational 10-ball high-score game since Airway. Operators who get in the Battle now are sure to go over the top to bigger profits."

ROUTES

(Continued from page 33)

Original Floating Theater: Plymouth, N. O., 18-23; Columbia 25-30.
Ritchie Show: Lilly, Ga., 18-20; Leslie 21-23.
Wilson, Evonne, Mentalist: (New) Durham, N. C., 18-24; (Theater) Tarboro 26-28.
Wizarde Circus: (State) Ogden, Ia., 20-22.

Zinbad, Dr.: (Bridge) New York 21-22; (Garden) Brooklyn 23-27.

REPERTOIRE

Billyroy's Comedians, Billy White's; Tallahassee, Fla., 20; Monticello 21; Thomasville, Ga., 22; Sylvester 23; Moultrie 25; Tifton 26.
California Players: Manchester, Vt., 21-23; Wilkes-Barre, Pa., 25-27; Shickshinny 28-30.
Princess Stock Co.: Beebe, Ark., 18-23.
Tolbert, M.: Show: Madison, Fla., 20; Lake City 21; Cross City 22; High Springs 23; Starke 25; Williston 26; Dunnellon 27.
Sadler's Own Co.: Snyder, Tex., 18-23.
Stone, Hal, Show: Kapan, La., 18-23.

CARNIVAL COMPANIES

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

Bee, F. H.: (Fair) Lumberton, Miss.; (Fair) Gulfport 25-30.
Big 4: Union Point, Ga.; Commerce 25-30.
Big State: Houston, Tex.
Brewer: Ray: Cleburne, Tex., 18-26.
Bright Light: Fayetteville, Ga.
Bruce: (Fair) Newnan, Ga.; Macon 25-30.
Bunts Greater: Walterboro, S. C.; Brunson 25-30.
Carolina Am. Co.: New Brookland, S. C.
Corey: (Fair) Cleburne, Tex., 18-26.
Corey Greater: Conway, S. C.
Dixie Am. Co.: Girard, Ala.
Dixie Expo.: McRae, Ga.
Fairfield Am. Co.: Holliday, Tex.
Famous Dixie: Darien, Fla.
Florida Expo.: Crestview, Fla.
Georgia Am. Co.: Ellaville, Ga.
Gold Medal: Texarkana, Ark.
Great Coney Island: Franklin, La.
Great Northern: Morehouse, Mo.
Greater United: Corpus Christi, Tex.; Harlingen 27-Dec. 2.
Hames, Bill: Waco, Tex.
Hill Ernest: (Fair) Houston, Miss.
Hill Ernest: Erwinville, La.; Chenal 25-30.
Hughes Bros.: Buena Vista, Ga.
Joe's Playland: Waurika, Okla.
Krause Greater: Brunswick, Ga.
McGregor: Donald: Morehouse, Mo.
Mohawk Valley: (Fair) Madison, Ga.; (Fair) Claxton 25-30.
Oliver Am. Co.: Norphlet, Ark., 18-21; Smackover 23-30.
Page: (Fair) Statesboro, Ga.
Porter's United: Idabel, Okla.; Broken Bow 25-30.
Price Am. Co.: Ellaville, Ga.
Robeson United: Leesville, S. C.; (Fair) Chester 25-30.
Royal Amusement Co.: (Fair) Okolona, Miss.; (Fair) Louisville 25-30.
Royal Palm: (Fair) Panama City, Fla.
Shoemaker & Stewart Attra.: Oglethorpe, Ga.
Shugart, Doc: Cottonport, La.
Valley: Shafter, Tex.
Ward, J. R.: Biloxi, Miss.
West, W. E., Indoor: Weatherford, Okla.

CIRCUS AND WILD WEST

Bond Bros.: Hawkinsville, Ga., 21.
Sadler, Harley-Balley Bros.: Hamilton, Tex., 19; Gatesville 20; McGregor 21; Waco 22; Temple 23.
Silver Bros.: Spring Garden, Va., 19; Rodden 20; Chany Store 21; Virgilina 22; Clarksville 23.

Additional Routes

(Received too late for classification)
Almond, Jethro, Show: Brookneal, Va., 18-21.
Coward, Linden, Magician: Woodville, Ga., 18-23.
Delmar, Great, & Co.: (Daly) Los Angeles 21-23; (Cosmo) Glendale 24-30.
Dixie Fun Show: Alma, Ga., 18-23.
Frazer-James Dance Group: Milwaukee, Wis., 18-23.
Harian Med Show: New Albany, O., 18-30.
Howard's Museum: Bartlesville, Okla., 18-23.
King Felton: Eden, Tex., 18-23.
Lewis, Irving N., Merry Whirl Revue: Delhi, N. Y., 20; Johnstown 21-22; Walton 23; Cooperstown 24-25; Sidney 26; Stamford 27; all Smiley theaters.
Miller, Al H.: Show: Sycamore, Ga., 18-23.
Myhra Entertainers: Lignite, N. D., 18-23.
Palmetto Tent Show: Neeles, S. C., 18-23.
Sharpsteen Show: Coopersville, Mich., 18-23.
Taylor, Wm. F.: Show: Tampahores, Fla., 18-23.
Elmer, Prince, Mentalist: Utica, S. D., 18-23.

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81LK LINED TIES \$1.50 DOZEN \$18.00 GROSS
Beautiful Patterns. Biggest Values.
TAILOR MADE TIES \$2.00 DOZEN \$24.00 GROSS
Resilient Construction. Guaranteed Wrinkleproof. Both ends silk lined. Made from finest domestic silks. 50¢ salted. Rush your order now!
HAND-MAILED TIES, \$3.00 DOZ.
25% deposit, balance C. O. D. Money refunded.
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Write for Our Finance Plan. OHAS. GORR.
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THE BEST USED GAMES YOU EVER SAW AT THE LOWEST PRICES YOU EVER PAID!
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RED HOT XMAS CARDS COMIC XMAS GIFTS SURE FAST SELLERS.
 No. 2 Ass't., 20 kinds in three colors, 50c 100. No. 1 Ass't., 40 kinds, 50c 100; \$2.50 M. Xmas Sand Cards, small, 30c; large, 40c.
 400 doz. Xmas Comic Emergency Break Glass Card, 35c doz. The GIFT OF DIVINATION, very funny, \$1.50 doz. Order from above or send 25c for samples of Cards and Folders and our XMAS BULLETIN. NEW and FUNNY AUTO TIRE BANGS, best, 50c doz. NEW COMIC SILK HANKY, with cartoon picture, \$1.50 doz. The Nertz Panties with spiky poem, 75c doz. COMIC AGE THE METER, 60c per doz. NEW FUNNY SPOJOY—EMERGENCY KIT FOR THE BRIDE or GROOM!!! In special gold card, per doz. \$1.50. OUR NEW CATALOGUE IS READY send 6c for copy or \$2.00 for 50 Samples and all literature. MAGNATRIX NOV. ORP., 128 Park Row, New York.

New Sales Organization For Peo Games in East

BROOKLYN, Nov. 18.—Milton Green, president of American Vending Company, with offices here and in Newark and Hackensack, N. J., has recently opened offices at 50 Court street under the name Peo Sales Corporation.

The corporation will handle international sales for the Peo Corporation, of Rochester, N. Y., long engaged in the manufacture of coin-operated equipment under the leadership of Howard J. Peo.

It was reliably reported that the new firm will offer exclusive territorial propositions to leading distributors for the sale of new products. At the present time the firm is featuring the new Peo "1-2-3" game and will also soon have ready a pin game called East River.

The Rochester factory has been enlarged to take care of the orders of the new sales corporation and many improvements have been added to further speed national distribution.

Mr. Green is in charge of the new Peo Sales Corporation and will be in constant contact with the market for distribution of the products of the firm. Mr. Green promised some of the best games which have been seen in the industry and also stated that the games were being manufactured to meet the special demands of leading distributors throughout the country.

Morrie Ginsburg Is Back

CHICAGO, Nov. 16.—Thoroughly invigorated by his brief stay at Hot Springs, Morrie Ginsburg, head of the Atlas Novelty Corporation, returned last week to his desk.

After spending several days greeting his friends among the operators and jobbers, Morrie plunged wholeheartedly into routine business.

On his way to and from Hot Springs he visited a number of his out-of-town friends. He reports that from all appearances the coin-machine business is fairly good.

"Inasmuch as my trip was strictly pleasure, I did not make any particular effort to investigate conditions. However, from what jobbers and distributors along the route said to me, they are looking forward to a very good year."

Lazar Has Counter Game

PITTSBURGH, Nov. 16.—B. D. Lazar Company, distributing firm, is featuring the new A. B. T. counter game Sportland as one of the best counter games on the market.

J. D. Lazar reports that the great success of the A. B. T. Wagon Wheels assured them that operators will meet with the same success on the new Sportland game. The new game follows the traditional lines of Wagon Wheels except for the fact that it used animals on the circular strips instead of fruit-bell combinations.

The firm has been featuring counter games for some time and reports that operators find these small machines among the most profitable. Among other counter games being featured are the Exhibit Get-a-Pack and Goal Line and the Daval Penny Pack. They also have many others on hand and are making arrangements with the many manufacturers they represent for further counter games.

The large force of the firm is kept busy with delivery and shipment of new counter games to operators and jobbers in their large territory. The firm also has offices in Scranton and Reading, Pa., and these offices report remarkably large sales for counter games.

Electric Game Proves Its Worth To Help Locations

CHICAGO, Nov. 16.—Past week brought forth two novel ways in which Electric Baffle-Ball is pepping up business for merchants in addition to the tremendous earnings of this giant machine. A Chicago operator told of the following incident while he was at the Gottlieb plant placing his order for an additional lot of machines. It seems an enterprising druggist in one of his locations decided to profit by the intense interest created by the signal light and mystery jack-pot of Electric Baffle-Ball. "One day when I came to this store," said the operator, "I noticed a sign above the fountain reading—Try our Baffle Sundae—I asked the druggist what it was all about, and here's what he said:

"People," said the druggist, "like the idea of being surprised. I have found that crowds gathered around Electric Baffle-Ball show intense interest when the signal light flashes. No matter what the mystery jack pot is, it's just the idea of getting something that is not expected. I figured that the same thing might go over in a sundae. I make the mystery sundae differently each time, once I'll use chocolate flavor, the next time I'll use strawberry and various fruits and so on. In other words, the person ordering a baffle sundae doesn't know what he's getting until he sees it. And it's going over big."

Another operator, after being told this story, related what he found going on in a tavern that has an Electric Baffle-Ball installed. "The tavern keeper," he said, "posted a little card on the game saying that anyone getting the signal light was entitled to a free beer whether he won or not. Just the flashing of the signal light was all that was needed. If the player did not hit a payout hole while the light was on he at least got a free beer. If he was successful he got the payout, the mystery jackpot and the free beer. This added incentive always gets a crowd of players around the machine. They almost fight for the chance to insert a coin when they think the signal light will flash on." This extra award of a free beer stepped up the intake of the game many times over the normal.

"From these novel illustrations Electric Baffle-Ball has certainly become a strong influence in increasing business. Smart merchants are capitalizing on the mystery jackpot feature and no doubt a number of good tie-up ideas similar to the baffle sundae and free beer are being used.

"In the meantime let's not forget that the game itself is an outstanding drawing card. Because of the unusual interest in this game displayed by the merchants, Chicago operators claim that never before have locations asked for a specific game to be installed the way they're demanding Electric Baffle-Ball. With this added demand the Gottlieb plant is kept humming in order to fill the large orders of the Chicago operators. The operators are coming to the plant day after day asking for immediate delivery. In fact, they come with their cars and want to take the games right with them.

"Operators agree that signal light and mystery jackpot are the most sensational play incentives introduced in years plus the feature of the mint vender. The added element of mystery combined with the ever-present demand for skill make Electric Baffle-Ball the outstanding game of the day."

Recommends Jumbo Game

CHICAGO, Nov. 16.—Lee S. Jones, president of American Sales Corporation, says Bally's Jumbo one-shot game is the kind of machine he likes to recommend. "Our business," Lee states, "has been built on our ability to pick winners for our clients and our absolute refusal to recommend games merely on the manufacturers' say-so. Of late years we have made this policy even more strict and rigid than ever. We are financing the purchase of thousands of machines by operators who find this a logical means of rapid expansion. Naturally on this basis we can sell only games that will stay on location long enough to pay their cost and earn a substantial profit for the operator, and Jumbo is that kind of game. Both the payout and ticket model have the kind of appeal that insures long life and consistent earnings. That's why we've added Jumbo to the relatively small list of machines to which we are willing to give our personal indorsement."

THE GREATEST REASON WHY

PENNY PACK

IS THE BEST MACHINE--IS THE NUMBER OF IMITATORS IT HAS--AND OUTSELLS ALL OF THEM COMBINED

PENNY PACK



PENNY PACK is NOT based on price alone—but instead on a 2-YEAR UNCONDITIONALLY GUARANTEED—PROVEN PRECISION PERFECT MECHANISM—AND—superior PRIZE WINNER modernistic design beauty. Penny Pack is built to STAND UP on any type location FOR EVER—that's WHY MORE Penny Packs are SOLD DAILY than all other limitations combined. BUY Penny Pack TODAY! It's the GREATEST and MOST OUTSTANDING MONEY-MAKER in ALL coin machine history.

\$17.50 EACH
 F. O. B. CHICAGO
 With Take-In Register \$2.00 Extra

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3000 ITEMS FREE WHOLESALE CATALOG
1936 SPORS
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 NO. 1
 WORLDS BARGAIN BO
SPORS COMPANY
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Carter Blades \$3.98 + 1000
 Made of first quality blue Swedish Steel. Packed 5 Blades in Package, 20 Packages in Carton. An exceptional bargain on a Quality Blade.
SPORS COMPANY,
 11-35 Superior Street, LE CENTER, MINN.

HERE'S ORIGINALITY *by* EXHIBIT (as usual)

1 SHOT \$2 \$ \$ \$ \$

44:22 PAY OUT or TICKET TABLE

LOCATIONS TODAY WANT NEW BALL ACTION to get BIG PLAY

YOU'VE GOT IT—WITH EXHIBIT'S GREAT "GIANT" 1 SHOT PAYOUT TABLE

In "GIANT" you'll see what the rage will be thru 1936

WITH "GIANT" YOU GET ALL THE BIG PLAY FOR YOURSELF

THERE IS NOTHING TO COMPETE WITH IT

AVOID REGRETS GET IT NOW From Your Jobber

EXHIBIT SUPPLY CO. 4222-30 W. LAKE ST., CHICAGO

SOUTHERN OPERATORS "PAMCO PARLAY"

is the Very LATEST and GREATEST Game Creation. It's one of those ALL-TIME WINNERS you get but once in YEARS! It's a 1-Shot ODDS CHANGING machine with EARNING POWER so MIGHTY it knows no equal. SEE it—PLAY it—We HAVE it READY for YOUR Approval. Priced at... \$115.00

Write! Place Your Order Today.

H. G. PAYNE COMPANY 314 Broadway Nashville, Tennessee

Mutoscope Has Party

New devices shown indicate pioneer firm is still growing

NEW YORK, Nov. 16.—An array of new and unusual automatic devices were introduced to the trade and the public in an all-day party given by the International Mutoscope Reel Company, Inc. November 9.

The variety of the products introduced indicates the magnitude of the manufacturing facilities now offered by this pioneer firm in the coin machine industry. A new pinball game, a photomatic machine, new cranes, new Magic Finger game and new models of mutoscopes were shown. Bill Rabkin, president of the firm, was present to point with pride to the manufacturing achievements of the firm. Judge Jonah J. Goldstein attended the affair to pay his respects to Rabkin, fellow member of the Grand Street Boys' Club. The Judge spoke informally about present happenings, making humorous comments about the party and then provoked much laughter by his description of the Hebrew meaning of the word "party."

Atmosphere was given to the party by the presence of the lady employees who acted as hostesses. The versatile Grace Baron (Mrs. Bill Rabkin) headed the group. Among the lovely hostesses were Ruth Shapiro, with the Mutoscope organization for many years and known as the "personality girl"; Ruth Temple, called the "big sister of Shirley Temple"; Melba Schnepfs, described as a lovely little armful who has become very popular with the operators; Pearl Ponemon, the Mutoscope blonde; Sylvia and Anna Rabkin, important essentials of the organization. Eva Weinstein was not present.

Foreign trade representatives who happened to be in the city also graced the party. From far off Johannesburg, South Africa, came W. Boxer. Also, from Budapest, came Morris Latja, editor of several trade publications, who is interested in the developments of the modern coin machine industry. Both visitors stated that the coin machine industry in their respective fields was growing rapidly. Mutoscope personnel present included Bud and Jack Firestone, Frank Newman, photographer; Earl Winters, traveling representative; George Heitmanek, advertising manager; Ben Q. Becker, general sales manager; Archie Berger, export manager; Paul Whiteman, M. B. Leschin, credit manager, and others.

The new products introduced included the new Holiday Hits table game which applies the principle of the 12-month calendar and the most popular holiday in each. It has a lightup backboard and is built for a five or nine-ball game. The playing field is constructed in a double section. A new photomatic machine, which has been in development for a long time, was shown and attracted unusual attention. It provides a complete

photograph in a metal frame in less than one and one-half minutes. Guests present enjoyed the privilege of having their photos taken by this new machine. New model cranes were also shown, which indicate that Mutoscope is maintaining its reputation in this field. Two models of Magic Finger were also shown.

Among those who registered at the affair were: John Rose, of R. & C. Vending Company; J. Levine, Bill Walker, of Walker Distributing Company; Mac Schieber, Sam Soloff, Eddie Brothers, of the Loyal Sportland; Frank Keating, Jerry Murphy, Patsy Venti and Harry Goldberg, of the operators' association; Arthur Ferris, J. Cross, of Rotor Table Games Company; J. Benjamin, H. Frankel, of Crown Novelty Company; Richard R. Doerr and Henry Soback, of Dumont Shipping Company, Inc.; Moe Bolinsky, of Madison Square Sportland; Louis Rabkin, of Keansburg, N. J.; J. L. Cohen, J. Schwartz, Jerry Kossutt, Marvin Liebowitz, president of the Amalgamated; M. Rosen, J. Seligman, Max Schaffer and William Schork, the "sportland kings"; M. B. Leschin and Mrs. Leschin, credit manager for the firm; Mr. and Mrs. George Rabkin, Frank Dressler, of Dressler & Pilsner, creators of merchandise for diggers; Harry Bachrach, J. Curran, Joe Fierman, W. H. Troth, Irving Bachrach; Ralph J. Reinhart and Joe P. Orleck, of The Billboard; Bill Gersh and Hy Bernstein, of Byrde, Richard & Pound, advertising agency; M. Lebling, Ed Gordon, John Helfer, L. H. Rose, J. Louis Dramand, Frank Rosen, S. Lieberman, M. Liebman, R. Cohen, A. Silkawetz, M. Shapiro, Dr. D. Hartman, M. Schwartz, J. Allen, S. Gluckman, B. Wallach, J. Alter, F. Brady, M. Mendelson, Chicago; Mike Lona, J. Grabich, G. Antino, Louis Aaron, Manfred M. Link, of Detroit, Mich.; Nate Wechsler, of Yorkville Sportland; Frank Rogus, D. Kellen, Louis Goldberg, of the Premium Exchange; Joseph Fishman, executive director of the Amalgamated; L. Kreskern, C. I. Ives, Mike Koelingsberg, Alex Koenigsberg, H. Berkowitz, Mac Cohen, J. Schwartz, Al Gluck, Attorney Samuel Robert Weltz, Morris Silverstein and many others who came later in the evening.

Production Up on Turret

LOS ANGELES, Nov. 16.—The Automatic Amusements Company is busy turning out Turret, a new one-ball automatic payout table with animation. The size is 21x44 inches and the game is made with or without check separator. Turret was designed by Harry Williams, the well-known inventor and designer of many popular pin tables.

When coin is inserted in the coin chute the turret on top of the playing field revolves to various reward positions; first to the high reward, then slowly revolves to the next lowest reward and then it revolves to the lowest reward. Here the turret stops until next coin is inserted. A time shot that is very thrilling and the player must shoot fast and be quick on the plunger to catch his favorite of the three skill pockets.

The Gaylord Coin Machine Company, of Chicago, is Eastern distributor, and the Pacific Coast distributors are Mohr Bros., of Los Angeles.

The game is vastly different from most games on the market because of the many new features.



SO HOT--IT SIZZLES!!

Gets results where others fail—lightning fast returns.

SAMPLE BARREL	\$2.50
Refills	\$2.25
TAKES IN	\$144.00
PAY OUT	\$120.00
Nets	\$24.00

Agents Wire for Open Territory.

INDEPENDENT NOVELTY CO., 110 N. 5th St., Springfield, Illinois

BARGAINS IN AUTOMATIC PAYOUTS

De Luxe 48	\$55.00	Sportsman	\$25.00	Trafico	\$20.00
Gold Award	40.00	Do or Don't	25.00	Red Arrow	15.00
Rodeo	35.00	Gold Rush	22.50	Liberty Bell	15.00
Monarch	35.00	Put and Take	20.00	Champion	10.00
Ace	30.00						

One-Third Deposit Positively Required.

SOUTH COAST AMUSEMENT CO., M & M BLDG., Houston, Texas

EASTERN DISTRIBUTORS MILLS

JACK POT BELLS, Q. T. BELLS, JACK POT VENDERS, BALANCE, BLACK JACK, KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts., PHILADELPHIA, PA.

PEARL HARBOR, DIAL, TEN GRAND MYSTERIOUS EYE, HOLD AND DRAW.

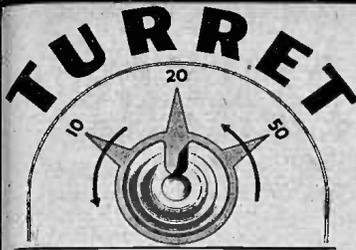
TICKETTE

RECONDITIONED MACHINES AT REAL BARGAINS.

Big Game	\$22.50	Banker	25.00	Gold Rush	\$35.00
Globe Trotter	17.50	Merry-Go-Round	5.00	Red Arrow	30.00
Sink or Swim	12.50	I. O. U. or G. O. D.	8.50	Do or Don't	35.00
Rebound	9.00	Tit for Tat	18.00	Wahoo	22.50
Skill Circle	15.00	Put & Take	27.50	Whirlpool (Ticket)	45.00
Traffic, Model C.	12.50	Rapid Fire	27.50	Rodeo (Ticket)	47.50
Beamite	10.00	Rockets	12.50	Gateway (Ticket)	40.00
Cross Cross Lites	12.50	Champions	20.00	Auto Flash (Ticket)	35.00
Score-A-Lite	11.00						

COMPLETE LINE OF NEW MACHINES. TERMS: 1/3 Deposit, Balance C. O. D. BE SMART! GET ON OUR MAILING LIST. Bargain List Every Month. MONARCH COIN MACHINE COMPANY, 2306-08 Armilago Ave. (Our New Home), Chicago, Ill.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS



TURRET

\$79.50

F. O. B. Los Angeles. 1/3 With Order, Balance C. O. D.
ONECK SEPARATOR, \$5.00 Extra.

IT'S RED HOT!
THE FIRST 1-BALL AUTOMATIC PAY TABLE WITH ANIMATION. The kind of a game operators like. There's a real thrill for the player in every game . . . that's why they keep playing it game after game and never grow tired.

ANOTHER
HARRY WILLIAMS SENSATION
"NUF - SAID"

MAMMOTH
Size: 21"x44".
Licensed by Consolidated Patents Corporation, No. 1802521.

RUSH YOUR ORDERS FOR IMMEDIATE DELIVERY.

EASTERN DISTRIBUTORS
GAYLORD COIN MACHINE CORP., 1227 Washington Blvd., CHICAGO, ILL.
AUTOMATIC AMUSEMENTS CO., LOS ANGELES, CALIFORNIA
2634 W. PICO ST.,

Daval Uses Racing Facts To Guide in Making Game

CHICAGO, Nov. 16.—With the introduction of its first racing pay table, Daval Manufacturing Company has gathered together many interesting racing facts. Because of the strict manner in which Daval has abided by all the rules and regulations of the race track in the construction of the game, even allowing the pari-mutuel odds to adjust themselves to the surprise of the player, the firm has sought facts concerning horses and horse racing for many months, and the compilation of these facts makes very interesting reading.

The game is based on a double-action racing pari-mutuel theory of getting the ball into any one of three winning hole combinations. This is a one-ball game. The winning holes are marked either "Win," "Place" or "Show." This follows the essential pay-off arrangements on the race tracks today.

But to carry forth the compilation of the winner's odds over the point of expectancy there is an additional thrill to the game and an additional odds calculator as on the English totalizer at the British race tracks or the American pari-mutuel machines setting the odds up to the minute the race is in full progress.

After successfully scoring the ball into any one of the three payout holes a small ball is automatically shot into the compartment for the combination on top of the board, giving the player the thrill of scoring further than expected.

Also continuing the theory of the game of the game, Daily Double, there is a central hole on the board that pays double the largest winner on any one of the compartments atop the board. This carries out the complete principle of the race-track methods of scoring and pay-off winnings.

The interesting facts gathered in the search for material concerning racing in general by Daval while the game was in the process of completion are as follows:

The highest price ever paid for a race horse in America was for Tracery. The amount was \$265,000. The highest purchase price for any foreign horse was for Gall Boy. The amount \$300,000.

The jockey who won the most races in any one year in America was W. Miller in 1906, who brought winners in 388 times. A close second to himself in 1907, when he brought in 334 winners, and following him there is V. Powers in 1908, who brought in 324 winners. Of the modern riders, the man to bring in the most winners was J. Westrope in 1933 with 501 winners.

The largest winnings by any one horse in one single year happened in this modern era in 1930 when the famous Gallant Fox brought his owner \$308,275 in winning purses. Second to this remarkable record was Zev in 1923 with \$272,000.

The fastest horse over the mile run, not over a straight course, was Equipoise at 4 years of age, carrying 128 pounds, who ran the mile in 1 minute 32 2-5 seconds. He established this record at Arlington Park, Illinois, June 30, 1882.

The greatest amount won by any one stable in any one year was by the Bancocas Stables owned by H. F. Sin-

chair in 1923 and the amount was \$438,849.

The greatest total purses and running stakes placed on American tracks was in 1927, with \$13,935,610 featured.

On the turf time is expressed in minutes and seconds only. A mile is 5,280 feet or 1,760 yards. A furlong is one-eighth of a mile or 220 yards. All the data which was accumulated by Daval and which has proved very interesting to horse lovers who have called at their factory was not wasted in the least. It proved the point to A. S. Douglas, president of the firm, that the interest in horse racing is becoming greater every year and that the most popular general sport in the world, in which millions of persons daily indulge, is horse racing. Therefore every feature of Daily Double has been so arranged that it meets with the popular and general conception of racing and the double-action arrangement of the pari-mutuel odds payoff in the three separate compartments on top of the game, first to appear in the pay table field, bring the industry the first thrilling double-action game.

Production on Tango Is Started at Evans Plant

CHICAGO, Nov. 18.—Full production started today on the new Tango table game in the big factory of H. C. Evans & Company, pioneers of more than 30 years in the manufacture of amusement devices for clubs. The new game is a mechanical adaptation of the idea contained in the ever-popular screeno, bingo and similar park games familiar to old and young. The game will be built according to the standards of perfection established by this firm when it announced its first coin-operated amusement device about four years ago. Jobbers and operators who use the firm's machines have become accustomed to depending on the mechanical qualities of the firm's products.

Besides offering a novelty 10-ball game, Tango is housed in an attractive cabinet and the decorative appeal of the playing board is all that the operator could ask for. The illuminated back-board is in keeping with the very latest ideas in providing the attraction of lights and also making it easy for player and location to determine the score. The lighting effects are such as to increase the player's interest as the game proceeds. The scoring board is adaptable to almost any winning combinations that the operator wishes to offer his patrons. Two possible chances for a winning score are offered in each game. A special skill hole makes it possible for the player to recover all out balls, thus increasing the legal aspects of the game. The scoring balls are marked with a double set of numerals so that high score awards may be offered if desired. The game may be had with batteries or electric pack, and an especially efficient battery hookup has been worked out for this type of game.

Cante Boosts Red Cross

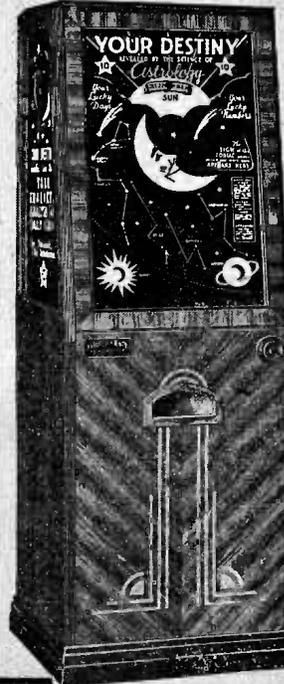
NEW YORK, Nov. 16.—During the World War James Cante, of W. J. C. Vending Company, served as a sailor for Uncle Sam. Jim claims that during his period of service the Red Cross took exceptionally good care of him and his buddies. So now at both his New York and Brooklyn offices Cante has allowed the Red Cross to put up banners and install collection boxes.

HERE'S ACTUAL PROOF!

"During the last ten weeks the Astrolograph has done an average gross business of \$125 weekly."

H. R. ENDE,
RADIO KEITH ORPHEUM
Division Manager.
Radio City, NEW YORK CITY.

Astrolograph



SEEBURG'S NEW HOROSCOPE MACHINE THAT VENDS A COMPLETE CHARACTER READING FOR ONLY 10c

The ASTROLOGRAPH is fully automatic. The patron turns the handle until his or her birth period appears on the chart . . . a ten-cent coin is inserted . . . automatically the sign of the Zodiac under which the patron was born appears on the chart . . . and then a complete character analysis is vended giving the lucky and unlucky days, flowers, numbers and colors.

RECEIPTS FROM R.K.O., CAPITOL, PARAMOUNT AND OTHER LEADING THEATERS FOR THE PAST 11 MONTHS ARE POSITIVELY PHENOMENAL.

The ASTROLOGRAPH has been on test locations in the leading theaters in the East and Middle West for the past 11 months. Actual photostatic copies of the tremendous receipts will be furnished to you upon request. Write or wire us now! We will inform you as to the correct method of operating the ASTROLOGRAPH and also give you more detailed information.

J. P. SEEBURG CORP.
1510 DAYTON ST., CHICAGO, ILL.

ANY 5 GAMES FOR ONLY \$19.50

Action, Jr.	Oris Cross	Esquibo	I. O. U.	Merry-Go-Round	Signal
Cannon Fire	Drop Kick	Fleet	Lighting	Safety Zone	Subway
Gastie Lite	Electro	Golden Gate	Live Power	Sensation	Super "8"
		Gridiron	Mailx Keys		Zip

IMPORTANT No less than 5 games to a customer. All cash or money order must accompany orders shipping O. O. D.—No two games of same kind to any one customer allowed.

TAKE YOUR CHOICE FROM GAMES LISTED

UPREME VENDING COMPANY INC.
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A LAZAR SENSATIONAL SPECIAL!
... on Rock-Ola's 2 Great Games ...

T.N.T. AND BIG GAME

only... \$22⁵⁰ EACH
or... 2 for \$37⁵⁰

only... \$29⁵⁰ EACH
or... 2 for \$49⁵⁰

A 1/3 Certified Deposit Must Accompany Order, Balance Shipped C.O.D. SUBJECT TO PRIOR SALE DUE TO LIMITED QUANTITY—FREE—NEW DESCRIPTIVE CIRCULARS ON ALL THE LATEST GAMES!

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OFFER YOU
PROVEN
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JUNIOR

A pull of the Plunger sends 5 balls zig-zagging down the field to a pocket. Fast — PROFITABLE! **\$19.50**



PENNY PACK

Modernistic Cigarette Machine with Coin Vender. Big money maker \$42 extra if Register is wanted. **\$17.50**



WRITE, PHONE OR WIRE TODAY FOR DETAILS. Gerber & Glass will show you how to run it at a profit!

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BIGGER HITS

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BALLY HITS

Every Bally Game is designed and manufactured with the express purpose of making more money for operators. That is the biggest reason for Bally's success— they have made good with the operator. And now, in keeping with the policy of Bally Mfg. Co., we offer you

★
SCRIMMAGE

THE NEW FOOTBALL GAME WITH THE
LIGHT-UP SCORE BOARD, ANTI-TILT
AND MATCH COLOR IDEA

★ Every Thrill in Football—Every Feature that pin table players want—is incorporated in Scrimmage. They'll flock to it like they flock to an ARMY-NOTRE DAME game. They'll play it . . . and play it.

EASTERN OPERATORS: FREE, "The Bally Coin Chute," 16-Page Magazine.

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IMMEDIATE DELIVERY!
WRITE! WIRE! PHONE!

John A.

FITZGIBBONS INC.

453 WEST 47th ST., (Tel.: Lac 4-9472-3) NEW YORK, N. Y.

Pacific Amusement Has New Odds-Changing Idea

CHICAGO, Nov. 18.—Much comment is being heard concerning the advent of the new "parlay" idea in payout pin table games. In practically every gathering of coin-machine men the parlay idea has become the topic of general conversation. This applies not only to the operating and jobbing trade, but to manufacturers also, who recognize exceptional long-run production possibilities thru applying the parlay principle in games now under way.

"The first pin table to include the parlay idea of changing odds on automatic payout pockets has been produced by Pacific Amusement Manufacturing Company, hence the name Pamco Parlay in naming the new machine. The early model junior parlays were built into smaller cabinets with a visible odds commutator on the face of the playboard. However, drastic changes have been made to greatly improve the new senior model Pamco Parlay. The machine is said to be much more massive, having over-all dimensions size 50x24 inches. It is equipped with a light-up backboard, upon which a parlay odds-changing drum is made to spin each time a coin is inserted, thereby establishing varying values on all payout holes.

"There are 18 payout pockets in all on the face of the machine, arranged after much testing and deliberation, also protected by means of metal flags and coil-spring bumpers. All payout pockets have a potential value ranging from 10 cents to \$1.50, which amounts to odds ranging from 2 to 1 to 30 to 1. Two holes in particular termed Daily Double and Parlay Purse offer highly attractive scoring possibilities. Their values fluctuate in the higher brackets from 10 to 1 up to \$1.50, and can easily be adjusted to pay out a considerable amount where special location conditions exist.

"According to descriptions furnished by Bon MacDougall, Pacific's ace idea man and the creative mind behind Pamco Parlay, the senior model possesses some mighty catchy operating features. He states that months of intensive study and preparation have been

expended in designing the machine to give it the very latest in distinct operating advantages. For example, there's a drawer in front which contains the pendulum anti-tilt, power supply, cash box, coin chute and payout unit. The drawer pulls out for easy access to each of these important mechanisms. All working parts having to do with payouts, the cash box, etc., are completely armored. In fact, the hand of the master game builder has not overlooked the slightest mechanical or electrical detail.

"All in all, Pamco Parlay Senior, with its handsome two-tone cabinet, streamlined effects, with a plentiful sprinkle of gold over solid colors, presents as fine an example of quality production as possible to produce. Leading jobbers and operators in every section of the country are evincing much interest in this new order of amusement game scoring."

Reports Record Business In Four Oriole Offices

BALTIMORE, Nov. 18.—Business is booming at the four offices of the Oriole Coin Machine Corporation and Ed V. Ross reports they are far ahead of the same period a year ago. Along with this good news comes the happy announcement that Hirsch de La Vlez, one of the largest coin-machine operators in the South, is now connected with the Washington office of the Oriole Corporation. Mr. De La Vlez is a former coin-machine manufacturer and has a large following in his line.

He will be in charge of the operators' division of Oriole's Washington office. A large dinner was tendered Mr. De La Vlez November 8 in Washington by the Oriole corporation in honor of his joining the Oriole fold. E. V. Ross left for Pittsburgh recently to meet Mr. Bolles, credit manager of the Wurlitzer Phonograph Corporation, and party to be entertained in Pittsburgh in connection with attending the Army-Pitt football game. There is, however, a sad note this week in the Oriole ranks since the 1-year-old daughter of Jack Staples, general manager, passed away from spinal meningitis. The funeral was held from Mr. Staples' Washington home November 7.

Ticket Sale Encouraging

CHICAGO, Nov. 18.—With the advance ticket sale past the 2,000 mark and indications that nearly 4,000 merchants and their friends will attend, the gala party of the Organized Operators' Association of Chicago, scheduled for the night of November 27 in the grand ballroom of the Hotel Sherman, has taken on the proportions of a three-ring circus. Fred A. Mann, president of the association, announced today.

"Despite the gloom caused by clashes with the authorities and legal difficulties experienced by several of the operators, the morale of the membership is 100 percent and the party will be a never-to-be-forgotten evening of entertainment," Mr. Mann declared. In addition to a lavish show featuring the pick of radio, stage and screen stars, the show will be augmented by George Devron's Orchestra, strolling entertainers, and many surprise features.

While most of the activity will center in the grand ballroom, where the dancing and floor show entertainment will be staged, the association has reserved the entire mezzanine floor for that evening. A special 100-foot bar, impromptu entertainment, and many other features will be offered on the mezzanine.

During the past week officials of the organization have been lining up entertainment and working out the plans for the gala evening. Those active in the arrangements are Fred A. Mann, president; H. Guttman, secretary, and A. R. Whitehead, who is chairman of the ticket committee and is to a large measure responsible for the big advance sale.

Detroit Trade Notes

L. V. Rohr, Detroit jobber and operator, under the name of the Rohr Sales Company, reports business generally slow, but is more than satisfied with his gum-machine business. With a large route of machines of this class in operation, Rohr says that while the individual income is constantly small and never achieves the spectacular returns of some more popular types of machines, that it is a genuinely consistent source of profit.

James Ashley, operating under the name of the Lincoln Novelty Company, largely in the phonograph field, reports business steadily picking up in this department. The newer types of music machines have proved popular in Detroit and play on them is improving.

Ashley also is a jobber, operating in this case as the American Novelty Company, and has recently added Frank Crier as a salesman contacting the local trade, making a total staff of seven. Ashley reports dissatisfaction with the jobbing business, however, because of prevailing conditions of low margins on machines in this territory.

Max Schubb, veteran local operator has left the sales staff of the Rohr Sales Company and is now operating on his own at 1250 Webb avenue.

Any Mouse Traps?

Who among the coin machine fraternity possesses a literary mind or remembers the poets and philosophers of long ago?

Perc Smith, of Exhibit Supply Company, Chicago, has had a rumbling back in his subconscious mind for days and all the rumbling seems to be about an old saying that the world would beat a path to the backwoods door of the man who built a better mousetrap than the ones already on the market.

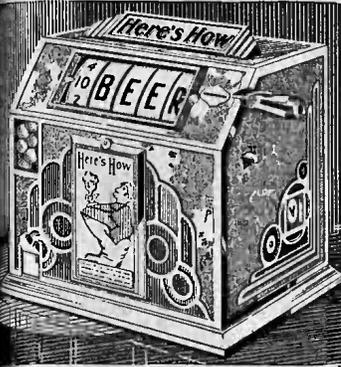
Sounds like Emerson to me. Anyway, Perc is very anxious to get the quotations to keep among his souvenirs. He will not say whether he is about to begin making coin-operated mouse traps. All he will say is that he wants the quotation.

For those who do not know it, Perc, in his better moments, likes quotations from the poets and philosophers and can quote many of them as spice for rich traveling salesmen's stories.

Send the quotation to Perc Smith, Exhibit Supply Company, 4222 West Lake street, Chicago (because there is a big bet on that the coin machine industry has no literary genius who remembers the quotation.)

HERE'S HOW IS NOW **3 Machines In 1**

With Interchangeable Reels for "Beer," "Trade" and "Smoke."



Five Reels, All Aluminum, Vieille Coins, Introductory Price, **\$12.50** 5-10-25c Play, 18 1/2" x 11" x 8", 18 Pounds, F. O. B. Chicago.

This world's most popular game is now equipped with 3 sets of interchangeable reel strips, switched in a jiffy from one game to another, opening up taverns, cigar counters and every kind of a location for this marvelous money maker. Three games for the price of one.

The object of the game is to spell the word "BEER," "SMOKE," or "TRADE." First reel tells awards. New—hotel—plenty of suspense—plenty of play—big fat collection. Thousands of spots waiting for this winner. Change of reel strips gives you another game.

PIERCE TOOL & MFG. CO. 3329 F. HAVENWOOD AVE. CHICAGO, ILLINOIS

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 item 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 Schall's Chocolates,
8 Full Pound Boxes Chocolates.
3 Three-Pound Boxes Mrs. McLean's Fancy Chocolates.
1 Three-Hundred-Hole Salesboard.
21 Winning Numbers.
Your Cost Complete Only **\$5.75**.
Deposit of **\$8.00** Is Required on C. O. D. Orders.
Send for complete list of Turkey Cards and New Salesboards. Xmas edition of the Hustler Catalog is now ready. When requesting copy mention your line of business.

LEVIN BROTHERS Terre Haute Indiana

Buy Your A. B. T. New Counter Games, Wagon Wheel and Sport-lan from

Kentucky's Oldest Distributor. Established in 1915. **\$19.75** Ea. Immediate Delivery on Both Games. One-Third Deposit, Balance on Delivery.



KENTUCKY SPRINGLESS SCALE CO., Inc. 814-816-818 E. Second St., P. O. Box 836, LOUISVILLE, KY.

18 Paces Races
FOR SALE, **BORDER SALES COMPANY, PHARR, TEX.**

Turkey Cards All Kinds
Low Prices
Send \$1.00 for 8 Different Samples.
WERTS NOVELTY COMPANY, Inc. MUNCIE, IND.

Western Equipment To Give Big Opening Fest

CHICAGO, Nov. 18.—The grand opening of the new plant of Western Equipment and Supply Company will be celebrated with a big party November 23. Jimmy Johnson, general owner of this enterprising concern, says the sky will be the limit for one of the biggest parties the industry has known. There will be plenty of everything the boys want, said Jimmy, and "I know what they like." The affair will start Saturday any time the guests arrive and will continue until the wee hours of the next morning.

The new building is a modern plant located at 925 West North avenue, and the structure is a two-story building with a floor space on both floors and basement of 75x150 feet. Besides the building, there is a huge parking lot next to the building which measures 50x150 feet, where customers can drive in. The offices have been lavishly furnished with expensive furniture that is comparable to the exclusive offices of bank directors and large industrial executives.

A huge iron gate at the entrance of the building is said to have cost \$5,000 to build. And last but not most important, a unique bar has been installed in the showrooms, where many a good time will be had and many an argument settled when the boys meet and feel inclined to "cut it up."

News Article to Editor

To the Editor: Your article in *The Billboard* entitled *The Church May Use Pinball* for its young people is very interesting and I would like to ask you to send a marked copy containing this article to the editor of our local newspaper. I believe he might use it to discuss the various attitudes in regard to pinball games. At the present we are having a bit of local discussion as to whether all of these machines are legal. Any items you have which may be suitable to give to the local paper, also those which would be suitable to give to my attorney to use before the city commission, would be appreciated.—C. R., Mississippi.

ANNOUNCING
A NEW SERVICE
FOR READERS OF **The Billboard**
WHOLESALE MERCHANDISE DEPARTMENT
Starts in This Issue
Immediately Preceding the Amusement Machine Section
News and Advertising on Premiums, Prizes and All Digger and Salesboard Merchandise Items.
SAVE MONEY BY BUYING THRU THIS NEW DEPARTMENT

Tops 'Em All
ELECTRIC BAFFLE-BALL
ONE BALL
Automatic Payout with **MYSTERY JACKPOT** and **SIGNAL LIGHT**
Yes, sir, it tops 'em all in beauty in appeal in playing action... and in profits. No wonder Chicago operators are clamoring for more Electric Baffle-Balls. This giant game has the greatest of all play attractions... **MYSTERY JACKPOT** with **SIGNAL LIGHT!** 23 by 48 inches crammed full of tantalizing action and suspense. Watch the added excitement when the Signal Light flashes on. It means any payout hole filled releases the **Mystery Jack-Pot**. Also pays out extra Silver Awards on **TWO** Pockets. See for yourself. Get Electric Baffle-Ball today
GIANT SIZE
\$89.50
Tax Paid, F. O. B. Chicago. **MINT VENDOR & CHECK SEPARATORS, \$10.00 Extra**
IMMEDIATE DELIVERY
YOUR JOBBER OR D. GOTTLIEB & CO.
2736-42 N. PAULINA ST. CHICAGO, ILLINOIS

CLOSE-OUT SPECIAL SALE
MILLS TICKETTES \$8.50 (LOTS OF 5 OR MORE)
SLIGHTLY USED LATEST NEW MECHANISMS
Perfect Working Condition. Tickets, with or without Fortunes, \$1.75 per 1,000, in 5,000 Lots. **SINGLES \$9.50 Ea.**
1/3 Cash With All Orders, Balance C. O. D.
MILLS BALANCE \$39.50 IMMEDIATE DELIVERY
MILLS EASTERN DISTRIBUTORS. **683 BROADWAY, NEW YORK CITY.** (Tel.: GRamercy 7-7072.)
UNITED AUTOMATIC SALES CO.

MAKE BIG MONEY
From Now Until Christmas Selling **JUMBO TURKEY BOARDS**
A Real Flash that Readily Sells at \$1.00 Each. 150 Holes. No numbers over 150
BRINGS \$21.45 and SELLS \$22.50 per 100
1 Turkey, 1 Goose, 1 Duck and 2 Chickens.
Price \$3.00 per Doz. Sample, \$1.00.
Remittance With Order, or 50% on C. O. D.
Arcade Novelty Co., 927 Walton Ave., St. Louis, Mo.

ATTENTION OPERATORS—NEW AND USED MACHINES

Rodeo, One Shot	\$72.50	Carloca	\$77.50	Flying Turf	\$88.50
Prospector	78.50	Lucky Stars	44.50	Model "A" Ivory Golf	97.50
Jumbo	88.50	Flying Colors	39.50	Model "B" Ivory Golf	74.50
Mammoth	89.00	King Fish	74.50	Battle	47.50

USED MARBLE GAMES
Live Power \$18.50
World Series 3.50
Jig-Saw \$ 3.50
Forty-Second Street... \$ 3.50

NEW COUNTER GAMES
King Six \$28.70
Mysterious Eye 67.50
Dial Vender, 10 Play 63.50
Flying Vender, 50 Play 57.75

USED COUNTER GAMES
Sweet Selly \$ 5.00
Natural Dloe 8.00
Baby Shoe \$10.00
Dice-O-Matic Vender 8.00
1/3 Deposit, Balance C. O. D.

NEW MARBLE GAMES
Wagon Wheels, 50 Play \$18.75
Horse Shoes 12.50
I. O. U. 12.50
Twins 12.50
Pipo Eye \$10.00

ROANOKE VENDING MACHINE EXCHANGE 101 Commonwealth Ave., ROANOKE, VA.

TAKING THE PLACE of EVERYTHING ELSE-

PAMCO PARLAY

THE LONE STAR GAME

PAMCO PARLAY

OFFERED BY LEADING TEXAS DISTRIBUTORS

ELECTRO-BALL CO.,
1200 Camp St.,
Dallas, Tex.

EARL E. REYNOLDS,
Jefferson Hotel,
Dallas, Tex.

STELLE & HORTON,
1513 Louisiana St.,
Houston, Tex.

COIN MACH. SALES CO.,
M. & M. Bldg.,
Houston, Tex.

FRANKRICH DIST. CO.,
Medical Arts Bldg.,
Ft. Worth, Tex.

GREEN & PRICE,
Italy, Tex.

NORTHWEST TEXAS NOV. CO.,
620 Tenth St.,
Wichita Falls, Tex.

WRITE! WIRE!
TODAY!

GREATEST SCORING IDEA IN YEARS!

"PAMCO PARLAY"! It's so Utterly DIFFERENT—so Far SUPERIOR to all other 1-Shot Machines there's no comparison. A Rotating Drum WHIRLS round on the Lite-Up Board, and sets up a New Set of Numbers. Yes, ODDS actually CHANGE automatically on ALL Payout Pockets EACH time! And HOW they GO for those Wandering Values of 10-20-30-40-50c-\$1.00 and \$1.50 all over the board.

There's a "DAILY DOUBLE" pays 50c to \$1.50 - and a Big "PARLAY PURSE" for MORE!

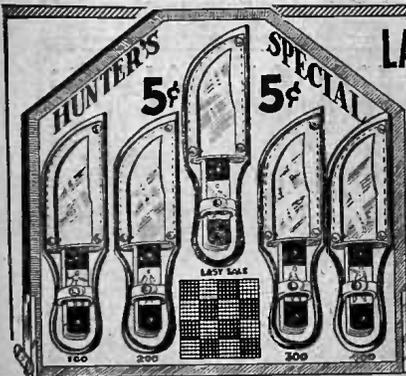
If you want a Principle of Action FULL of SUSPENSE—that's grossed as HIGH as \$194.35 in three days' time—then "PAMCO PARLAY" Senior is the game to GET and OPERATE Today!

SEE YOUR NEAREST DEALER NOW!

SIZE
50"
x
24"
Priced At
\$115.00



SOUTH COAST AMUSEMENT COMPANY
M & M BLDG., HOUSTON, TEXAS



LATEST KNIFE DEAL

A hot deal this, it sells on sight. Any live wire man can make big money fast with this one. Takes in \$20.00 (400 5c sales).

B20—With 5 Photo Hunting Knives. Complete. **\$4.55**

B21—With 5 Novo Pearl Hunting Knives. Complete. **\$4.55**

B26—With 5 Mottled Celluloid Hunting Knives. Complete. **\$3.95**

25% deposit, balance C. O. D. New Catalog 358 on request. State business, as we do not send catalogs to consumers.

JOSEPH HAGN COMPANY
"The World's Bargain House"
217-225 W. Madison St., CHICAGO

ATTENTION! Mills TICKETTE operators

New type Tickets for Mills Tickette Machines. Figured to pay out about 42% and guaranteed to work better than any tickets made for this machine to date. In Lots of 1,000, \$4.80; in Lots of 5,000, \$14.40; in Lots of 10,000, \$14.30; in Lots of 25,000, \$4.45. 1/3 Deposit, Balance C. O. D. Be sure and send for our Big Bargain List. Bargains aplenty. Pin Games from \$1.50 up. **Great States Mfg. Co. 1605-07-09 E. 39th, Kansas City, Mo.**

SPECIAL ONE WEEK CLOSE OUT

Brand new **BIG GAMES** with sound effects \$20⁰⁰

SOUTHERN AUTOMATIC SALES COMPANY

Phone: 540-542 South Second Street, LOUISVILLE, KY. Est. 1923.
WAbash 5484. THE HOUSE THAT CONFIDENCE BUILT.

BARGAIN PRICES EVERY DAY IN THE WEEK

SLOT MACHINES	\$10.00 Up	IRON CLAWS	\$45.00
ERIE DIGGERS	17.50	CIGARETTE VENDERS	15.00
PENNY PAKS	17.50	TAVERN & PENNY SMOKE	13.75

SALESBOARDS AND PREMIUMS.
All Latest Games in Stock at Factory Prices. Assorted Electric Games, 10 for \$30.00.
LEHIGH SPECIALTY CO., 2nd & Green Sts., Philadelphia, Pa.

RECONDITIONED MACHINES
QUICK SILVER (Practically New) \$19.90
Drop Kick, Signal, Jr.; Electro, Golden Gate, Contact, Master, Oriss Cross \$4.90
Castle Lite, Flying Trapeze, Sr. I. O. U., Rebound, Beacon, Major League, Sr.; Signal, Sr.; Kelly Pool, Cannon Fire, Jr. \$8.90
WRITE FOR BABE'S BARGAIN BUYS.

EASTERN DISTRIBUTORS
J. H. KEENEY'S MAMMOTH SENSATION
NEW YORK STATE DISTRIBUTOR
★ PACE'S RACES ★
Eastern States Representative: SUPERIOR SALESBOARDS

KAUFMAN 455 West 42nd St. Tel. Meadison 3-0468
NEW YORK CITY

Buy from Exclusive distributor:

EXHIBIT'S NEW GIANT. 1 Ball Pay Table	\$87.50	EXHIBIT'S FOOT BALL. 10-Ball	\$97.50
EXHIBIT'S GET A PACK	\$12.50	EXHIBIT'S GOAL LINE	\$12.50

TERMS: 1/3 Cash, Balance C. O. D.

H. & D. SALES CO. Knoxville, Tenn.

CANDY SALESBOARD DEALS

WONDERFUL PROFITS
We Give You a 24-Hole Salescard and a Pound Box of High-Grade Assorted Chocolates For Every Punch.

DEAL COSTS YOU \$4.50—BRINGS IN \$8.00

SEND \$4.50 FOR SAMPLE DEAL—YOU'LL BE SURPRISED.
(Deal Consists of 24 Pound Boxes of Candy and One Card.)
25% Deposit With All Orders. Balance C. O. D.

MARVEL CANDY CO., 101 Wooster St., New York City

WATCH FOR OUR WEEKLY SPECIAL!

THIS WEEK'S SPECIAL
GENCO'S SCORE-A-LITE \$8.50

WRITE FOR OUR COMPLETE PRICE LIST
UNITED OPERATORS SERVICE CORP. (MANAGED BY "DINGY" HOFMAN)
2330 N. Western Avenue, Chicago, Ill.

PIN GAME OPERATORS Make Extra Money QUICK | DIGGER OPERATORS

from your present locations with our
HOLIDAY SPECIAL
JUMBO Lite Size SCOTTY DOG EXTRAORDINARY VALUE
at \$3.50 Complete, with 800-hole QUICK ACTION SALESBOARD
APPEALS to EVERY GROWN-UP as a MARYBLOUS CHILD'S GIFT
Limited Quantity—Act at Once! Immediate Shipment \$1 Deposit. Balance C. O. D.
ALLBRIGHT MFG. CO. 170 FIFTH AVENUE NEW YORK

**WHILE THEY LAST
LIMITED SUPPLY
PLUS & MINUS-\$29^{.50}
TREASURE SHIP-\$39^{.50}**

BOTH ARE ONE-BALL AUTOMATIC PAYOUTS

Factory Reconditioned—As Good As New!

HURRY! 1/3 Cash With Order—Balance C. O. D. **HURRY!**

D. GOTTLIEB & CO.

2736-42 N. PAULINA ST., CHICAGO, ILL.

**A 20 to 1 Favorite Over All Others—
"PAMCO PARLAY"**

and naturally so—for "PAMCO PARLAY" grinds out HEAVY CASH in ENORMOUS AMOUNTS constantly. Has Big Operating Features not found in any other game. CHANGING ODDS on Payout Pockets create a SENSATION—Pack Locations to the Jimit! "PAMCO PARLAY" is a BIG VALUE—WORTH 5 TIMES this price **\$115.00**

THE VENDING MACHINE CO.

205 Franklin St. FAYETTEVILLE, N. C.

READY FOR IMMEDIATE DELIVERY

BOOK-OLA'S DE LUXE "40" PAY TABLE (Size 46"x22")-\$89.50. STONER'S TACKLE, \$44.50
GUARANTEED USED MACHINES - PIN GAMES

A. B. T. Winner	\$18.00	Cross Cross-A-Lite	\$12.50	Pennant	\$ 4.00
Action, Jr.	10.00	Cross Country	49.50	Quick Silver	25.00
Advance (Seeburg)	15.00	Cross Roads	22.50	Rebound	10.00
Ancher (A. B. T.)	49.50	Drop Kick	7.50	Rock-Ola "21"	18.00
Auto Dart (A. B. T.)	32.50	Frisky	25.00	Signal, Jr.	7.50
Auto Flash (A. B. T.)	47.50	Genco Baseball	22.50	Signal, Sr.	12.50
Ball Fan	21.50	Golden Gate, Jr.	5.00	Sink or Swim	12.50
Beam Lite	15.00	Forward Pass	5.00	Split Seconds (New)	20.00
Beacon	8.00	Gridiron	9.00	Star Lite	12.50
Big League	49.50	Kelly Pool	12.50	Tokalite (Ticket Game)	21.50
Blue Break	8.00	Kings	22.50	Traffic Lite	17.00
Calvacade	10.00	Major League	8.00	Three-In-Line	22.50
Clubs Cross	8.00	Neonads	18.00		

AUTOMATIC PAY TABLES
Sportsman \$45.00 Triple Bank (A. B. T.) \$49.50
Traffic, Model "A" 40.00

COUNTER GAMES

Hold & Draw	\$19.50	Turf Flash	\$19.50
King's Six	19.50	Texas League	19.50
Twins (Dice)	10.00		

PHONOGRAPHS

Selectophone	\$125.00	Mills 875	\$150.00
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TERMS: 1/8 Deposit With Orders, Balance D. O. D.

W. B. SPECIALTY COMPANY, 2507 Marcus Ave., St. Louis, Mo.

MONEY! Nothing But MONEY!

Balance

"Never saw a straight amusement game make this kind of money. \$48.55 in two days' play!" J. Seegar, Penna.



\$39^{.50}

Ten Grand

"The Ten Grand tables have been running practically continuously. Play on 5 tables totaled \$285.45 for two and a half days! Ship me 5 more at once." Geo. Hanff, Ohio.



\$98^{.50}

Jobbers! You Can Buy Direct from

United Automatic Sales Company, 693 Broadway, New York City
Keystone Novelty Company, 26th and Huntingdon, Philadelphia, Pa.
Calcutt Vending Machine Co., 209 Franklin St., Fayetteville, N. C.
Mills Novelty Company, 1182 Market St., San Francisco, Calif.
Mills Novelty Co., 4100 Fullerton Ave., Chicago, Ill.



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.



BEST BUYS ON USED GAMES

Genco Baseball, \$16.00; Kings of the Turf, \$24.00; Big Game, \$23.00; Spit Fire, \$23.00; Ball Fan, \$18.00; Spoolite, \$13.00; Beamlite, \$11.00; Beacon, \$10.00; Cyclone, \$19.00; Drop Kick, \$7.00; Dealer, \$10.00; Times Square, \$21.00; Builder Upper, \$16.00; Barrel Roll, \$19.00; Signal, Sr., \$12.00; Quick Silver, \$18.00; Play Ball, Ticket, \$47.00; Rodeo, One-Ball Payout, \$39.50; Gold Rush, \$39.00; Synohro, Sr., \$15.00; Split Second, \$20.00; Cross Cross, Plain, \$7.00.

1/3 Deposit, Balance C. O. D., F. O. B. Chicago.
National Coin Machine Exchange 1407 DIVERSEY, CHICAGO, ILL.
First With Latest New Games—Get Your Name on Our Mailing List

A BRIGHT STAR ON THE PIN TABLE HORIZON!

LUCKY STARS



ONE OF THOSE GAMES THAT WILL CLICK INSTANTLY EVERYWHERE

Lucky Stars is easy to play and understand. It immediately attracts and holds the player's attention. Lucky Stars is a natural on any location!

The object is to spell the word "STAR" on the lite-rack by making the S-T-A-R holes on the playing field. The player then tries to fill the reward holes that range from 10 to 100 in a semi-circle at the top of the board. The last consecutively filled hole starting with 10 is the reward won by the player for skill.

Order Yours Today!



MODERN NATURAL WOOD FINISH TRIM ON BLACK 21x40 DE LUXE CABINET

\$44.50
TAX PAID
F.O.B. CHICAGO

GENCO Inc.
2625 N. ASHLAND AVE.,
CHICAGO, ILL.

A BRAND NEW LIST OF BARGAINS

USED PIN GAMES OF ALL TYPES—WITH AND WITHOUT AUTOMATIC PAYOUT—EVERY machine comes to you ready to set on location and carries the regular VENDING MACHINE COMPANY GUARANTEE TO GIVE SERVICE. Write or wire your order now. INSTANT SHIPMENT.

(If games wanted are not listed, write for our complete list of Used Machines.)

9-A. B. T. AUTODARTS	Each \$27.50	3-MILLS PEARL HARBORS	Each \$54.50
2-A. B. T. AUTOCOUNTS	12.50	2-ROTO-LITE	18.00
2-BIG LEAGUES, Automatic Payout	37.50	5-REBOUND, JR.	8.00
5-CAVALCADES	9.00	27-LATEST MODEL ROOKETS,	Automatic Payout
4-FRISKY	18.50	11-ROCKETS, Blue Caps	28.00
2-HIT ME	4.95	1-SPLIT SECOND	11.00
1-JUNGLE HUNT	8.00	16-JENNINGS SPORTSMAN	Visible Coin Chute Model, Serial over 9,000
2-KELLY POOLS	9.00	1-JENNINGS SKYWAY, Automatic Payout	42.50
14-MAJIK-KEYS KICKERS	2.95	3-SCORE-A-LITE	29.50
2-MILLS STANDARD CANNON FIRE	11.00	18-MODEL "A" TRAFFIOS	27.50
2-MILLS JUNIOR CANNON FIRE	11.00	8-MODEL "B" TRAFFIOS	16.00
2-MILLS EQUITY, Automatic Payout	42.50	14-MODEL "C" TRAFFIOS	1.00
1-MILLS Q. T. PAY TABLE	39.50	6-TICK-A-LIVE	17.50
2-EXHIBIT PLAY BALL TICKET GAMES	47.50	4-THREE-IN-LINES	9.00
5-PLUS AND MINUS, Automatic Payout	37.50	1-TREASURE HUNT	10.95
3-PYRAMIDS WITH FREE GAME FEATURE	18.50	54-SLIGHTLY USED MILLS TICKETTES	Each Machine Comes Equipped With 500 Extra Tickets

TERMS: Fifty per cent certified deposit with order. We ship C. O. D. for balance due.
THE VENDING MACHINE CO., 205-215 Franklin St., Fayetteville, N. C.

OPERATORS GET BUSY!—It's Headed Your Way!

"PAMCO PARLAY"

Yes, Sir! It will PAY you to be FIRST with "PAMCO PARLAY" in your Choice Locations. For, this Mighty 1-Shot ODDS CHANGING Game is headed into every direction FAST! Has Operating Advantages never before built into any machine. It's a Splendid Value at **\$115.00**

Write—Order TODAY for SPEEDY DELIVERIES!!!
KENTUCKY AMUSEMENT CO.,
226 W. WALNUT STREET,
LOUISVILLE, KY.

REMODELING SALE
WE MUST CLEAN UP ENTIRE STOCK OF USED GAMES. CONTRACTORS ARE REMODELING BOTH BUILDINGS. TO BE BETTER ABLE TO SERVE OUR CUSTOMERS. Following Games are in A-1 condition, ready for location. At these low prices games should move rapidly. Order at once, giving second and third choices. One-third deposit with order.

Base Hit	\$15.00	Genco Baseball	\$15.00	Starlite	\$15.00
Big Bertha	7.00	Hazard Dice Game	4.00	Scorelite	10.95
Big Games	20.00	Jennings Football	7.00	Sigbee	8.00
Beamite	10.00	Jack Rabbit	5.00	Synchro	8.00
Beacon	10.00	Jungle Hunt	15.00	Selectam Dice	7.00
Blue Streak	4.00	Jockey Club	15.00	Showdown	1.00
Checkers	4.00	Live Power	8.00	Signal, Sr.	10.00
Crack Shot	5.00	Liberty Bell	32.50	Shyver's Can'n Fire, Jr.	8.00
Oriss Cross	7.00	Match Play	32.50	Shyver's Can'n Fire, Sr.	8.00
Jr. Contact	10.00	Merry-Go-Round	4.00	Shyver's Kickoff, Sr.	8.00
Equipe	8.00	Metropolitan, Sr.	8.00	Shyver's Kickoff, Jr.	8.00
Flying Trapeze, Jr.	6.00	Mills Jr. Cannon	12.00	Superior Cigarette	10.00
Flying Trapeze, Sr.	8.00	Mills Standard Cannon	10.00	Tickettes	20.00
Forward Pass, Jr.	4.00	Mills Impact	9.00	Tickettes	9.00
Forward Pass, Sr.	6.00	Olympic Sweepstakes	4.00	Traffic	14.00
Golden Gate	5.00	Pyramid	30.00	Three in Line	18.00
Gridiron	8.00	Rebound, Jr.	10.00	Twins (Dice)	7.00
		Register	7.00		

MILLS TICKETS FOR TICKETTES, \$1.50 per Thousand.
Groetchen's Famous PENNY SMOKE and TAVERN VENDERS, with 1,000 Balls of Gum, \$19.75.
COMPLETE STOCK OF ALL NEW GAMES READY FOR IMMEDIATE DELIVERY.
SOUTHERN AUTOMATIC SALES CO.
540-542 South Second Street, LOUISVILLE, KY.
Phone: WAbash 5484. Estd. 1823

ACME'S PRICES ARE ALWAYS LOWEST

Golden Gate	\$ 2.50	Major League, Jr.	\$ 5.00	Skyscraper	\$ 3.10
Kings of the Turf	17.50	Major League, Sr.	5.00	Castle Lite	5.00
Seven-Eleven	35.00	Rebound, Jr.	5.00	T. N. T.	12.50
Tic for Tat	14.00	Rebound, Sr.	7.00	Big Game	20.00
Tri-Lite	12.50	Rocketite	5.00	A. B. T. Auto Flash (Ticket Game)	25.00
Beam Lite	7.00	Starlite	3.00	Oriss-Cross	4.00
Beacon	4.00	Safety Zone	3.50	Kings	14.00
Cavalade	7.50	Signal, Jr.	3.50	Spotlite	12.00
Electro	3.00	Sink or Swim	5.50	Pyramid (Free Play Unit)	30.00
Flying Trapeze, Jr.	8.50	Travel	12.00		
Genoo Baseball	10.00	Quick Sign	12.00		

Rush 1/8 with Order, Balance O. O. D., F. O. B. New York.
WRITE FOR PRICES ON Olympios, Balance, Holiday Hits, and All the Latest and Best Games.

ACME VENDING COMPANY
1121 ST. NICHOLAS AVE.
448 NINTH AVE. NEW YORK, N.Y.

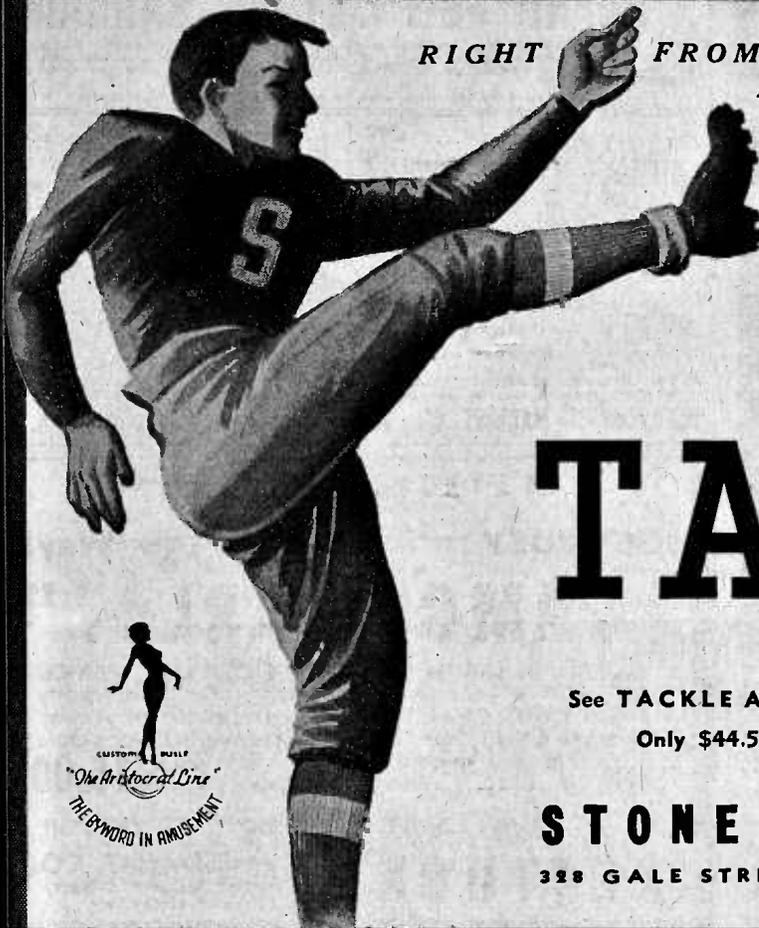
SALESBOARD OPERATORS Takes in **\$24.00** Costs You **\$2.90**

2,400 to sales takes in \$24.00, nets \$19.60 after Cigarette payout. You can sell outright to dealer for \$7.75. On 50% commission you collect \$9.00. We carry a large line of Penny and Nickel Bonnie, complete with manufacturer's name, manufacture Blank Boards, a complete line of Cut-Out Boards—in fact, any kind of Board you want, at the right price.

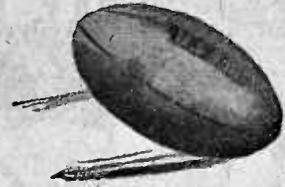
WRITE FOR SAMPLES AND PRICES.
General Sales Company
121 4th Avenue, South, NASHVILLE, TENN.

One-Third Cash with Order, Balance O. O. D.

The Last "Word" in Your Letter to Advertisers, "Billboard"



RIGHT FROM THE START...
A WINNER!



STONER'S TACKLE

See TACKLE At Your Local Dealers—Immediate Delivery.

Only \$44.50 F. O. B. Aurora, Illinois, Tax Paid.

STONER CORPORATION

328 GALE STREET ★ AURORA, ILLINOIS



Get a Gobbler!
Select Your Favorite Girl's Name and Get a 10 Pound Turkey

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
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Non-breakable center fold. Fits coat pocket. Produced in full colors. Exclusive trouble-proof name registry.

HAMILTON MFG. CO.
MINNEAPOLIS - MINN.

On all orders for Turkey cards, full payment must be

We furnish Turkey Cards with take-in as follows: "Numbers 1 to 10 Free—Numbers 11 to 25 Pay What You Draw—Numbers over 25 Pay only 25c." Also, "Numbers 1 to 10 Free—Numbers 11 to 85 Pay What You Draw—Numbers over 85 Pay only 35c."

Size	1c to 25c Cards with 10 Free Numbers Take In	1c to 35c Cards with 10 Free Numbers Take In	Per Doz.	Per 100.	Per 500.	Per 1000.
60	\$11.45	\$14.50	\$0.84	\$5.87	\$23.84	\$44.01
70	13.05	18.00	.93	6.44	26.09	48.14
75	15.20	19.75	.98	6.71	27.21	50.19
80	16.45	21.50	1.01	6.99	28.84	52.26
100	21.45	28.50	1.17	8.12	32.88	60.51

sent with order. State take-in that you desire. Add 10% govt. tax to all prices.



WE'VE SOLD
OVER 3,000

PENNY PACK

ORDER TODAY.

**SICKING
MFG. CO., INC.**
1922 FREEMAN AVE.
CINCINNATI, O.

BECAUSE PENNY PACK is the Greatest and Most Sensational Counter Game that has ever appeared in ALL coin machine history. PENNY PACK is NOT based on price alone, but instead on PROVEN Precision Performance 2 YEAR UNCONDITIONALLY GUARANTEED Mechanism. Every operator who has purchased the modernistically beautiful PENNY PACK has reordered in BIG Quantity. RUSH YOUR ORDER for PENNY PACK TODAY — LEARN WHY — "PENNY PACK LEADS the Pack."

\$17.50
With Take-In Register, \$2.00 Extra.
1/5 Deposit with Order, Balance C. O. D.

SHOOT FOR THE MOON

15¢ * \$1.500 * \$25.00

**SUPERIOR SALESBOARDS
WILL DOUBLE YOUR PROFITS**

SHOOT for the MOON

Takes In (600 Holes at 5c) \$30.00
Pays Out (Average) 13.55

Average Profit \$16.45
Thick Board—Large Tickets—Easel—Celluloid Protector Over Jack Pots.
Price \$2.25 plus 10% U. S. Tax

11 Big Hits in Our New Catalog. ASK FOR IT.

SUPERIOR PRODUCTS, Inc.
2900 So. Michigan Ave., Dept. 7, Chicago
SLOAN NOVELTY & MFG. CO., Philadelphia, Pa.
1250 No. 10th Street, Eastern Representatives.

EAT AND SMOKE

1,200 Holes.

Sells 85 Pounds of Poultry and 20 Packs of Cigarettes. Takes in \$60.00, Pays Out \$28.50.

GLOBE PRINTING CO.
1023 25th ST. PHILA. PENN.
16-18 WEST 22ND STREET, NEW YORK N.Y.
416 SOUTH WELLS STREET CHICAGO, ILLINOIS. 272-274 MARITTA STREET ATLANTA, GEORGIA

Price \$1.65
Plus 10% Tax.

3502 1/2 McKinley St. Tacoma, Wash.
477 Third Street, San Francisco, Calif.
1352 N. E. 1st Ave. Miami, Fla.
227 So. Presa Street, San Antonio, Tex.

GET THE TURKEY EAT AND SMOKE

A FULL LINE OF TURKEY CARDS

CATALOG GLOBE 124 PAGE NEW CATALOG IS READY NOW AND IS YOURS FOR THE ASKING

PAMCO

MIGHTY ODDS CHANGING 1-SHOT
Records in Coin



LARGE
SENIOR
MODEL

SIZE
50" x 24"

PRICED
LOW
AT

\$ **115⁰⁰**

OPERATORS-JOBBERS

It HAD to come! The Industry NEEDED a New Machine to REVIVE Public Interest! And right in the "nick" of Time—Pacific produces "PAMCO PARLAY" Senior—New Hair-Raising, Blood-Warming, 1-Shot Game with MORE THRILLS in six seconds than in six hours with anything else!

SHIFTING ODDS ON PAYOUT HOLES—A CHANGE OF PAGE AMAZING TO ALL!

Think what it means! With EACH Coin—a New ODDS VALUE *instantly and automatically* attaches itself to ALL Payout Pockets in FULL VIEW on the Lite-Up Board. It's 2-4-6-8-10-20 or 30 to one—a DAILY DOUBLE for 50c to \$1.50, or the PARLAY PURSE for MORE! The boys in the "KNOW" call it the Biggest SURPRISE Money-Maker in the History of the Coin Machine Business!

Act NOW!

GET YOUR
"PAMCO

PACI

PARLAY

GAME *Upsets all Previous Machine Earnings—New! Different*

It's the Smartest Idea in Coin Machine History

We say it again! For **HERE AT LAST** is the *very* game you've been waiting for. Check these Superb Features—It's "PAMCO PARLAY" with **PERFECTION IN EVERY** respect for **PERFORMANCE** and **PROFITS** *Everlasting . . .*

- Beautifully Decorated and Illuminated Back-board.
- Over-Size Play Field—Completely Armored.
- New Anti-Tilt, Cheat-Proof, with Sensitive Adjustment.
- Newly Designed—Highly Armored Check Drawer.
- Pacific Developed—Never-Failing Contact Switches.
- Perfectly Improved Payout Unit.
- Automatic Payout with Variations on **DAILY DOUBLE** and **PARLAY PURSE**.
- Hair Trigger Plunger with New Graduated Skill Gauge.
- Massive Cabinet—Handsomely Designed in Two-Tone Color Effects.
- Handy Pull-Out Front Drawer Containing Power Supply—Payout Unit—Cash Box—Anti-Tilt and Coin Chute.

Write! Wire!
GUARANTEED SAMPLE
PARLAY" TODAY!!!

AMERICA'S LEADING DISTRIBUTORS ARE READY WITH "PAMCO PARLAY"

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NATIONAL COIN MACH. CORP.,
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369 Chestnut Street,
Springfield, Mass.

SILENT SALES,
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207 Westport Avenue,
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UNION NOVELTY CO.,
4459 Olive St.,
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THE VENDING MACHINE CO.,
205 Franklin Street,
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GEORGE PONSER CO.,
11 East Runyon Street,
Newark, N. J.

H. W. SEIDEN & CO.,
61 Hudson Ave.,
Albany, N. Y.

D. ROBBINS CO.,
1141 De Kalb Avenue,
Brooklyn, N. Y.

AUTOMATIC INDUSTRIES, INC.,
991 Main Street,
Buffalo, N. Y.

AMUSE. NOVELTY SUPPLY CO.,
312 Carroll Street,
Elmira, N. Y.

MODERN VENDING CO.,
656 Broadway,
New York, N. Y.

JOHN GOODBODY,
1824 E. Main St.,
Rochester, N. Y.

WM. P. DONLON & CO.,
24-26 Bank Place,
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THE MARKEPP CO., INC.,
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Cincinnati, O.

THE MARKEPP CO., INC.,
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A. S. L. SALES CO.,
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BOYLE AMUSEMENT CO.,
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Oklahoma City, Okla.

B. D. LAZAR CO.,
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109 Franklin Avenue,
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R. F. VOGT,
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PIONEER NOVELTY DISTRIB. CO.,
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SEE YOUR NEAREST JOBBER WITHOUT DELAY!!!

FIG

AMUSEMENT MANUFACTURING COMPANY

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SCRIMMAGE

BATTLE



THE LIGHT-UP
FOOTBALL
SENSATION
OF THE SEASON

- LIGHT-UP SCORE-BOARD
- LIGHT-UP ANTI-TILT

IT'S "IN THE FRONT LINE" for ACTION
and RAPID-FIRE EARNING POWER!

See, hear and play BATTLE—the greatest 10-BALL HIGH-SCORE ACTION game since Airway—and you'll understand why operators are rushing to join the BATTLE army! Be a BATTLE "dough-boy" and clean up some real "dough"! Order from your tobber today!

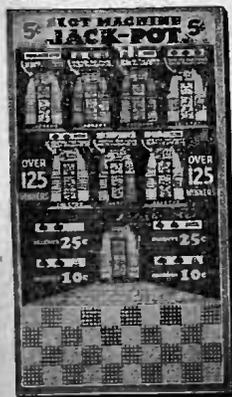


\$44.50
F.O.B. CHICAGO

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\$47.50
F.O.B. CHICAGO

BALLY MANUFACTURING COMPANY
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JOHN A. FITZGIBBONS, INC., East. Fact. Rep., 453 W. 47th St., New York, N. Y.
MANUFACTURERS OF JUMBO AND PROSPECTOR



Here's a Brand New One and It's a Honey!

Sensational, new, beautiful slot machine board with 8 big \$5.00 Jackpots, one of which goes with the last punch on the board, insuring the operator a complete sell-out. Over 125 WINNERS on this Beauty for Profit!

WRITE for New Big 64-Page Color Catalog Showing Over 200 Other Fast-Selling Money-Making Numbers, as well as the largest assortment of plain boards on the market. Kindly state business.

GARDNER & COMPANY,

2309 Archer Avenue, Chicago, Ill. 44 N. 4th Street, Philadelphia, Pa.
417 Market St., San Francisco, Calif. 24 W. Connecticut, Seattle, Wash.

MOSELEY'S SPECIALS

- Slightly Used Machines, Mechanically Perfect, Offered Subject to Prior Sale:
- | | |
|---|--------------------------------|
| 5 SQUADRONS, Like New, Each... \$30.00 | 8 SPOT LIGHTS, Each... \$10.50 |
| 10 HUNTERS, Latest Model, Each... 45.00 | 10 SUBWAYS, Each... 6.00 |
| 10 Model A TRAFFICS, Each... 28.50 | 10 BEACONS, Each... 6.00 |
| 5 Model C TRAFFICS, Each... 12.00 | 5 ACTIONS, Each... 6.50 |
| 10 SIGNALS, to Play, Each... 5.50 | |

WE HAVE MORE THAN 200 OTHER BARGAINS IN SLIGHTLY USED MACHINES. Ask Us To Put You on Our Mailing List. Get Our Price Before Buying Elsewhere. Either New or Used Machines.

1/3 CASH WITH ORDER, BALANCE O. O. D.

MOSELEY VENDING MACHINE EXCHANGE, Inc. 80 Broad St., Richmond, Va.
Day Phone 3-4511. Night Phone 5-5328.

Turkey Push Cards					ORDER FROM THIS AD Send 25% with Order, Balance O. D. USE AIR MAIL
Hols.	Takes In.	Per Doz.	Per 100.		
60	\$14.45	\$0.20	\$6.00		
70	13.85	.90	6.75		
75	15.20	.95	7.25		
80	16.45	1.00	7.50		
100	21.45	1.15	7.75		

These Prices Include Government Tax.

Our 1935-'36 General CATALOGUE IS READY
172 Pages of the Latest and Fastest Selling Items at Lowest Possible Prices...
Write for your Catalogue Today! Be Sure to Mention your Line Of Business.....
MIDWEST MERCHANDISE CO.
1026-28 BROADWAY, KANSAS CITY, MISSOURI.



Wanted Salesmen for RO WO BO New Master Game
1,300 Combinations at 5c Brings In... \$90.00
Advised Payout A Cash or Trade... 72.00

Clear Profit... \$18.00
If Used for Merchandise Vendor, Extra Profit... 21.60

TOTAL PROFIT... \$38.60

Deal sells for... \$5.00
Cost to Salesman... 2.50

Clear Profit... \$2.50

WER'S NOVELTY CO., INC.
MUNCIE, INDIANA

DONCEALED COLORS
600 red
600 blue
600 white
All with one serial number

THE GREATEST SUCCESS

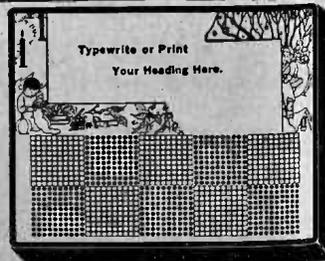
IS ASSURED ONLY WITH THE BEST MACHINES. WE ENDORSE NO OTHERS, Jackpot Bells—Vendors—Counter Size Machines—Amusement Table Games—All Sizes. ALWAYS FIRST WITH LARGE STOCK OF THE LATEST CREATIONS.
BANNER SPECIALTY COMPANY, 1530-32 Parrish St., Philadelphia, Pa.

HOLIDAY BOARDS CARDS AND HEADINGS

Special Decorative Gummed Labels for the Holidays

Make up your own Deal and typewrite the payout wanted. Christmas and other Holiday Headings measure 7"x3" and fit all wide 64 to square inch Boards from w200 Holes to w2,000 Hole.

CHAS. A. BREWER & SONS, Largest Board & Card House in the World, 6320 Harvard Ave., Chicago, U. S. A.





Rush Your Order PIPPIN IS THE NEW BIG HIT!

44⁵⁰

20 in. x 40 in.
Priced Tax
Paid, F. O. B.
Chicago.

**Chicago
Coin
CORPORATION**
1725 W. DIVERSEY
PARKWAY
CHICAGO

**OPERATORS—JOBBER—HERE'S
A SURE BET—PIPPIN IS CLICKING
EVERYWHERE—GET YOURS**

There's no gamble when you order PIPPIN—No Sir! When RE-ORDERS start pouring in the way they are WE KNOW WE HAVE A POSITIVE WINNER! PIPPIN has clicked in a great big way. See it at your jobber—play it! You'll get a kick out of the double kicker action, lite-up backboard. You'll be thrilled with its play. We urge you again to order PIPPIN today—you can't go wrong!

**THE GAME WITH THE DOUBLE
KICKER ACTION BACK BOARD**

**SUPREME VENDING WESTON NOVELTY
CO. CO.
Brooklyn, N. Y. London, England
Met. N. Y. Distributor European Distributor**

Ready for Delivery

KICK-OFF YOUR SIGNAL FOR BIGGER PROFITS

A Real Football Board That Will Score Plenty Profit Points for You Jumbo Board—Extra Thick, with Fraud-Proof Winners.

1000 HOLES—5c PLAY
Takes In - - - - \$50.00
Payout-Average - \$19.15
Profit-Average - - 30.85



No. 1189 \$3.83 PLUS TAX
Each

**FOR BIGGER AND BETTER
SALESBOARD PROFITS . . .**

**SEND FOR OUR NEW CATALOG OF PROFIT
MAKERS**
Write, Stating Your Line or Business to
HARLICH MFG. CO. CHICAGO, ILLINOIS
1417 W. JACKSON BLVD.

**The VENDING
MACHINE Co.**

*The South's Largest Distributors
for the World's Leading Manufacturers
of Coin Operated Devices.*

WRITE FOR LATEST LIST OF NEW AND USED MACHINES.
205-215 FRANKLIN ST., FAYETTEVILLE, N. CAR.

Coin Operated Machines
Slot Machines
Marble Games

"CENT-A-PACK" WITH GUM VENDER

Hundreds of locations waiting for this new, profitable 20 stop Reel Cigarette Machine. CENT-A-PACK location tested and guaranteed for life of machine against mechanical defects. Average payout 48%.



Plain Model, Single Door.

Plain Model,
\$12.00
With Register and Double Door,
\$1.50 Extra

Large Sales Volume and Increased Production Makes This Price Possible.
1/3 Deposit With Order.



Double Door and Register

SICKING MFG. CO., INC. 1922 Freeman Ave., Cincinnati, O.

FAST SELLING SPECIALTIES FOR DEMONSTRATORS PITCHMEN AND NOVELTY WORKERS SEND FOR A COPY OF OUR LATEST CATALOG



B1759—The Old Reliable Glass Cutter Knife.
Per Gross, \$12.00.



NOVELTY SWISS DANCERS
\$5.00
Per Gross
With Instruction Sheets

XMAS CARDS ASSORTMENTS
EXCEPTIONAL VALUES
B5965—12 Assorted Xmas Cards In Box. Per Dozen Boxes, \$1.10
B5966—20 Assorted Xmas Cards In Box. Per Dozen Boxes, \$2.00
B5967—24 Assorted Xmas Cards In Box. Per Dozen Boxes, \$2.85
B5968—21 Assorted Xmas Cards In Box. Per Dozen Boxes, \$4.50

B3482—Hurst Gyroscope Top. Per Dozen, \$1.30; Per Gro., \$15.00
B2159—Black Creeping Mouse, Sparkling Eyes. Per Gross, \$3.75
B2210—Mechanical Swimming Doll. Per Gross, \$8.50.

B2106—Fur Jumping Dog, with Rubber Tube and Bulb. Per Gro., \$6.75.
B2458—Movable Hand Wrist Watch. Each In Box. Per Gross, \$4.00.
B5707—Krinkle Dancing Flapper. Each In Glassine Envelope. Per Gross, \$4.50.

B1767—Czecho 3-Blade Toothpick Knives. Gross, \$1.40.
B1768—Czecho 5-Blade Toothpick Knives. Gross, \$1.65.

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

**After Nov. 23 it will be
too late to catch the**

XMAS

HOLIDAY MERCHANDISING ISSUE

DATED NOVEMBER 30

**Last display advertising forms will go to
press on Saturday, Nov. 23. If position
is desired in any particular depart-
ment copy must be received by Nov. 20.**

Mail, Wire, or Phone Your Copy Today

**The Xmas Number will be on sale Nov. 26, a full month before
Xmas, during the best buying season. The issue will contain
special editorial features and will have a distribution of 85,000.**

The Billboard

25-27 Opera Place

Cincinnati, Ohio

Phones: MAin 5306-530

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