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FEBRUARY 2, 1935

JAN 30 1935

The Billboard

The World's Foremost Amusement Weekly

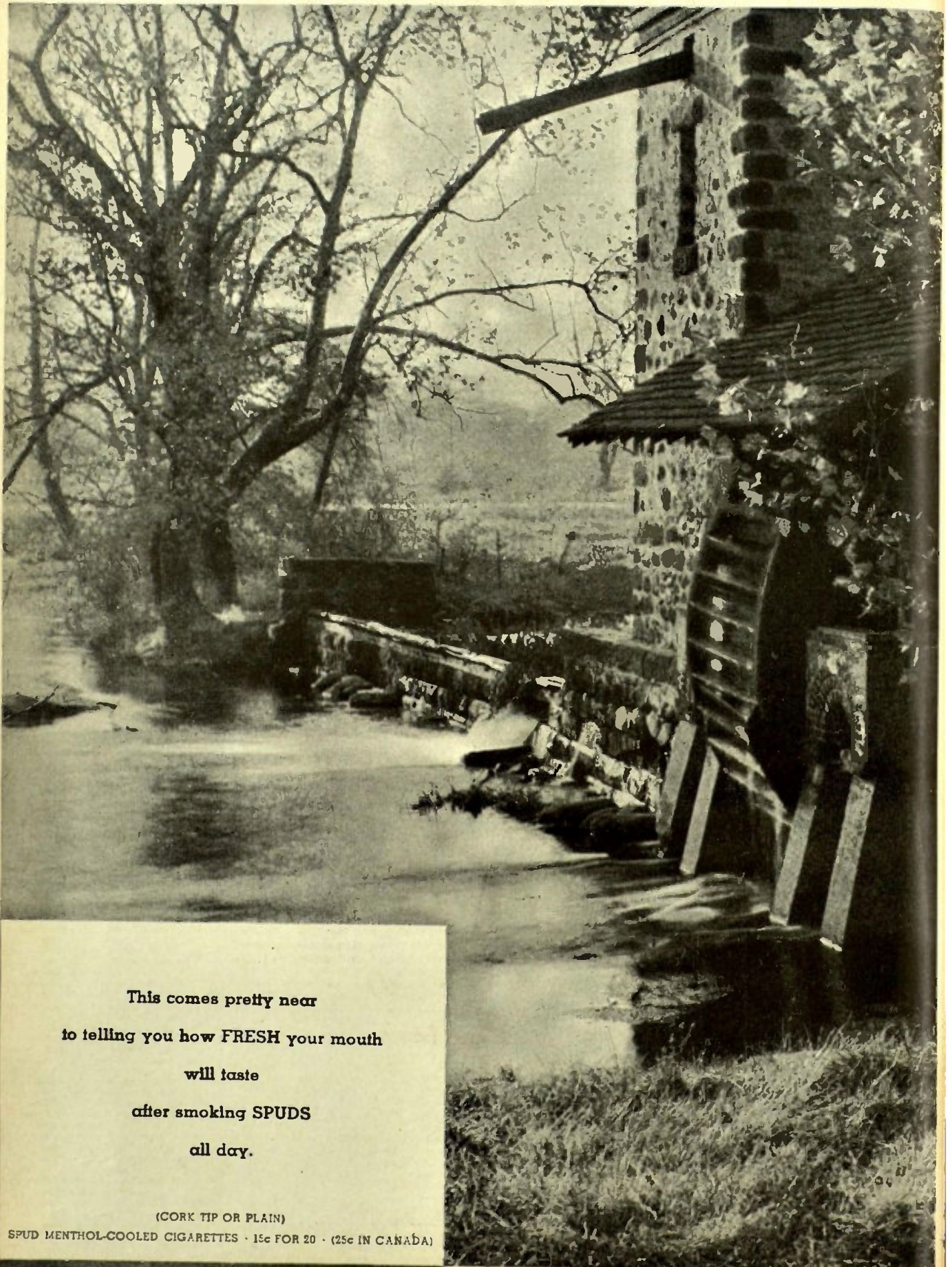
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The Billboard

Vol. XLVII
No. 5

The World's Foremost Amusement Weekly

February 2,
1935

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NO FOURTH RINGLING SHOW

Players Get Majors' Goat

Report that Washington is considering players' kicks calls for law artillery

HOLLYWOOD, Jan. 28.—The major producers here are finally steamed up over the Screen Actors' Guild report to Washington, in which it was claimed that the motion picture industry is governed by the lowest form of ethics of any business in the country.

At first the producers were inclined to ignore it, but word from Washington that the report was being given serious consideration caused the major boys to call in their attorney, Edwin J. Loeb, and they will now attempt to fight the charges.

It is expected that the producers will appeal to the NRA to throw the charges out and let producers and players straighten out the situation, as was the case with the agents here. The players are said to be too smart for this move for, they contend, if the report is sent back here for arbitration it will be lost in the shuffle and conditions complained of will go merrily on.

The producers are really frightened. They are under investigation for violation of the anti-trust laws and they can't stand another close investigation regarding long working hours, failure to live up to the NRA and excessive salaries to those who don't earn them.

The players are pleased that they have at least been able to arouse the producers from their smugness and are hoping that Washington will see fit to call all concerned to the capital and drag

(See PLAYERS GET on page 16)

Worst Blizzard in Many Years Cuts Heavily Into All Grosses

NEW YORK, Jan. 28.—The blizzard which hit New York last week, the worst since 1888, cut stably into all amusement grosses, tied up traffic and transportation to a great extent, particularly in outlying districts, and in general caused the Great White Way to live up to its name. It looked like a fissure in the Alps. Wednesday's snow made last year's violent flurries seem like something manufactured by a stage-hand with a feather pillow in the files.

Times Square houses, especially de lusers and first runs which draw from the entire city, suffered greatly. Out-of-towners in the vicinity, who help to pack the theaters, helped in some instances, but biz in general was badly off. Patrons—at least those who were able to reach their homes—refused to come downtown again to see a show. Smaller Times Square spots, with 10 and 15-cent admissions, picked up their usual number of passersby and unemployed living in the neighborhood. Wanderers were driven into them for shelter.

Nabe houses thruout the city were hit, most of them taking it heavily on the chin. Nabe fans preferred the home fireside to taking a chance of getting smacked by a skidding cab, so they stayed home, dried out and listened to the radio.

Most of Long Island was entirely snowbound and, altho the houses opened, they did not gross enough to pay for their lights. In some spots on the Island snow piled up as high as

Money 'n' Everything

CHICAGO, Jan. 28.—An agent here known for his low prices, called a team he wanted to fill in at an amateur showing at one of his houses. The husband of the team answered the phone.

"Can you play the Engletown for me Tuesday night?" asked the agent.

"How much?" says the actor.

"Two bucks apiece and only one show," replied the agent.

"Just a minute and I'll ask the wife," was the reply.

Five minutes elapsed before the actor found his way back to the phone.

"Hello," says he, "my wife wants to know what's the picture."

New Racing Law Gives Mass. Fairs Big Break; Seen as Unprecedented

NORTHAMPTON, Mass., Jan. 28.—Masterful yeoman work on the part of the legislative committee of the Massachusetts Agricultural Fairs Association, plus a keen knowledge of the value of the Commonwealth's fairs possessed by legislators themselves, give the Bay State's agricultural events what amounts to complete protection from the competition of promoters or conductors of harness, running and dog races at places other than accredited county fairs and kindred "windows of the soil" in Massachusetts. The racing subject and the law in connection with fairs not only featured the 15th annual meeting of the MAFPA at the Northampton Inn here Thursday and Friday, but were clarified in a skillful analysis by General Charles H. Cole, chairman State Racing Commission, who braved this week's terrific blizzard to be present at the Thursday evening session. Having been held up for hours on the train he took from

4-Paw-Sells Title Is Annexed To Hagenbeck-Wallace Circus

Ringling organization will have three units on road, same as last season—Kelley, Fields, Lester, Sherman on Hagenbeck press staff—animal acts out at Garden

SARASOTA, Fla., Jan. 28.—Altho decided upon several weeks ago, it has just been announced here by Sam W. Gumpertz that the 4-Paw-Sells title will be combined with Hagenbeck-Wallace for next season and that the advertising material will read, "Hagenbeck-Wallace-4-Paw-Sells Bros.' Combined Circus." This means there will not be a fourth Ringling show en tour in 1935. The same as last year, there will be the Ringling Bros. and Barnum & Bailey Combined Circus, Al G. Barnes Circus and the Hagenbeck show, but under the new title.

With the annexation of the 4-Paw title, the Hagenbeck circus, known more or less as a wild animal show, will carry additional circus acts.

Roland Butler, as last season, will be the general press representative for all the Ringling shows. P. Beverly Kelley, now charting Green Pastures homeward bound for its second return to New York, will head the press department of the Hagenbeck show as general press representative and will begin his preparatory work in about a month. He spent

(See NO FOURTH on page 63)

Four More Relief Units

Legit managers to meet on Boothe's plan—new units go into mid-Atlantic area

NEW YORK, Jan. 28.—Four more Emergency Relief drama and vaude units will be produced. Commissioner William Hodson, of the Public Welfare Department, announces. There are now 12 drama and four vaudeville units tour-

(See FOUR MORE on page 16)

Villages Will Come Down and Be Rebuilt on Northerly Island, Chi

CHICAGO, Jan. 28.—The committee named by Mayor Kelly a couple of weeks ago to determine advisability and possibilities of extending the World's Fair has proposed the building of a permanent playground and convention cen-

ter on Northerly Island. Demolition of all villages on the fairgrounds was recommended and a suggestion to use the Lagoon Theater as a summer theater for symphony music was adopted.

The committee agreed that permanent villages should be included in the plans for the island exposition park, but did not think it feasible to move the present villages and rebuild them on the island because of being temporary in construction, wiring and piping. Owners of the villages have kept watchmen on their premises and have sought permission to operate the concessions this year. The new plan kills any false hopes they might have been harboring.

Frank W. Darling, builder of Playland, Rye, N. Y., will be engaged to come here to inspect the site and draft plans with the aid of Burke and Alfred Shaw, local architects. Their report submitted to and adopted by Mayor Kelly's committee would lay the foundation for negotiations to finance and design the project. State legislation would be necessary to carry out the program of operating a quasi-public corporation on the island, and the committee wishes to work out a definite plan to lay before the Assembly.

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"POSSIBILITIES" DO OKEH

101 of Those Recommended Since Department Started Have Clicked

Ten double-crossed by going into fields other than those recommended—others include 31 in radio, 29 in pix, 18 in vaude and 13 in legit musical and dramatic

NEW YORK, Jan. 26.—Just over 100 artists who have received mention in *The Billboard's* "Possibilities" department have clicked in the two years of the department's existence. About 500 names were offered in that time, which makes a pretty good batting average of managers who were smart enough to make use of the suggestions. Department takes performers who show signs of talent for other fields and recommends them for the new pastures. Of the 101 who clicked, 10 double-crossed *The Billboard* by clicking in fields other than those for which they were recommended. The biggest slice comes from those offered for legit musicals, five of them going into other fields, four into pix. Lanny Ross went on the sound tracks, as did Marg, who clicked big in the Hecht & MacArthur *Crime Without Passion*. Also on the celluloid are Olive and George Brasno, midgets, who score in *The Mighty Barnum*, and the Nicholas Brothers. Jerry Mann, also recommended for legit musicals, is on the air.

Three of those recommended for vaude double-crossed: Buddy Aida, the singing usher, now playing clubs; Helen Beegeron, singing beauty contest winner, who barnstormed with a band act, and Lionel Stander, legit actor, clicking big on the air and now signed up for pix.

Burgess Meredith, who was recommended for pix, hit the air waves, and Jim Barton, who was suggested for the air long before he hid behind Jeeter Lester's whiskers, went into legit dramatics and films.

Remaining clickers, all of whom eventually hit the fields for which they were recommended, include 31 for radio, 29 for films, 18 for vaude, 12 for legit musicals and one for legit dramatics.

The radio roster: Larry Adler (the harmonica player), Frances Arms (who had been singing in vaude), Roscoe Ates, Gracie Barrie, Ethel Barrymore (no loss), Peggy Bernier (who's now known on the air as Peggy Flynn), Bill Brady Sr. (vet legit manager who was blurbled for the reminiscences that he clicked with), Lita Grey Chaplin, Sylvia Clark, Courtney Ryley Cooper (big-top author), Jane Cowl, Cross and Dunn (before they hit the heights), Bernardo de Pace, Marie Dosku, Lillian Emerson, Zona Gale (See "POSSIBILITIES" on page 15)

Chi Musician Rule May Kill Am. Shows

CHICAGO, Jan. 26.—If the new ruling recently passed by the musicians' union here is enforced it will practically mean the elimination of amateur shows in theaters and the so-called discovery and opportunity nights, which some 30 theaters are using weekly. Up to now these showings have been made with piano music only, but the new ruling provides that if more than two acts are used the theater must hire a four-piece orchestra. Based on the present scale, most of the theaters would have to pay four men \$8 each or \$32 for one performance only, which is all the houses involved generally show on these nights.

The musicians' union contends that these amateur shows are not strictly amateur, and that many professionals are engaged and are thus to be classed as vaudeville. There are many old-time acts which have been getting three or four nights a week in these theaters at \$1.50 or \$2 per performance and now and then winning the first prize of \$5 more offered by the theater. To most of these performers this is their only income.

ROME, Jan. 19.—The Italian Government has created a National Theater which will be intalled in one of the oldest playhouses of Rome, the Theater Argentina, which has a well-equipped stage and seating capacity for 1,300 spectators. The company will consist of 60 artists, who will appear in a repertoire of Italian classic and modern plays as well as in plays by foreign authors. Luigi Pirandello, the playwright, will be in charge.

Actor Still Holds Bag On Unemployment Bills

WASHINGTON, Jan. 26.—With the President's social insurance bills going thru a furious debate here and throught the country, it becomes increasingly clear that not many people are worrying about the actors.

Ralph Whitehead, secretary of the American Federation of Actors, is in town to confer with Congressman William P. Connery Jr., Edwin E. Witte, executive director of the President's committee on economic security; Senator Robert Wagner, and William Green, president of the American Federation of Labor. He is urging them to see that unemployment insurance plans provide for traveling actors.

In New York meanwhile delegates who attended the recent National Congress for Social Insurance meet today in Labor Temple to review the results of their campaign for passage of the Lundeen Workers' Insurance Bill. Delegates include Frank Gillmore and George Heller, of Equity.

Playwrights Start Own War Picketing the Theater Guild

NEW YORK, Jan. 26.—Clare and Paul Sifton, Virgil Geddes and Albert Bein, playwrights, got themselves reams of publicity, if nothing else, this week by staging their own private picket war against the Theater Guild. The Guild, they charge, is unfair to new American playwrights, and in support of their arguments they picketed three theaters at which Guild attractions were playing, Monday and Tuesday nights, distributing handbills to all who would take them.

The Siftons and Geddes started it Monday by parading in front of the Shubert, where *Escape Me Never!* was opening; the Golden, which has *Rain From Heaven*, and the Guild, with *Valley Forge*. Tuesday they were joined by Mrs. Albert Bein, her husband being detained by his duties as company manager of *The Children's Hour*.

The handbills read: "In charging the Theater Guild with unfairness toward new American playwrights, it will be understood that the Guild occupies a special position in the American theater. It is generally presumed by critics, theatergoers and playwrights that the Theater Guild encourages the development of new writers. The records in recent years do not prove this. A glance at the Guild's publicity will show that it has saved its conscience by buying script after script and then inferentially promising them as parts of its program. It makes no consistent effort to produce these plays. Year after year the Guild announces its interest in new scripts and rarely are these plays seen and heard. How is writing for the American theater to grow in quality and importance if the Theater Guild is allowed to continue its policy of making gestures to fresh talent without putting this talent before its audiences by way of production? Does it seem to the Theater Guild audience artistically or morally courageous that, at a time when

Bartha's Road Debut

ATLANTIC CITY, Jan. 26.—Alex Bartha and his Steel Pier Sarcenaders unit hit the Criterion, Bridgeton, N. J., Saturday for its road debut and had 'em standing at all late shows. Presentation is hour in length with band background. Nearly all members of the ork took the spot at one time or another in the program to enthusiastic reception. Bartha announces a string of dates to start shortly as result.

Ziggy Elman, the one-man band, scored in both instrumental and vocal novelties. Carl White, billed as top songster, did couple in character for good sendoff. Paddy Cliff and Patsy Dell and Maurice and Leona handled the dance part of the program. Betty Morris and Freddie Bowers were also on in specialties.

No Attempt To Aid Actor Compensation

ALBANY, Jan. 26.—Show business is watching the bitter fight over Gov. Herbert H. Lehman's proposal to make a virtual monopoly of the State Fund for workmen's compensation. The private insurance companies are bitterly fighting the Lehman bill on the ground it would "destroy the protection that healthy competition affords against poor service and higher premium rates."

Lehman would force New York State employers to insure their employees thru the State Fund. The bill would eliminate the insurance stock companies from the compensation field. The State labor department points out that 18 such companies have failed the past seven years and that they left \$500 compensation claims high and dry.

Despite the radical reforms being proposed by Lehman, there has not yet been any attempt to make special provisions for actor cases which—as *The Billboard* pointed out last summer—have been difficult to handle under present laws.

British Equity Battles Mgrs.

Comes to grips with Drury Lane over new closed shop clause—AEA co-operates

LONDON, Jan. 26.—London this week was faced with a theatrical crisis that may parallel the famous actors' strike in New York in 1919. Managers and Equity members are at loggerheads, with further developments expected tomorrow, when the Equity Association meets. The point at issue is the question of closed-shop agreements, which have always been the strongest and most valuable clause—and the most jealously guarded—in American Equity contracts.

British Equity recently voted a closed shop and tested its new rule on Ivor Novello's *Glamorous Nights*, which was scheduled for the Drury Lane next month, with Novello and Mary Ellis, American player, in the leads. A closed-shop clause was added to the standard Equity contracts for the show and the management refused it, claiming that while it approved the standard contract it would not approve the closed-shop clause. Equity immediately issued a general order forbidding members to sign with the show.

Communications were also sent to Miss Ellis, American Equity and the Minister of Labor. Miss Ellis was urged not to appear in the show, and immediately complied, sending a cablegram which stated that she had turned down the job upon receipt of news of the dispute. The Minister of Labor was formally notified of the existence of the (See *BRITISH EQUITY* on page 15)

Radio Complaint Again Turned Down

NEW YORK, Jan. 26.—The plea of the League of New York Theaters for investigation of the practice of free radio broadcasts, which it claims, constitutes unfair competition, was again turned down by the Federal Communications Commission, again on the grounds that the question was outside of its jurisdiction.

Dr. Henry Moskowitz, adviser to the League, this week announced that the question has been taken to the Federal Trade Commission. No answer from the FTC has as yet been received.

Legit and pix managers have been objecting to the free broadcasts for over a year, claiming that they cut into biz and that they constitute an unfair trade practice.

Joyce Jack
DONNA and DARRELL
(This Week's Cover Subjects)

AS A TEAM Donna and Darrell have been in show business seven years, altho both entered show business prior to the date they started working together. Darrell started his career in 1920 in Dan Fitch's Minstrels, and four years later he joined the first Pat Casey unit playing the Keith Circuit. The production starred Molly Williams, Darrell appearing as a single dancer, in 1924, with his sister Donna, he appeared in "Wild Flower," "Tangerine" and "Sally, Irene and Mary," stock companies touring New York State and New England. Booked into Will Oakland's original place for one week he remained eight months. Then Darrell married Joyce (Virginia Wells) and the team known as Donna and Darrell have played innumerable club and hotel dates.

Joyce Donna began her professional career as a dance pupil of Bartha. She appeared in Johnny Harris' productions in the Stanley and Enright theaters, Pittsburgh, and was featured danseuse at the Club Plaza for three years, where she met Darrell and his sister Donna. The team expects to appear in a forthcoming Broadway musical.

Gooch Bureau Reopens

CHICAGO, Jan. 26.—The Loro Gooch Bureau, at one time a large musical and entertainment organization, has been reorganized and has opened offices in Chicago. Loro Gooch is manager and Roy L. Harvey managing director.

Record Crowd Out For Lubin Dinner

NEW YORK, Jan. 28.—J. H. Lubin, Loew vaudeville booking head, was guest of honor at the Saturday Nite Boys' dinner at the Friars' Club Saturday. The largest crowd yet to attend these weekly dinners turned out for "Jake" Lubin, a record number of standees crowding into the grillroom.

Practically everybody worth while in vaudeville was either present or had sent congratulatory messages. Pat Rooney sending a huge cake from Atlantic City. Altho most of the affairs are ribbing parties, Lubin's character offered nothing to rib, and most of the barbs were directed at vaudeville booking.

Jay Flippen did a swell job of toast-mastering and was flanked on the dais by Bob Hope, Ed Lowry, George Sidney, Joe Laurie Jr., William Degen Weinberger, Jack Curtis, Harry Hershfield and Harry W. Conn. Wee Willie Robyn, Jimmy Morgan, Frank Wheeler and Hughie Clark provided entertainment, while Joe Phillips and Walter Hoban specialized in heckling.

Among those present who were called to take bows were C. C. Moscowwitz, David Loew, Marvin Schenck, Joe Vogel, Dan Michalove, Nate Blumberg, Sidney Piermont, Harry Oshrin, Joe Dirosa, Joe Bigelow and Elias E. Sugarman.

Only Two Members Oppose English Closed Shop Policy

NEW YORK, Jan. 28.—Advises received here at Actors' Equity Association are to the effect that a lively mass meeting of Equity members held in London yesterday resulted in only two of the members voting against a resolution upholding its closed-shop policy in the Drury Lane Theater dispute. Lewis Casson, who presented the resolution, said that if a strike is called Equity will close every theater in London, but that it would seek to win its point without resorting to such desperate measures. Rather than go on strike, Casson stated that the chief aim is to have every member sign contracts only with closed-shop clauses.

Raymond Massey severely criticized the handbills circulated by the theatrical managers, which blamed American influence in the situation and which alleged that American Equity had done nothing for the actor. Consensus of opinion is that the actors will move forward with their "test case" and cause no undue dramatic situations.

Florida Okehs 'Bank Nites'

TALLAHASSEE, Fla., Jan. 26.—Attorney-General Cary D. Landis has ruled that "bank nights" now being conducted by a large number of motion picture theaters throughout the State are not in violation of the State's anti-lottery laws if they are so operated as not to require the purchase of a ticket or any token as a prerequisite to participating in the cash awards that the theaters may make to patrons.

Chi M. P. Union Man On \$15,000 Bond

CHICAGO, Jan. 26.—Ralph J. O'Hara, business agent and organizer for the motion picture operators' union, who was indicted last week by the federal grand jury and a bench warrant issued for him, was released on \$15,000 bond pending his trial on a charge of perjury. A dozen members of the operators' union scheduled real estate with a total value of \$110,000 to secure the bond. Two weeks ago O'Hara testified, in the grand jury's investigation of the income of Thomas E. Maloy, head of the m. p. union, that he had never received for Maloy or himself money from theater owners in return for permission to drop operators from their pay rolls.

The jury avers O'Hara did receive money, and they named nine persons from whom he is supposed to have received it. In the Maloy tax quiz O'Hara was asked if he had received money from the following for permission to drop operators: James Coster, manager Warner Brothers' theaters; Aaron Jones, operator of the State-Lake, Woods and other theaters; George Christos, Joseph Stern, and Barney Balaban, head of Balaban & Katz; Sidney A. Spiegel, head of the Essaness Circuit; Clarence Beck Sr. and Edward Silverman. He denied receiving such payments.

Jack Miller, president of the Exhibitors' Association, who charged that O'Hara and Maloy got \$100,000 a year from operators and exhibitors, promised U. S. Attorney Dwight H. Green to produce records in substantiation.

Dramatists' Guild Will Hear Authors' Proposals

NEW YORK, Jan. 28.—Following the picketing of the Theater Guild last week by several playwrights who claimed the Guild, in buying plays, holding them for a long time and then failing to produce them, was unfair to playwrights, another group of authors, including those who had picketed last week, met at Paul Sifton's home last night to draw up a series of proposals for submission to the Dramatists' Guild. Latter body has told the playwrights they would receive a sympathetic hearing, and indications are the Dramatists' Guild approves the position taken by the playwrights. Another meeting will be held tomorrow night. At the meeting were Paul and Clare Sifton, Edwin Justus Mayer, Elmer Rice, Dawn Powell, James Light, Virgil Geddes and others.

Fred Weber Directs MBS

NEW YORK, Jan. 28.—Fred Weber, formerly with the National Broadcasting Company in Chicago and more recently station relations manager for the American Broadcasting System, started in today as director of network operations for the Mutual Broadcasting System, consisting of WOR, Newark; WGN, Chicago; WLW, Cincinnati; and WXYZ, Detroit. Another meeting of the MBS will be held in Chicago at the end of this week. Conference will handle general affairs of the new web.

Thomas E. Maloy Indicted

CHICAGO, Jan. 26.—Thomas E. Maloy, head of the motion picture operators' union, was indicted yesterday by the federal grand jury for alleged failure to pay \$81,059.38 taxes on a total income of \$350,939.67 from 1929 to 1932, inclusive. The indictment, which follows by little more than a week the one against Ralph J. O'Hara, organizer of the operators, for alleged perjury, included four counts, one for each of the years. If convicted, Maloy might be sentenced to five years imprisonment and \$10,000 fine on each count.

Operator Scale Hearing Friday

NEW YORK, Jan. 28.—Division Administrator Sol Rosenblatt says the long-postponed public hearing on the proposed operators' wage scale for local houses will definitely be held in the Hotel Raleigh, Washington, Friday. The NRA fact-finding committee will submit its report, which will recommend a new wage scale for the 511 open houses in this city.

The internal situation in Local 306, in the meantime, is very confused. The members have been in total darkness as to what the IA was doing for it and various insurgent groups have been agitating for open meetings in which the IA plan could be discussed.

Under this pressure the IA has called a meeting midnight today, and George Browne, president of the IA, will explain the IA's position. The Progressive Group Committee, which has been leading the fight for democracy within the local, is sending delegates to Washington to represent the rank and file membership.

"Small Miracle" for Chicago

CHICAGO, Jan. 26.—J. Bradley Griffin, whose theatrical activities have been confined to the direction of several amateur groups here, is rehearsing a company to play *Small Miracle* at the Studebaker Theater, opening February 14. Show is to be presented under the auspices of the Chicago Group Theater, Inc., with Mrs. Bror G. Dahlberg, wife of the president of the Celotex Company, said to be the angel. Those in the cast include John Graham, Richard Earle, Tyrone Powers Jr., William Yule, Bob Bailey Jr., Muriel Andra, Constance Herron, Charles Oneal, Eugene Shakespeare, Mary Hayden, Tom McDermott, Beverly Younger, Marlon Hoffman, Gertrude Needham, Horace Walker, Don Merrifield, Robin Thomas, Hilda Graham and Rees Taylor.

Whiteside's Road Headache

LINCOLN, Neb., Jan. 26.—Walker Whiteside, the opening attraction for the local legit season, in *Master of Ball-toss*, was greeted coldly by both patrons and box-office reports. Whiteside is on his national tour, heading south and west from here, and grosses have been bad ever since the beginning right after Christmas. Florence Gardner was the local sponsor.



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PURSUANT TO AN ORDER OF COURT, notice is given that bids will be received for the purchase of the property known as the Tivoli Theatre, consisting of a modern theatre containing approximately 1,200 seats, together with six store rooms and sixteen apartments in the building located at the corner of Fifth Avenue and Tyler Street, in Gary, Ind. The right is expressly reserved to reject any and all bids. Bids shall be filed in the Lake Superior Court, Gary, Ind., in the case entitled Rose Cohn v. Fitzler Realty Company, case No. 18873, at any time prior to February 14, 1935, and must be accompanied by cash or a certified check equal to at least five (5) percent of the bid to be deposited with the undersigned receiver and retained as liquidated damages in the event any bidder whose bid is accepted refuses to comply therewith.

For further information and details communicate with the undersigned receiver,
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THRU SUGAR'S DOMINO

FIREWORKS totally unexpected were shot off at last week's luncheon meeting of the greatly revived Cheese Club at the Friars. Among the speakers were Howard S. Cullman, successful business man drafted for the Roxy Theater receiver's post, and Eddie Dowling, who has borne with dignity and great political sagacity his well-earned title of Clown Prince to the President.

Cullman made an intensely interesting speech. It was better than most one hears at luncheon club meetings. One of the possible reasons was that Cullman read directly from a carefully prepared manuscript. But Dowling made a far better speech; an impassioned, eloquent and timely oration. We've had to listen to thousands of speeches in our career as a reporter and without being conscious of exaggeration we file for the public record our estimate of the Dowling speech as the one that has touched us more than any we have heard up to this date.

Dowling had a definite advantage over the methodical, outspoken Cullman. Firstly, Dowling spoke after Cullman and his remarks had the effect of a unilateral rebuttal. And to this must be added Dowling's far-flung reputation as an outspoken individual and his more intimate knowledge of the subject.

Cullman inveighed against the snootiness of show business toward business men who join its ranks and make good. Without a too great display of vanity Cullman, as a practical means of developing his thesis, spoke of his accomplishments at the Roxy Theater. He detailed several self-discovered principles of what the public wants in amusement and drew the clear conclusion that if theater operators feed the public what it craves theaters will do business. During the exposition of his theories Cullman dwelt with great but careful emphasis, in the plural sense, on showmen who surround themselves with frills and fancies and who are unable to function unless these are in evidence. There were references to veritable regiments of ushers and Gargantuan orchestras—and elaborate theater-apartments and kitchens—in fact, to all of those present it was apparent that Roxy was being singled out for every-thing but the outright mention of his name.

Harry Hershfield, affable standard-bearer of the Cheese Clubbers and—too often for his own good, it seems—an outspoken master of quip and jest, grabbed the thinly-veiled thought out of Cullman's feint at anonymity and asked, with the live WMCA mike before him: "It was Roxy you meant, wasn't it, Mr. Cullman?" The Roxy Theater receiver was silent, but the silence was more eloquent than would have been the shouting of Sam Rothafel's name thru a megaphone.

This was what Dowling's oratorical muse was awaiting. The pride of New York's Leveys and Murphys met the ovation that greeted his introduction with more than usual meekness. He started slowly and the first few words were spoken hardly higher than a whispered prayer. He talked about himself, about the actor, about show business—and then with a voice that shook the rafters of the Friars' grillroom, he spoke about the actor and the showman as human beings, as benefactors, as gypsies with dreams; minstrels who dream and dream and with their dreams make possible beautiful creations that wipe care away; beautiful theaters that are temples dedicated to the noble purpose of injecting a few hours of joy and vicarious exhilaration into the lives of men, women and children whose hearts and bodies are torn and bleeding from the complex economic struggle of the day.

Dowling didn't finish there. He went on higher and higher to dizzy heights of oratory and sentiment, singling out the much-abused Roxy by name, tracing his career from an earnest dreamer in Forest City to the creator of several landmarks in Broadway's de luxe history and punching the climax with an idealized conception of the background of Radio City. In the eyes of those who listened

to Dowling with rapt attention Roxy's vindication was complete.

From a destructive, Napoleonic front man conjured from the unlabeled pattern cut by Cullman, Roxy became thru Dowling's speech a martyr to the cause of elevated, wholesome and beautiful amusement. Dowling was applauded for what seemed to be an endless five minutes. Showman that he is, Dowling left the hall directly after his talk, but not until shaking hands cordially with Cullman.

As if it weren't enough to lift Roxy up to Alpine heights from the Hell to which an unfavorable association of ideas had earlier consigned him, Dowling let out a few darts in his impassioned outburst against the administration of the Friars that had ousted Raymond Hitchcock because he couldn't pay dues, explaining that this had caused him to withdraw from the club some 18 years ago. In order to develop his point—that tolerance should pervade all the activities of men—Dowling added that he had buried the hatchet and was willing to return to the Friars and would join as soon as he is asked.

It made little difference at the time he spoke and matters little even now if Dowling's catalog of memories was somewhat garbled. He made a grand speech; one that will live long in the minds of all who heard him. What does it matter if, perchance, Cullman didn't actually have Roxy in mind when he built up a word picture that closely resembled a popular conception of the boy from Forest City who made good? What does it matter if "Hitchy" wasn't expelled from the Friars for the reasons stated by Dowling? Or not expelled at all? Bill Shakespeare's *Julius Caesar* is not less a great drama even if chock full of historical inaccuracies. Dowling found, at a propitious time, several pegs on which to hang a trailing robe that has added to his stature as a man and to his reputation as a minstrel with a big heart, enviable courage and a brain that is not dwarfed by contact with the Generalissimo and marshals of the New Deal.

OUR loyal scouts insist that burlesque has made definite progress in the very important chore of cleaning its house since former Deputy NRA Administrator Rosenblatt told assembled producers and theater operators two seasons ago that they are the garbage collectors of the show business. We have to assume that their observations have not been beclouded or influenced by bias. Of late our attendance at burlesque houses hasn't been anything to warm a statistician's heart. Strips are like sunsets to Sinclair Lewis' George Babbitt. If you've seen one, we can imagine George saying, you've seen them all. There's also comedy to be considered and even our great faith in the scouts would not permit us to swallow whole any report that might be made by them that sameness no longer characterizes the general run of burlesque's comedy scenes.

We are convinced, however, that in certain quarters of burlydom (these remaining unnamed for our own very good reasons) a sincere attempt is being made to clean up the dialog, brighten up the comedy and relegate the strips to a definite secondary position and shunted to the side, as it were, ready for a final kickoff into the oblivion of things that used to be.

Regardless of all this burlesque has yet to go a long way before it can be accepted in respectable company. Despite its growing favor in the eyes of the trade, burlesque is still a field that sponsors theaters that Johnny can't visit with sister, mother or his best girl—and where an overwhelming number of its patrons expect a serving of stolen sweets; not returning to be "fooled" again if they fail to get it. Burlesque has yet a long way to go. It wasn't necessary for a Boston jurist to tell us that, but this esteemed gentleman who evidently speaks from sweet or bitter experience brought home forcefully to us and (we hope) many others last week that burlesque has a tough selling job on its hands.

Municipal Judge Charles J. Carr held in a suit brought by Fofu Loukas described as a Greek tragedienne, that she was damaged to the extent of \$2,500 because her likeness was displayed in the lobby of the Park Theater, Boston.

Judge Carr, in his decision declared, according to a United Press dispatch, in part:

Burlesque is among the lowest, if not the lowest form of production on the stage. Regarding the plaintiff merely as a woman and not as an actress of tragedy and the better class of plays, I find that the display with the (See SUGAR'S DOMINO on page 31)

The Broadway Beat

By GEORGE SPELVIN

IF ANYONE thinks that Local 802 of the American Federation of Musicians isn't out to clean up things in the musicians' field, to end kickbacks, cut officers' pay and end some of the other evils, they must be a bit under-estimate mentally themselves. . . . Things are humming over at the local, and they're going to keep humming plenty. . . . The new crop of officers is putting in some long hours, too. . . . When Aldo Ricci, the ork leader, threw a dinner last week for Bob Ambruster, another baton beater, Ambruster's dessert dish contained a bowl of Cream of Wheat, studded with Lux soap and Luden's cough drops, those being three of Ambruster's air commercials. . . . Ricci cracked that he was glad Ambruster wasn't on for an auto firm. . . . What about a contest for a Mae West gag to end all M. W. g's? . . . Send them in if you're interested. . . . Will Rogers renewed old acquaintanceships at the Lamba a week ago Sunday. . . . The holdup mentioned here recently as being at the Tango Palace was in the Tango Palace Building, not the T. P. ballroom. . . . The Catholic Actors' Guild held a spelling bee, yet, at the Astor Sunday, with Ed Finney and Nancy Dillon heading the lines. . . . Maestro Alfredo Salmaggi advertised "pedigreed Spanish bulls" for the last act of *Carmen* at the Hipp recently. . . . But the only animals in sight were four prancing horses and three docile donkeys. . . . Maybe it was the ad that was pedigreed Spanish bull. . . . A huge twin sign on the Criterion reads: "Your bust line is your age line. Fan it back to youth." . . . The Rand Infuse? . . . One of the operators of the lift (heart heart) in the building housing the AFA calls it the AFA—Am. Fed. of Fine Actors. . . . Fred Bradna, equestrian director of the Ringling Circus, has made his annual retirement statement, a system which he inaugurated a decade ago. . . . A lad was recently turned down by a producer because he didn't look "Mid-western" enough for the part. . . . He was only born in Omaha and brought up in Chicago. . . . But type casting is type casting, and try to stop it. . . . Geraldine Farrar's dad is in Roosevelt Hosp, where James Russell, w-k. M. D., wielded the scalpel a wee bit. . . . When Gerry visits him there's a stir among the nurses. . . . Kentucky Winners, the new smoke, failed to pick a winner on the air, taking a good program, but one that probably shouldn't try to sell ciggies. . . . But listeners will probably get the program just the same, minus the advertising, it's got so much of a following. . . . It's *One Man's Family*, from the Coast. . . . Moe Lucky now has a 12-year-old singer, Adele Clark, under his wing, working in caboots with the younger's uncle, Al Hall. . . . Al Allen, of the Morris agency, was given a gold wrist watch by the Bulova firm. . . . Sammy Cohen and the missus, Doris Roche, arrived from the Coast last Thursday. . . . The following day Sammy opened at the Fox, Brooklyn, while Miss Roche is in the midst of radio negotiations. . . . Lois Strauss, former sec to Charlie Bierbauer and Ed Keller, is now pounding the keys for Maurice Golden and Herman Citron.

Eddie Dowling made an impassioned speech at the Cheese Club meeting last Monday in defense of Roxy and of the dreamers and gypsies of the theater, as opposed to the cold business men. The applause was clocked at five minutes. Howard S. Cullman also spoke, lambasting the sumptuous offices and costly private kitchens when theaters were in the red. Incidentally, the Cheese Club meetings, held at the Friars, are back to old standards.

The Broadway bunch, including Mr. Spelvin and all his stooges, didn't have the Florida itch badly enough, so there had to be a blizzard. . . . But the old street didn't look so bad in the white coat that nature gave it. . . . It snowed so much Wednesday afternoon that layoff actors were looking for Equity St. Bernards with flasks of brandy strapped to their necks. . . .

Chicago Chat

By NAT GREEN

BEN MARSHALL, architect, just can't stay put in that particular line and his activities are so many and varied one never knows what he will turn out to next. . . . At the moment he is organizing a new orchestra to open at the Drake Hotel (Marshall, by the way, is president of the Drake) this week, succeeding Ferde Grofe. . . . Marshall has some very positive ideas about orchestras that he will try out in this newest venture. . . . There will be no leader—that is, none waving a baton. . . . A double piano team, Carl Noble and Carson Donnelly, will do the directing. . . . There will be little or no brass in the orchestra, and strings will predominate. . . . Sounds interesting!

Micahua, a grand wire-walker, in town and may be seen with one of the bigger circuses this season. . . . She's worthy of being featured. . . . Dixiana showboat, carrying on right thru the winter, is presenting *The James Boys*, good old snap-bang meller. . . . Dorothy Gulman is not going to Florida but will stick at Chez Paree, where she's doing a swell job of publicizing. . . . "Plenty of showfolks around Tampa and more coming in daily," writes Robert Emmett Hickey from the Land of Flowers. . . . "Enjoying myself immensely," he says, "but I hate to miss all that cold and snow." . . . Oh, yeah! . . . Jack and Nita Carlton, the new ballroom dance team at College Inn, have a flair for the unusual in dance steps, and it looks as if George Olsen picked a winner when he brought this team here on the strength of their success at Sam Maclo's Club Hollywood at Galveston, Tex. . . . This week's College Inn show, by the way, will feature a new "turret top" ensemble because of the presence of hundreds of Chevrolet representatives in convention at the Sherman, and Ethel Shutta has planned a program of wow numbers for the crowds coming in for the annual auto show. . . . Eva La Gallienne will present *L'Algon* at the Grand Opera House for one week only, starting February 4.

Joe Sanders, orchestra leader, who has been in Hollywood for some time writing songs for the movies, is back in Chi and is organizing a new band. . . . Chances are he will get a Loop spot—in fact, we could name the spot now but have been asked to hold off a week. . . . *Herald and Examiner* has made a big advance spurge on the Ben Ames Williams story *Hostile Valley*, which it's running as a serial. . . . Used three full pages in its own sheet and in other local rags as well. . . . John Joseph back at his desk after a three-week cruise in the West Indies. . . . John Boles, screen idol, to make a personal appearance at Chicago Theater week of February 1. . . . Burridge D. Butler, president of WLS, back from a three-week visit to his ranch near Phoenix, Ariz. . . . John P. Harding, restaurant man, has bought Washington Park race track for a reported \$2,000,000. . . . Leonard Hicks, permanent chairman of Mayor Kelly's World's Fair committee, is getting together with other members to map out a definite program for giving Chicago the "world's finest playland center." . . . Foreclosure proceedings against the Coliseum, instituted a few days ago, will not affect any of the shows coming in this winter and spring. . . . It is a friendly action to remove a lease held by the building corporation which was to run until 1965 and is now in default. . . . *Chicago Parade* is a new Chi mag edited by Ott Coelin, a young hustler, who has the courage of his convictions and spits 'em right out.

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

NBC Reissues Its New Card

Explanatory clauses added showing how new discounts are to be applied

NEW YORK, Jan. 26.—National Broadcasting Company has reissued its adjusted rate schedule on new rate card (No. 19) for the convenience of advertisers and advertising agencies, the new card carrying additional explanatory clauses on the application of the new rates and discounts. Rates and the effective date remain the same as the recently issued new card (No. 18), which is February 4.

Additional explanatory clauses appearing on rate card (No. 19) are:

(G) "Commitments made prior to the effective date of this card will be completed at the rates called for by such commitments, but advertisers may elect to substitute new contracts effective at any time after February 4, 1935, at the rates on this card for the unexpired portion of said commitments on the effective date of such new contracts. In the absence of such election rates in effect immediately preceding the effective date of this card, will apply to extensions of such commitments for any period or periods up to and including February 3, 1936, for all or part of the same facilities continuously used, and additions to such facilities will be made only at said prior dates. Rates on this card are applicable to all new broadcast series ordered on and after the effective date of this card."

(H) "All network contracts for the same advertiser at the rates on this card may be combined for determining rate discount. Up to and including February 4, 1936, each advertiser will be allowed:

"(1) Upon each series of programs broadcast at rates in effect prior to February 4, 1935, a per period discount under prior rate cards, measured by the total of the number of periods used on all series of programs broadcast within a one-year period which could have been combined under the provisions of the prior rate card.

"(2) Upon each series of programs broadcast at the rates set forth in this rate card, a percentage discount under subparagraph "E" above measured by the weekly gross billing on all series of programs being broadcast concurrently."

New Biz, Renewals

NEW YORK, Jan. 26.—National Broadcasting Company announces two renewals and one new account. They are:

STANDARD BRANDS, INC. (gelatin and tea), thru J. Walter Thompson Co.; RENEWS, effective January 2, 1935, its Wednesday night program, 8-8:30 o'clock. Program stars Mary Pickford in plays.

STANDARD BRANDS, INC. (Fleischmann's Yeast for bread), thru J. Walter Thompson Co.; RENEWS its Sunday night program, 7:30-8 o'clock. Program is Joe Penner, Ozzie Nelson and Harriet Hilliard.

SPARKS WITHINGTON CO. (Spartan Radios), thru United States Advertising Corp.; starting February 10, 1935, on WJZ and 21 stations. Program not given, but probably Jolly Coburn's Orchestra.

Mutual Broadcasting System comes forth with three new customers. They are:

PHILIP MORRIS & CO., LTD., thru the Blow Co.; starting January 28 on WOR, WGN, WLW and WXYZ, Saturday, 10:45-11 a.m. Program is Madame Olyanova, graphologist.

TRINITY LUTHERAN CHURCH, of Detroit, starting February 3 on WOR, WGN and WXYZ, Sunday, 1:30-2 p.m. Program is organ, choir and speaker.

M. BOHNER CO. (harmonicas) is also starting an MBS commercial, but complete details not available.

Chicago

CHICAGO, Jan. 26.—Willie and Woody return to WBEM with their Big Brothers' Club January 28 on a six-a-week schedule; sponsored by Salerno-Megowen Biscuit Company.

The Puzzler, program of brain twisters, (See NEW BIZ on page 9)

Sales Promotion

KYW gives itself orchids in a colored folder, with said flowers on the cover. Inside is a reproduced letter from H. O'Neil, general manager of Drug Trade Products, Inc., Chicago, to Dr. Leon Levy, of KYW, to the effect that—"We are very happy to say that our program on KYW, Philadelphia, is producing a little over 11 per cent better results than ever secured on KYW in Chicago." . . . Same talent is being used in Philly.

The National Broadcasting Company has a hefty handbook on offers and contests used on the various NBC sponsored programs over a period of years. Full details on each of the programs is contained therein as to sponsor network time, etc., and actual offer made, as well as contest info.

WCAU's most recent piece is labeled "99.999 Per Cent Efficient." Inside is a letter from Ruthrauff & Ryan Chicago office, opposite to which the fact that "during 1934 WCAU operated over 8,000 hours, with a total interruption of but 7½ minutes," by way of proving its "consistency of efficient performance."

Tenn. Radio Men Form State Org

NASHVILLE, Tenn., Jan. 26.—Organization of the Tennessee Committee of Broadcasters was accomplished here last week at a meeting of Tennessee radio men. Group is under the National Association of Broadcasters, being one of the State committees the NAB decided to form.

Harry Stone, station manager of WSM, Nashville, was elected chairman and Henry Slavick, WMC, Memphis, vice-chairman. Phil Loucks, of the NAB, was in Nashville to supervise the committee organization.

P&G Gets Sunday Night for "Gibsons"

NEW YORK, Jan. 26.—Procter & Gamble moves its NBC radio program, *The Gibson Family*, from Saturday to Sunday night, March 31, according to plans due to be set today. P. & G. are understood to have been desirous of switching time ever since the program started.

Gibson show moves into the spot to be vacated March 24 by Pontiac Motor Company, which ends a 26-week session with Frank Black and the Modern Choir on that date. P. & G. also take the next half-hour to fill out. Blackman Company handles P. & G. Ivory Soap account.

Free & Sleinger and World Broadcasting Co. End Dispute

NEW YORK, Jan. 26.—Three months of conferences between World Broadcasting System and station representatives finally came to a head this week when WBS and Free & Sleinger reached an agreement ending disputes between the two organizations and entering a co-operative setup concerning time and program selling. Conferences between World and other station rep firms are continuing.

World also mailed new contracts, embodying several important changes, to the list of 110 stations buying its library program services this week. One of the provisions in the new World contract has an important bearing on the WBS-F. & S. agreement.

Confabs between the electrical transcription firm and representatives started last year, when it was realized that lush conditions of the time bookers no longer existed and that in addition to selling time they had to sell programs and talent, but that they had no program-producing setup. Further was the question of conflicts on commissions to be paid by the station. In the World-Free & Sleinger deal there is an even split of the 15 per cent commission involved, with occasional exceptions. When the talks first began, Edward Petry & Company, station rep firm, was among those present, but later withdrew.

World started its library service last year, the idea clicking immediately with the stations. World records all types of

CBS Works Out New Discount Schedule; Rate Card Up 3.1%

New rates effective February 23, based on 97-station network, not considered as important as the discount angle—"constructive" features for the advertiser

NEW YORK, Jan. 26.—Columbia Broadcasting System printed its new rate card (No. 19) this week, revealing an increase in rates of 3.1 per cent based on the complete network of 97 stations in 95 cities. New rates are effective February 23, but all advertisers have the privilege of taking the new or old rate for the ensuing year if they have contracts in effect for continuous broadcasting on February 23. More important than the rate increase appears to be the new schedule of discounts and, according to H. K. Boice, vice-president in charge of sales, there are "three new factors involved in the rate structure which reflect constructive thinking." They are:

1. A weekly discount schedule based on the amount of time and the number of stations used each week.

2. An additional discount for 52 weeks of consecutive broadcasting.

3. A redistribution of rates among stations to bring the separate price of each into line with its relative coverage as an individual unit of the Columbia Network.

Mr. Boice also points out that the first of these, the station-hour discount, enables the advertiser to increase his discount rate even by adding minimum-priced station to his network. That it gives equal weight to all stations, regardless of price. It also gives equal weight to day-time and to night-time periods.

Second factor is the additional 10 per cent discount for 52 weeks of consecutive broadcasting, offers a premium for consistent advertising. It should make it possible for many advertisers, who have previously not broadcast thruout the year, to protect their time, hold their audiences and maintain their advertising momentum by doing so.

The third new point, brought out by Mr. Boice, is the proportioning of individual station rates which reduces the cost of many supplementary stations. Broadly, it brings the cost of these stations into logarithmic proportion to the number of radio homes in their coverage areas.

Attention is also called to the new quarter-hour and half-hour rates, which are, respectively, 40 and 60 per cent of the full-hour rate. This effects no great change in the quarter-hour rate, which was previously 39.1 per cent, but reduces the half-hour rate 2½ per cent, bringing it down from the 62½ per cent of the full-hour rate or by 4 per cent. Ever growing Sunday afternoon audience has

(See CBS WORKS on page 9)

Coast Ad Men Meet; Radio Appointees

SAN FRANCISCO, Jan. 26.—The radio departmental of the 1935 convention of the Pacific Advertising Clubs Association will be under the chairmanship of John Wells, program director KFSD, San Diego, Calif., with C. P. MacGregor, president of MacGregor & Solle, Inc., San Francisco electrical transcription lab., as vice-president.

D. R. Minshall, president of the association, made the appointments at the mid-winter conference of the Pacific Advertising Clubs Association in San Francisco last Monday. Wells and MacGregor are now building their radio departmental program for the convention, which will be held in San Diego June 23 to 27, inclusive.

Plan to Honor Otto Gray

STILLWATER, Okla., Jan. 26.—Stillwater business men have begun a move to honor Otto Gray, local resident, who has carried the name of Oklahoma and Stillwater to the "big time" in the entertainment world. Because of the favorable recognition Mr. Gray has brought the State, the Stillwater Chamber of Commerce has voted to request that Governor E. W. Marland designate Gray as an honorary colonel on his staff. Otto Gray's Oklahoma Cowboy Band has been heard over both the National and Columbia broadcasting systems and their affiliations during the last several years. The attraction also has appeared in vaudeville thruout the East and Middle West. Gray is here at present but is slated to return east soon to resume his radio and stage work.

Goodrich Goes CBS; Heavy Show Is Set

NEW YORK, Jan. 26.—National Broadcasting Company lost its second oldest account this week when the B. F. Goodrich Company bought time on Columbia Broadcasting System. This is the account NBC has been trying to clear time for since November of last year and it is also one of NBC's biggest spenders, having been the second sponsor on the air at NBC. This is the first time Goodrich Tires has been elsewhere.

Goodrich is taking the 10-10:45 Sunday night spot on CBS. This was offered the account previously, but turned down.

Talent on the tire company show is headed by Ted Lewis, as m. c., and with his orchestra: Doctor Rockwell, Tim Ryan and Irene Noblette. Phil Ducey, Peg La Centre, Lucille Manners and the Modern Choir. There was some dispute current last week concerning the billing in the show. Sponsor is going to use considerable newspaper and magazine space for ads built around the show. NBC will collect commissions on its own signed talent, however. Ruthrauff & Ryan agency handles the account.

Aces Go NBC

NEW YORK, Jan. 26.—Easy Aces shift to National Broadcasting Company from Columbia when they start a series February 4, sponsor being American Home Products. Act has been on CBS some time. Goodman Ace, former newspaper columnist and critic, writes the series, cast including, besides, Ace, his wife, Mary Hunter and Paul Stewart.

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

DIRECTING AND HIS ORCHESTRA
JACK ALBIN
 SAVARIN RESTAURANT, BUFFALO.
 Heard Nightly Over WGR, WKBW.
 Available February 11 for College or Pri-
 vate Parties, Clubs or Hotels.

TEDDY BREWER AND HIS
RADIO STARS
 NOW ON TOUR.

PAT HOKE, Directing
 CAMPBELL'S
WASHINGTON and LEE
ORCHESTRA
 Nightly Over WHAM, Marigold Restau-
 rant, Rochester.

CLIVE SIERTAN
 AND HIS RIVIERA ORCHESTRA
 — FIRST AMERICAN TOUR —

FREDDY KAY AND HIS
ORCHESTRA
LEW REDMAN'S BELL HOPS
 TWELVE COLORED RHYTHMICS.

FREDDY AND HIS
ORCHESTRA

Master of Ceremonies
 at the ROXY THEA-
 TRE, New York. In-
 definite Run.

MACK

Featuring
EDDIE RYAN.

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

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

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

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

HENRI GENDRON
 and his AMBASSADORS
 ORIENTAL ORGANS, Chicago, Ill.
 ORCHESTRA CORP. OF AMERICA,
 1619 Broadway, New York, N. Y.

ANNE BOLAND
 "Songs of Love"
NOW ON TOUR

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

"Wired Radio" Tests Again Under Way by Utility Co.

North American Corporation, experimenting for several years, again ready to deliver programs to clients or subscribers — will use ERPI recordings

NEW YORK, Jan. 26.—A series of tests on "wired radio," development of which has been the subject of experiments for the past five or six years, will start shortly under direction of the North American Corporation, one of the largest utility holding corporations in the country. Both the tests and development of the project constitute one of the major technical advances in radio during the past few years, especially in that wired radio has now been put in its best technical state to date and is closely allied to television. North American, thru one of its subsidiaries developing the process, is now having a series of recordings made to test the practicability under field conditions of wired radio. Laboratory experiments have proved the method to be okh.

Wired radio, the method whereby programs are supplied, either on power of phone lines, directly to listeners, with five program channels available on either type line, plus a news ticker. North American's plans call for the elimination of advertising. In addition, regular broadcasts are available. Reported that plans call for provision of radio sets into customers' homes and maintenance of the receivers for less than \$3 a month. It is also said that the transmission of pictures has been achieved and that an especial advantage is that no static interferes on either type transmission line used.

NA's recordings are being made at Electrical Research Products, Inc., studios, under Ben Selwin's direction. Purpose of testing by recordings is to maintain an even level of performance so that no variation in program is had from day to day. Andre Kostalanetz, Vic Irwin have

Met. Life on Air 10 Years

NEW YORK, Jan. 26.—Metropolitan Life Insurance Company's radio broadcast of the gym classes directed by Arthur Bagley will round out 10 years of broadcasting March 30.

One of the oldest commercials on the air, series has been on each morning since 1925, on NBC, and altho sponsored, no commercial chatter is used. Since its inception over 2,000,000 fan letters have come in.

already recorded, while Ray Noble, Glen Gray and others are said to be due.

North American has organized Associated Music Publishers, Inc., to serve the two-fold purposes of acting as program outlet, if and when steady transmission is begun and sets are marketed, and also to act as copyright owners. NA is said to have purchased several large music libraries, including a number of operas. NA has also agreed to give the set-making contract to Philco radio.

FCC Tells Congress Non-Profit Allocation Statute Not Needed

WASHINGTON, Jan. 26.—The strong case against an out-and-out allocation of broadcast time being set aside for religious and educational purposes, presented last fall by the National Association of Broadcasters and other radio men, bore fruit this week when the Federal Communications Commission on Tuesday transmitted its report to Congress and recommended that no fixed percentage of radio broadcast time be allocated by "statute to particular types or kinds of non-profit radio programs or to persons identified with particular types of non-profit activities."

The communications act of 1934, Section 307 (c), provides:
 The Commission shall study the proposal that Congress by statute allocate fixed percentages of radio broadcasting facilities to particular types or kinds of non-profit radio programs, or to persons identified with particular types or kinds of non-profit activities, and shall report to Congress not later than February 1, 1935, its recommendations together with the reasons therefor.

Pursuant to this mandatory clause the broadcast division of the FCC studied the proposal under the direction of Eugene C. Sykes, chairman of the FCC, and held hearings open to the public from October 1 to 20 and from November 7 to 12 last fall. According to the FCC report, notices of the hearing were mailed to 1,535 interested parties, to 21 administrations, departments, commissions and offices of the government, and wide newspaper publicity was given the matter. This resulted in 125 witnesses being heard, and approximately 14,000 pages of testimony were presented for the FCC's consideration, as well as several thousand pages of exhibits.

The FCC's report to Congress states that the National Association of Broadcasters presented statistics from 269 stations representing 77 per cent of the so-called commercial stations. These stations represented total investments of \$25,041,327, and the total cost of operations for the period January to June, 1934, was \$12,833,302. Total broadcasting time of these stations for the same period was 669,000 hours, of which 75,773 hours or 11.3 per cent of the total broadcasting time was devoted to program matter of the character referred to in the proposal. A large percentage of these were night hours. Representatives of important institutions of learn-

CONSOLIDATED RADIO ARTISTS, INC.
 CHARLES E. GREEN, PRES.
 1619 Broadway, New York, N. Y.

ANGELO FERDINANDO
 AND HIS ORCHESTRA.
 NBC NETWORK.
 HOTEL GREAT NORTHERN
 118 W. 87th St., N. Y. City.
 Dir. CONSOLIDATED RADIO ARTISTS,
 1619 Broadway, New York, N. Y.

LEON "SNOOKS" FRIEDMAN
 MANHATTAN 41st West,
 MUSIC HALL.
 Broadcasting WMCA
 and American Broad-
 casting System.
 Direction: Consolidated
 Radio Artists,
 1619 Broadway, New York City.

HARRY RESER WEAF
 Network Coast to
 Coast.
 Management National
 Broadcasting Company.
 WHOLEY'S SPEARMINT
 TOOTH PASTE, HOUR
DECCA RECORDS
 Your Director
CHARLES E. GREEN,
 1619 Broadway, New York, N. Y.

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

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

HOWARD WOODS and his Royal Crest Orchestra
NOW ON TOUR
 Direction CHARLES E. GREEN, 1619 Broad-
 way, New York City.

ERNIE AND HIS ORCHESTRA
 Broadcasting Via WTIO-NBC.
 Eleventh West, Hartford, Conn.
 Dir. CONSOLIDATED RADIO ARTISTS,
 1619 Broadway, New York, N. Y.

MR. LOUIS ARMSTRONG
 AND HER KINGS OF RHYTHM.
 Featuring KING LOUIS II.
 Now Playing Hotel Vendome, Buffalo, N. Y.
 Direction: CONSOLIDATED RADIO ART-
 ISTS, INC., 1619 Broadway, New York, N. Y.

McKINNEY'S COTTON PICKERS
 Personal Direction WILLIAM MCKINNEY.
 COTTON OLIVE, Cleveland, Ohio.
 Directions CONSOLIDATED RADIO ART-
 ISTS, INC., 1619 Broadway, New York City.

AL GOODMAN
 BROMO SELTZER HOUR
 ENTERTAINING REVUE
 W.E.Z. FRIDAY, 8:30 P.M.
 COLGATE HOUR
 WITH OTTO HARBARD.
 WEAF, MONDAY, 9:30 P.M.
PALMOLIVE HOUR
 BEAUTY BOX THEATRE.
 WEAF, TUESDAY, 10 P.M.
LIFE BEGINS AT 8:40
 Musical Director
 Walter Garden,
 New York.

FRANK RICHARDSON
 RADIO, "THE TALKIES" NOW ON
 STAGE, ["SMILING SINGER"] TOUR.
 Personal Representative:
JACK HARRY, Palace Theatre Bldg., N. Y. C.

the educational institutions, as well as religious organizations, are receiving the best possible co-operation and for the most part at no cost to the organizations or institutions in question.

PROGRAM REVIEWS

"Secret Ink"

Reviewed Friday, 7:15-7:30 p.m. Style—Dramatic sketch. Sponsor—The Forhan Company. Station—WEAF (NBC network).

Major Herbert O. Yardley, billed as the foremost code expert in the world, who organized the government's Cryptograph Bureau and operated it for a decade or more after the war, collaborates with Tom Curtin on this series of thrillers supposed to be based on episodes that took place in the Black Chamber, as it was unofficially called. That Major Yardley knows his stuff goes without saying, and as in the case of his special articles and books, it is said that Uncle Sam had to give the ock on what he reveals. Current story, *Secret Ink*, is heard Mondays, Wednesdays and Fridays as a serial, with other yarns to follow. How codes, ciphers and secret ink was used in effort to prevent the United States from sending troops overseas and all of the spy hunting and decoding that went on—it is intended to work as much of this into the scripts as possible. Naturally there is no lack of dramatic values and action to attract the audience interested in this type of story.

Naturally there is plenty of intrigue, with Major Yardley supplying the basic story and Curtin, experienced at radio dramatizations, doing the rest. Cust, altho it could use an additional actress to prevent the same voice doubling for too many characters, does very nicely. It includes Jack Arthur, Paul Nugent, Walter Soderling and Helen Claire. Tom Curtin also is heard after the episode itself is concluded. Credits are not long and lean toward the "double duty" phrase. Toothpaste being sold as a cleaning agent and as protection for the gums. Offer is made of a secret ink kit, which includes special pen, ink and developer for the usual empty carton. M. H. S.

Walter Hampden

Reviewed Thursday, 8-9 p.m. Style—Excerpt from "Cyrano de Bergerac." Sponsor—Standard Brands, Inc. Station—WEAF (NBC network).

Walter Hampden made his debut on the Rudy Vallee program and left no doubt that if a sponsor would want to use him in a series, that the question of radio acting is duck soup to the veteran stage star. Hampden took to the mike as tho he had been on the air as many years as he has on the stage. And from the practical standpoint, Hampden assuredly has the following that would guarantee an audience.

Material used for the 10-minute or so appearance was the classic dueling scene from *Cyrano de Bergerac*, wherein the schnozzola-bearing swordsman battles De Gulche and accompanies his thrusts with an extemporaneous ballad. It's one of the theater's favorites and one of Hampden's favorites. His diction served to show up the usual mike talker. J. P.

Fred Waring

Reviewed Thursday, 9:30-10:30 p.m. Style—Orchestra and vocal group. Sponsor—Ford Motor Co. (dealers). Station—WABC (CBS network).

Ford dealers, because of the clik of Fred Waring's half-hour Thursday night spot, recently increased his time allotment to a full hour. Thereby, he bucks, for 30 minutes each, the General Food's *Showboat* program and the Kraft-Phenix Paul Whiteman show. But the evidence is in, and has been for a long time, that Waring is considerable opposah himself.

Essentially, there is little change in the program, either stylistically or as to talent. There has been an addition, a girls' glee club, trained in the harmonious Waring tradition, with Kay Thompson, a deep-voiced gal from the Coast, leading this group. Otherwise the Waring routine remains—the Lane Sisters, Babs and Her Brothers, frog-voiced Paley McCintock, Stuart Churchill, an excellent tenor and Tom Waring. Plus the Waring pace, orchestrations, and, of course, the male glee club. The latter, when in combine with the girls, reaches tonal excellence and a sonorous quality that only one or two other choral groups on the air have achieved.

There are but two questions. Firstly, whether one solid hour, with, after all, little variation in the names and work

of the singers, is a little too much. Secondly, and of only minor importance, whether Waring doesn't go overboard occasionally on arrangements. If he does, it's excusable, for his program maintains one of the highest entertainment levels in radio today.

The commercial phases of the program are still news. An hour program and only three sales talks, each one short, to the point and minus any extravagant claims! And Ford is leading the auto field in sales.

Treatment for the 10 o'clock station break is in a humorous vein, gagging with Andre Barouche, the announcer. Another welcome diversion from routine. Broadcast comes from Mecca Temple row and there seemed to be an occasional echo. J. F.

NEW BIZ

(Continued from page 7)

has been renewed over WBBM, starting January 30, and will be heard each Wednesday; sponsored by Premier Dairy Brands, Inc.; placed thru Aubrey, Moore & Wallace, Inc.

Charlie Morgan, pianist, will be heard over WBBM and CBS on Saturdays, starting February 9; sponsored by the Geysler Company.

The *Squire's Contest*, new program featuring the Cadets Quartet and sponsored by Snider Packing Corporation, will be heard over WBBM Mondays thru Saturdays, starting January 28; placed thru Batten, Barton, Durstine & Osborn, Inc.

WLS, Chicago

SMITH BROTHERS, Poughkeepsie, N. Y., thru Homman, Trencher & Sheldon, New York, for a six-week series of 50-word announcements daily except Sunday at 1:45 p.m. CST.

GENERAL MOTORS CORPORATION, Detroit, thru Campbell-Ewald, Detroit, a continuation order for 12 100-word announcements on Sundays at 11:30 a.m. CST.

MURPHY PRODUCTS COMPANY, Burlington, Wis., thru the Wade Agency, Chicago, for a series of five-minute talks on Tuesdays at 12:10 p.m. CST.

RELIANCE MFG. COMPANY, Chicago (Big Yank Work Shirts), has contracted for 13 quarter-hour programs on Saturdays at 7 p.m. CST.

PENNSYLVANIA SALT MFG. COMPANY, Chicago (Lewis Lye), thru L. W. Ramsey Company, Chicago, for an eight-week series of 150-word announcements daily except Sunday at 10:20 a.m. CST.

GEPPERT STUDIOS, Des Moines, have entered a continuation order for an 11-week series of two-minute announcements three times weekly, on Monday, Wednesday and Friday, at 6:40 a.m. CST. Thru Lansing Adv. Agency, Des Moines.

DRUG TRADE PRODUCTS, Chicago (Pruna), thru Heath-Seehof, Inc., Chicago, for a series of quarter-hour programs, featuring the WLS Westerners, at 7:15 p.m. CST, Thursdays, on a till-forbid basis.

Newark

WOR's new customers include: GROVE LABORATORIES, INC. (Bromo Quinine and Emulsified Rose Drops), thru Stack-Goble Advertising Agency; starting January 18, Monday to Friday, 6:30-8:45 p.m. Program: Gabriel Heatter and resume of Hauptmann trial.

PINO CO. (cough syrup), thru Stack-Goble Advertising Agency; starting February 4, Monday, Wednesday and Friday, 6:50-8:55 p.m. Program is *Musical Miniatures*.

ROSE H. LAIRD CO. (beauty preparations), thru Kelly, Nason & Roosevelt; starting February 12, Tuesday, Wednesday and Saturday, 8:25-8:30 a.m. Program is *Beauty Advice Talks* by Rose Laird.

ILLINOIS MEAT CO. renews, effective January 28, its 6:45-7:58 a.m. gym class program.

TASTYEAST, INC., thru the Clements Co., Philadelphia; started January 25, Monday to Friday, inclusive, 1:15-1:30 p.m. Program: Resume of Hauptmann trial—Gabriel Heatter.

WNEW's new accounts include: NATIONAL WALKATHON AMUSEMENT CO., Irvington, N. J., thru Boss & Schillin, Inc.; starting Sunday, January 29, for 18 16-minute weekly programs, twice Monday, three times every other week day and one Sunday. Program: Walkathon.

GOLDWYN JEWELERS, thru Boss & Schillin; starting January 22, Tuesday,

Thursday, Friday, 2:45-3 p.m. Program not given.

PARAMOUNT BROADCASTING AND DANCING STUDIOS, Elizabeth, N. J.; starting February 11, Monday, 1:15-2 p.m., and Tuesday thru Saturday, 1:15-2 p.m. Program: Elizabeth Hour, was booked direct.

New England

CHRYSLER CORP., thru J. Stirling Getchill, Inc.; starting January 17, sponsoring 20 participations in Yankee News Service twice daily, at 6 and 11 p.m., on WNAC and eight Yankee Network stations.

S. W. B. CO. (food distributors), thru David Malkiel, Boston; starting January 20 on WAAB, Sunday, 12:30-1 p.m. Program is *The Freiticher Kabtzen*.

GILCHRIST CO. (department store), thru Salinger & Publicover; starting February 15 on WAAB, Friday, 8:30-9 p.m.

Southwest

Southwest Broadcasting System announces:

UNIVERSAL MILLS (feed and flour), thru Tracy-Loeke-Dawson, Inc.; starting February 5 on KTAT and nine SBS stations. Program is Alice Joy, Ed Lilly and his orchestra and amateur show.

SAN ANTONIO BREWING CO. (Pearl Beer), thru Pidiuk Advertising Agency. Account is taking spot announcements from January 6 to October 4, 1935, on KTAT and seven SBS stations.

CURTIS CANDY CO. (Baby Ruth Candy), thru McJunkin Adv. Co. Five daily spot announcements on KTAT and five SBS stations.

CBS WORKS

(Continued from page 7)

resulted in a two-thirds night rate from 12 noon to 6 p.m. on the day in question.

CBS is of the opinion that the advance in rates is more than offset by the steady growth in number of radio homes, which continues to make each contract for radio time an equity worth more to the advertiser with each succeeding month. Chart on the back of the new rate card indicates complete network coverage for 1935 at a cost of 81 cents per 1,000 radio homes, as compared to 69 cents per 1,000 as recently as 1930. These figures are based on a half-hour p.m. rate. CBS also explains that the

new rates are a "deferred advance covering only part of the increased station and operation costs which we have withheld entirely from our rates during recent years." Omaha-Lincoln coverage is considered a highly important addition to its network strength. With KSO joining the basic network on March 17, Iowa coverage is further intensified.

Regarding the 2½ to 15 per cent weekly discounts, explanatory information on the new rate card is to the effect that these are computed on gross billing for time and will be allowed to each advertiser using network broadcasts for 13 or more consecutive weeks, as follows:

Less than 5 station hours per week	Net 5 or more but less than 10 station hours per week	2½%
10 or more but less than 15 station hours per week	15 or more but less than 25 station hours per week	5%
25 or more but less than 45 station hours per week	45 or more but less than 70 station hours per week	10%
70 or more station hours per week		12½%
		15%

Station hours will be calculated as follows:

One hour (day or night) on one station equals 1.0 station hour.

One-half hour (day or night) on one station equals .5 station hour.

One-quarter hour (day or night) on one station equals .25 station hour.

(Thus in computing station-hour discounts, one half-hour and one fourth-hour periods are given a weight equivalent, respectively, to their newly proportioned cost—60 and 40 per cent of the full-hour rate.)

Two or more network contracts for the same advertiser may be combined in computing station-hour discounts.

Additional 10 per cent annual discount:

At the end of the 52 consecutive weeks of network broadcasting there will be due and payable to the advertiser an additional discount on network time computed as follows: 52 times 10 per cent of the largest amount of weekly gross billing that has run consecutively for 52 weeks. If an advertiser broadcasts weekly for a period longer than 52 weeks, but shorter than 104 weeks, he will be paid the maximum discount, under the foregoing terms, for any consecutive 52 weeks during the period of his broadcasting.

JIMMIE ROGERS

FEATURED NBC ARTIST
FORMERLY FEATURED SINGING PIANIST
WITH PAUL WHITEMAN

NOW APPEARING NIGHTLY AT LE BIJOU,
2 EAST 56TH ST., NEW YORK, N. Y.

Roxy, New York

(Reviewed Friday Evening, Jan. 18)
The usual singing assignment is taken care of this week by Jimmy Rogers, a lad from the club field, who sits at the piano, plays and warbles into the mike. He did *Walkin' in the Winter, Hands Across the Table and Object of My Affections* in a sweet high tenor voice. He has excellent delivery, a fine stage personality, and he builds up his numbers beautifully, offering something that any show, including legit, could use. For this reporter's money he's worth half a dozen of the usual microphoning male singers.

Eugene Burr in *The Billboard*,
January 26, 1935, Issue.

★
**THANKS!
MR.
BURR**

FERDINANDO
THE INTERNATIONAL FAVORITE OF DANCE
And His MUSIC
NOW ON TOUR

★ **EDDIE PEABODY**
RADIO'S MOST VERSATILE ENTERTAINER.
Now Headlining
Fox Theatre, Detroit, Mich.
Exclusive Direction
SIMON AGENCY
RKO Building,
Radio City, New York

★★★★★ **FREDDY BERRENS**
AND HIS MUSIC
Now Playing at the FLYING TRAPEZE
New York's Smart Restaurant and Cafe
57th St. at 8'way
Broadcasting COAST TO COAST VIA WEAF-WJZ
N. B. C. NEW YORK THRISE WEEKLY
Fred Berrens Flying Trapeze Orchestra, Inc.,
217 West 57th St., New York, N. Y.

PAUL TREMAINE
AND HIS BAND FROM LONELY ACRES
Personal Direction BERT MEYERSON.
Suite 4003, 545 Fifth Avenue,
New York, N. Y.

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

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

ALWAYS A GOOD REPORT ON
CHIC. FARMER
Featured Artist SALLY'S FUR HOUR.
Daily 10:30 P.M., WNEW, ABC NETWORK.
Res. Phone: Riv. 5-9557, N. Y. O.

AIR BRIEFS
By JERRY FRANKEN

EXCITEMENT last week was all about television again. Firstly the talk between Columbia Broadcasting System and Metro on a deal supplying talent and facilities for the new medium. Then came M. H. Aylesworth's departure for Hollywood Friday (25), one purpose of the trip being the same angle between National Broadcasting Company and, of course, Radio-Keith-Orpheum. Not to be forgotten either is the progress being made along wired radio lines, broadcasting on power or phone lines without fear of distortion due to static.

Chandu, on a return date to the air, is a possibility, sponsor being Sterling Brands for a new product. . . . Robert Stone moves from NBC to WOR February 1 as production man. . . . Both Camel and Chesterfield said to have squawked considerably when CBS and Lucky Strike were talking about getting together. . . . Bob Sullivan has left WMCA to return to newspaper work, going with *The New York Post*. Generally conceded that Jimmy Cannon is the "Prince Charming" radio columnist of the new weekly, *Broadway*. His first column panned the majority of daily radio editors plenty. While not arguing either way on the merits or demerits of his claims, it doesn't take much courage to hide behind a pseudonym and let someone else have it. . . . American Record has signed Jerry Cooper for recordings. . . . Somewhat of a surprise that NBC should allow Rudy Vallee to introduce the Boswells

as the best trio on the air, especially when NBC has the Pickens under contract. . . . Hohner harmonica is planning to take to the air on Mutual Broadcasting System. One reason may be that Borrah Minnevitche, on WOR only, markets his own brand of instrument.

NBC's recent economy wave has taken toll already of the B. A. Rolfe-East and Dumke early morning show and *The Grummitz*, twice-weekly script show written by Senator Ford. NBC apparently wants to chop off all sustaining comedy acts. But why the network gave the red slip to the *Grummitz* is a mystery, the show being one of the best radio acts to appear on the horizon in months. Understood that the night spot the *Grummitz* had is going to a band, of which there are so few in radio and which are really so very, very, novel.

H. J. Greig has resigned from Greig, Blair and Splight, station representatives. . . . T. Wylie Kinney is now sales promotion manager of WOR. . . . Dynamite is expected next week when the report on morality on radio, prepared by the Federation of Churches, is due to be made public. The survey made for the group is reported showing adverse reports on the air programs, and this, coming from an important organization of this type, has plenty of potentialities. And a strange angle is that the Federation itself has free time on the air.

CHI AIR NOTES
By NAT GREEN

With Allyn Joelyn out of the running for at least a month because of a broken leg, Warren Hull, musical comedy leading man, will play straight for Beatrice Lillie on her nation-wide broadcasts over NBC. . . . Hull started with Miss Lillie January 25. . . . The new daughter of Mr. and Mrs. Vincent (NBC announcer) Pelletier has been named Cheri, after Cheri McKay, pretty southern songstress of NBC's Merry Macs. . . . Pat Flanagan, CBS announcer, and Mrs. Flanagan leave for Florida February 4 to make Sarasota their headquarters for a month. . . . Harold Isbell, of the CBS staff, celebrated a birthday January 27. . . . Harry W. Betteridge, for three years program director and chief announcer of WELL, Battle Creek, Mich., has joined the announcing staff of WMBD, Peoria, Ill. . . . Clara, Lu 'n' Em start their fifth year over NBC January 28.

For the first time in more than eight years on the air Amos 'n' Andy are speaking apart from their script—making a personal announcement of the contest which Pepsi-Cola is sponsoring. . . . The \$30,000 cash contest is bringing heavy response, it is understood. . . . Thousands of requests are being received for the Weber City map, and it is expected the entrants contesting for the more than 14,000 prizes will reach into the hundreds of thousands.

Jesse Crawford's Musical Diary, featuring the well-known pipe organ virtuoso; the Songfellows, male quartet, and guest vocal soloists, made its debut

over an NBC-WJZ network January 26. . . . Edna Odell, contralto, was heard on the first program. . . . Lillian Gordoni presented her *Stars of the Gordoni Parade*, heard Monday nights over WBBG, in an entertainment for the vets at Edward Hines Hospital January 27. . . . Show included Four Knaves Quartet, Georgia Young, Barry Sisters, Billy Womack, Marie Rinehart, Don Gordoni, Virginia Ammond and a comedy sketch. . . . Irene Wicker, Singing Lady, who has been re-engaged by her sponsors for another year, expands her network broadcast to seven stations, starting February 18. . . . Clara, Lu 'n' Em received 20,000 Christmas cards and they have distributed them to kindergartens for the children to use as cutouts. . . . Kay Tolan now singing with Maurice Sherman's Orchestra from the College Inn and is heard over WENR. . . . Billy Mills, CBS orchestra conductor, has been invited to lead the band at the President's birthday party at the International Amphitheater January 30. . . . The Bennett Sisters, trio, make their network debut January 28 over NBC. . . . Their previous radio experience has been over an Orlando (Fla.) station, and they have been singing together only six months. . . . Charles Calvert, of the *June and Judy* show, plan to organize the Associated Radio Artists' Club shortly. . . . Semi-finals in the WBBM radio amateur contest, in which more than 2,500 radio aspirants are entered, are being held this week. . . . Winner to receive a \$1,500 contract to sing over WBBM at \$100 a week.

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

FRANK FISHERMAN Presents NBC and ABS Networks.
ARCHIE BLEYER Orchestra
Dir. MUSIC CORPORATION OF AMERICA.

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

Now on Tour
ANSON WEEKS
NBC Coast to Coast
WJZ-WEAF

EDITH MURRAY
The Dramatist of Song
Recent London Lead "Good News"
Featured Star
Blus Monday Minstrels.
Exclusive Management CBS Artists' Bureau.
Personal Representative, IRVIN Z. GRAYSON,
Hotel Roosevelt, New York City.

GENE AUTRY
Oklahoma's Yodelling Cowboy.
RADIO, RECORDS,
STAGE AND SCREEN.
Now Making Personal Appearances.
Personal Representative,
J. J. FRANK,
Care The Billboard, Chicago.

John F. Murray Presents
LARRI AND HIS
Hotel Piccadilly Orchestra
GYPSY LEE, VIOLA BURT,
Accordianist, 1 Harpist.
Dinner West 45th St.
Supper New York, N. Y. WMOA-ABS.
Mgt. FRANCIS GORDON,
403 Brill Bldg., New York, N. Y.

LEO KAHN
WNEW MUSICAL DIRECTOR
Key Outlet American Broadcasting Company's
26-Station Network.
SALLY'S FUR HOUR
Studio Party Daily, 9 p.m. Dance Parade Daily, 10:30 p.m.

West Coast Notes; Air Prison Break
SAN FRANCISCO, Jan. 26. — The week's prize for radio enterprise is shared jointly by KFRC and KYA. Both stations dramatized the convict prison break at San Quentin within a few hours after the capture of the felons. Continuity was written and rehearsed in the confusion of last-minute preparations, and with meager facts at hand, in some instances. KFRC's dramatization was heard transccontinentally across the CBS network.
Emil Gough, executive of Hearst Radio, Inc., and general manager of the Pacific Broadcasting Corporation, which controls KYA, after several weeks in San Francisco, has returned to New York.

Network Song Census
Selections listed below represent The Billboard's accurate check on three networks via WJZ, WEAF and WABC.
Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Period covered is from January 18 to 24, both dates inclusive.

Blue Moon	37	Fair Weather Friend	16
You're the Top	15	I Got a Kick Out of You	15
Believe It, Beloved	23	Tiny Little Finger Prints	16
It's June in January	23	If It's Love	15
With Every Breath I Take	22	I Woke Up Too Soon	14
Anything Goes	21	Isle of Capri	14
I Believe in Miracles	21	You and the Night and the Music	14
Love Is Just Around the Corner	21	Because of Once Upon a Time	13
Object of My Affection	19	Fare Thee Well, Annabelle	11
I'll Follow My Secret Heart	19	Where There's Smoke There's Fire	10
Blame It on My Youth	18	All Thru the Night	10
Hands Across the Table	18	Stars Fell on Alabama	10
On the Good Ship Lollipop	18		

STATION NOTES

Address All Communications to the New York Office

WSM's artists' bureau, started in December under George Hay's direction, has three companies now touring. Nashville station has booked *Black and White Revue*, with Lassies and Honey, for the 28 theaters in the Crescent theater chain, and *Grand Ole Opry* troupe, with several acts from the station's barn dance, is playing in the vicinity. Third company includes Freddie Rose, Jack Shook, Nap and Dee, Melody Boys and Artie Rose. Hay, who plays the Judge on the barn dance, took over the artists' bureau when he resigned from the publicity department.

WHIO, Dayton, affiliated with *The Dayton Daily News*, is using the show windows in the front of the building wherein the station is located to display the products of its time buyers. Floor space measures 16 square feet in each window. Station, formerly WLBW, of Erie, Pa., has E. K. Steiner as general manager; J. L. Reinsch, commercial manager; R. H. Lingle Jr., chief engineer, and Charles E. Gay, press head.

MARTIN WALES, commercial manager of WSPA, Spartanburg, S. C., has resigned to join WFBC, Greenville, as an announcer. Wales succeeds Bill Bivens, who recently went with WJSV, Alexandria, Va.

HARRY CHESHIRE has joined the production staff of KMOX, St. Louis, leaving KPH in Wichita, Kan. Cheshire is a veteran actor and director and was with KPH three years.

WJIM, Lansing, Mich., has signed three new commercials, getting Firestone Tire and Rubber Company, Philip 66 Corporation and the Chrysler Corporation, latter thru Ruthrauff & Ryan, New York. Station recently started an amateur night and is also broadcasting local wrestling matches.

CHARLIE FLAGLER, who recently ended a 2 1/2-year run on KSO and WHO, Des Moines, Ia., opens February 5 on WFAA, Dallas, Tex., every day but Saturday and Sunday.

POWER OF RADIO made itself felt recently when during a WHBY, Green Bay, Wis., program, a schoolboy handed the orchestra leader a note, asking him to read it over the air. Note was to the effect that all schools, due to the cold wave, were to be closed the next day, with the school superintendent's signature well faked. Four hundred school children took advantage of the holiday, and two days later, when the schools were actually closed, WHBY checked mightily carefully on its verification.

WAAB, Boston, starts broadcasting the Boston Madison Square Garden hockey games January 29. Games, going over the Yankee network, will be reported for the last period only by Frank Ryan.

KNX, Los Angeles, for the benefit of local citrus growers, is broadcasting frost warnings every evening when temperature drops warrant.

WBT, Charlotte, N. C., has received an increase in time purchase from the Crazy Water Crystal Company, now going on the station for a full half hour five nights weekly and also using six 15-minute programs during the day. It's the station's biggest time buyer.

ALICE JOY starts a new commercial for Universal Mills, beginning February 5 on 10 stations of the Southwest Broadcasting System. Besides singing she will also judge local amateurs and present them on her program. Ed Lolly and his orchestra will also be on the program. Account is handled by Tracy-Locke-Dawson, Inc., with Joe Edwards account executive.

WSM, Nashville, Tenn., has started a series once weekly on the theme of a recent White House statement, "The nation marches forward on the feet of healthy children." Series will dramatize this theme, and was arranged by E. M. Kirby.

KMOX, St. Louis, has added Ralph Heatt, formerly with WLW, Cincinnati,

and a newspaper man, and John Mathae, film and stage actor, to its continuity staff.

BETTER BUSINESS BUREAU of Los Angeles has started a series on KNX, exposing fly-by-nighters in business. Talks are given by Robert M. Sample.

BOB SANDERS has left OCA to join Mills Artists, Inc., where he will handle Irving Mills' band booking department.

BABY JEANNIE GUNN, featured on KTAT, Ft. Worth, has been signed by Metro-Goldwyn-Mayer for pictures, supporting William Powell and Jean Harlow

in a picture. Della Crowder has left WFAA, Dallas, to join KTAT. She is an organist.

WLS Folk Marry

CHICAGO, Jan. 26.—"Getting in good with the cook" may be a good old adage, but Larry (Duke) Wellington, accordionist with the WLS Westerners, believes in marrying the girl that delivers the checks. Tonight at the completion of the National Barn Dance, at the Eighth Street Theater, Wellington is married to Mary Montgomery, of the WLS treasurer's office. The marriage was the culmination of a romance that has been budding at the station since last fall, and they are the 13th couple to be married from WLS in 10 years. The last previous one was Myrtle Cooper, known as Lulu Belle, and Scotty Wiseman, known on the air as Skyland Scotty, on December 20.

MUSIC NEWS

A warning against folks who prey on credulous and ambitious amateur song-writers has been issued by the Ford Music Publishing Company, Brooklyn, N. Y. It contains some very valuable advice and certainly goes very deep into one of the evils of the practice. Dixie Gray and Jewell King are the authors. Charles Ford, head of the company, announces that he has just completed two new plays, *Two Sons* and *Street Whirl*, besides a novel, which is all about finished. The latest song from the firm is entitled *Second-Hand Sweetheart*.

Louis Bernstein, of Shapiro, Bernstein & Company, is among the latest of the heads of local publishing firms to join the colony at Miami. He is scheduled to pass at least a month in sunny Florida. At any rate long enough to escape the rigors of winter here.

Stanley Adams, lyric writer, is the proud possessor of four bonuses from the Song Writers' Protective Association for having his various numbers played the most times over the air during 1934. The numbers involved are *My Shave*, *What a Difference a Day Made*, *Extra* and *Dust on the Moon*, all published by Edward B. Marks Music Corporation.

Arrangements are under way for a New York office of the Forster Music Company, now located in Chicago. The well-known Western firm is deciding on two prominent contact men to join the professional staff when the deal for quarters in the East has been completed.

Superior Music, Inc., of New York, has established Chicago offices in the Woods Theater Building, with Chick Castle in charge.

E. C. Mills, general manager of the American Society of Composers, Authors and Publishers, left on his annual trip to the Coast. He will be gone for about three weeks, during which time he will inspect branch offices and attend to other ASCAP business matters. Trip at this time was made necessary by the possibility of the government's anti-trust suit coming to trial later and precluding an absence then by Mills.

Among the latest creations from the house of Clarence Williams is a new publication entitled *The International Drum Method*. The book, which is authored by Charles Ertzler, contains over 100 jazz exercises, cymbal, temple and tom-tom beats, besides other valuable information and special arrangements suitable for nonreaders and beginners. There are also a number of engrossing chapters devoted to improvising and finger drumming.

Rocco Vocco, of the Crawford Music Corporation, has returned from a visit to the Pacific Coast, where he was the guest of Bing Crosby. Vocco, looking considerably benefited by the journey, brings tidings of the latest activities of that pair of hit writers, Gordon and Revel. They have completed four numbers in the Paramount picture *Love in Bloom*, featuring Joe Morrison and Dixie Lee (Mrs. Bing Crosby). The respective titles are *My Heart is an Open Book*; *Lookie, Lookie, Here Comes Cookie*; *Got Me Doing Things* and *Let Me Sing You To Sleep With a Love Song*.

BANDS and ORCHESTRAS

By ROGER S. LITTLEFORD JR. (Cincinnati Office)

C. W. KEITZ and his band are in their 15th week at the Navajo Club, Rapid City, S. D. The McLean Sisters, trio, formerly with Herbie Kay and Bobbie Meeker, have been featured. Roster includes Dale Anderson, Mark Davis, Jug Brown, Bill Armstrong, Leck Kiltz, George Sandler, Vern Meyers and Dale (Peewee) Keitz.

CHARLIE PULCHER and his band are doubling between the Forrest Hills Hotel and the Augusta Country Club, Augusta, Ga.

BUBBLES BECKER, featuring Arlene Hilton and Miltie Bruck, comic drummers, have been held over two weeks at the English Tavern, Richmond, Va.

Last week the KCO sorority, of Mayfield, Ky., wired Guy Lombardo to play "Auld Lang Syne." Lombardo played his well-known theme song as usual and everyone departed happily, thinking they had been signally honored.

FRITZ MEYER and his White Fleet Orchestra opened Tantilla Garden, Richmond, Va., January 25.

CATO'S VAGABONDS, 14-piece combo under the direction of Cato F. Mann, are current at the Riviera Club, Daytona Beach, Fla. Nedra Gordinier, Cal Orlaway and a trio are being featured.

JACK WARDLAW and his CBS orchestra are playing regular luncheon and dinner engagements at the Hotel Patrick Henry, Roanoke, Va., besides getting their share of local dance dates. The singing of Lucile Gregory, Bob Bland, Roland McKeller and Jack Kimec are the standouts.

RUTH HART and her Virginians, 10-piece all-girl band, have had their engagement at Brown's Spanish Villa, Detroit, extended indefinitely.

STAN STANLEY recently opened a 10-week stay at the Salle Royale, Hotel Jefferson, St. Louis. Has a KMOX wire nightly and CBS outlet thrice weekly.

JOHNNY JOHNSON has replaced Archie Bleyer at the Hotel Commodore, New York.

JACK TETER is still holding forth at the Wisconsin Roof Ballroom, Milwaukee, Wis. Herb Jones is handling the publicity.

CHARLIE TURNER and his Arcadians are now under the management of Francis Gordon. Orchestra, which opened this week for the Loew Circuit, is scheduled to make a European trip in about two months, the booking having been made in association with George Hamid.

EARL BARR, former ork leader and one-time member of the Coon-Sanders Nighthawks, is expecting to be released shortly from the U. S. Veterans' Hospital, Knoxville. He has been a patient there for some time and wants to thank those who remembered him at Christmas.

LOYD SNYDER and his 11-piece band opened an indefinite engagement at the Nat Ballroom, Amarillo, Tex. Ramon Saltonstall and Ray Lanford are soloists.

KARA BROTHERS' Royal Hussars recently completed a 13-week commercial on WNEW, Newark, and are currently one-nighting thru the East.

JERRY PODOR moved from Rainbow Gardens, Detroit, into the Evergreen Supper Club.

JACK PAUL and his Showboat Orchestra, with Adelle Kastle, vocalist, opened last week at the Club St. George, Charlotte, N. C. Combo is aired nightly over WBT, local CBS outlet.

ART DUBBOW and his Brigadiers, 10-man outfit, featuring Frank Pekanus, Joey Taft and Irene Rea, have been held over indefinitely at the Chop House, Hartford, Conn.

JACK GILLETTE and his ork, with Gracie White, have left the Trianon, Cleveland, and are touring Pennsylvania, Virginia and the Carolinas.

BENNY PURNELL and his 11-piece combo opened recently at the popular Cactus Dinner Club, Austin, Tex. Three new men, Fred Newberry, Bob Pettit and Ed Hoppe, have been added. Lloyd Fletcher, Bob Bonner and Zeb Rike are handling the specialties.

BARNEY RAPP and his New Englanders, after a successful season in vaudeville and making shorts for Warner Brothers, opened at the Hotel Gibson, (See Bands and Orchestras on page 31)

Sheet-Music Leaders

(Week Ending January 26)

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

Sales of music by the Maurice Richmond Music Corporation, Inc., are not included, due to the exclusive selling agreement with a number of publishers. Acknowledgment is made to Richmond-Mayer Music Corporation, Music Sales Corporation and Ashley Music Supply Company for their kind co-operation.

1. Good Ship Lollipop.
2. Blue Moon.
3. June in January.
4. Dancing With My Shadow.
5. Hands Across the Table.
6. Isle of Capri.
7. Believe It, Beloved.
8. With Every Breath I Take.
9. Invitation to a Dance.
10. Winter Wonderland.
11. Dark on Observatory Hill.
12. Tiny Little Finger Prints.

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Club Shows For Vaude

Relieve such units will
lower production costs—
outside bookings easier

NEW YORK, Jan. 28.—Night spot operators who have been trying to figure out a way to relieve the enormous cost of staging spectacular shows have hit on the vaude angle. Owners of the de luxe night spots are now staging stumpy-tious floor shows with one eye on the vaude stage.

They figure they can use their show for as long as it holds interest and then send it out as a vaude unit, using the costumes and sets and most of the original cast. In this way they can write off part of the big cost of producing original revues.

The Casino de Paree is doing this now and getting the highest salary (\$10,000) ever paid to a night club unit in vaude. The Manhattan Music Hall tried to send its *Small-Time Corollade* out into vaude, but contractual differences between the management and Billy Rose cramped the deal.

The Hollywood and Paradise restaurants are two big spots that have been sending out their shows regularly into vaude. The use of stages in the cafeterias instead of the usual center floors has made it much easier to adapt night club shows for vaude.

Jean Tennyson for President's Party

CHICAGO, Jan. 26.—Jean Tennyson, one of the outstanding beauties of the opera stage, who scored a triumph with the Chicago Grand Opera Company this season, has been invited to sing at the Central Illinois celebration of President Roosevelt's birthday party to be held in Bloomington January 30. The star will travel from her home in New York just to make this personal appearance.

Cherniavsky To Stay

CHICAGO, Jan. 26.—Rumors that Josef Cherniavsky was to be replaced at the Josef Urban Room of the Congress Hotel were quieted this week when H. L. Kaufman took up his third consecutive option on the Russian maestro. Cherniavsky, who inaugurated a new form of cafe entertainment when he brought his *Gypsy Revue* to the floor of this exclusive spot, has produced another presentation called *A Night in the Boisery*, which opened last night.

Al Capone Again

PARIS, Jan. 21.—The Riviera resort town of Cannes has a new cabaret called Sing Sing, which is advertised as being run by Al Capone. A cheap night spot in the Montmartré joy belt of Paris recently opened—and shut—under name Chez Scarface, operated by a scar-faced individual who exploited his tough appearance.

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'ROUND THE TABLES

HARRY (PEP) PEARCE, burly comic, and his new partner, Louise Barlow, formerly of vaude, opened for Jack Middleton this week at the 4444 Club, Cincinnati. They are set for several other Cincy clubs. Pearce and Barlow recently played the Arabian Grill, Gloria and Beechwald clubs, Columbus, O., and have just finished a fortnight's stay at Lantz's Emporium, Dayton, O. They are slated to return to Dayton after their Queen City engagements.

KIRBY AND DE GAGE, dance team, opened at the Club Continental in Los Angeles January 21.

DE LORES AND ADRIAN, youthful dance team, are enjoying popularity thruout the Austin, Tex., territory.

JUDY CANOVA and her Mexican Hill Bill Quartet were recently signed by Warner Bros. Studios to do a specialty number for the new film *Caliente*.

AIDA CLINE, who carried a vogue at the Walnut Room of the Bismarck Hotel, Chicago, with her character analysis work during the World's Fair, has been booked to open at the Hotel St. Paul,

Chi Auto Show Peps Cafe Biz

Night spots set to entertain
visiting automobile men—
new shows and bands

CHICAGO, Jan. 28.—This is Auto Show week in Chicago and the night spots have doiled up for the occasion and are putting on extra special shows for the delectation of the auto men, who are in town by the thousand. The advance guard arrived in town last mid-week and have been giving both Loop and outlying spots a heavy play.

The Empire Room of the Palmer House has what is without doubt one of the finest floor shows it has yet presented. Ted Weems and his orchestra continue to furnish music, and the show includes Rob Ripa, young juggler; Tommy Martin, clever sleight-of-hand worker; Roy Cropper, of musical comedy; Harris, Claire and Shannon, dancers, and the Abbott Dancers. On January 31 the Empire Room's new winter revue will be launched, the lineup including Jay Seiler, comedy skier; Stuart and Lee, dance team; Stanley Morner, ballad singer; Condos Brothers, tap dancers; the Abbott Dancers and, of course, Ted Weems' music.

Chez Paree has a swell new show with Gus Arnheim's music. In the floor show are the Eight Mayfair Girls, Barbara Blanc, Nick Long Jr., Alice Dawn, Mario and Floria (dance team), Downey Sisters, Maxine Tappan and Jimmy Newell. College Inn continues to offer George Olsen and his talented wife, Ethel Shutta, along with Jack and Nita Carlton, talented dance team; the eight Stevensen Girls and others. They have arranged some special numbers for the automobile men.

At the Bismarck Hotel's Walnut Room Art Kassel and his orchestra are the music makers, and the floor show includes Beth and Betty Dodge, singers; Borgin and Enters, ballroom dancers, and Florence Schubert, prima donna.

Out north the French Casino is attracting sizable crowds with its *Hello, Paris*, snappy and colorful French and Viennese revue. The sensational and daring "bat dance" is featured. Art Jarrett and his band opened a limited engagement at the Blackhawk Cafe Saturday night and the popular Loop spot is offering a peppy show. Its *Midnight Flyers* show on Monday nights is still one of the night-life high spots. A rip-roaring revue billed as *Bowery Nights*, featuring Cherniavsky, dynamic band leader, is being offered in the Joseph Urban Room of the Congress Hotel. At the Stevens' Continental Room Keith Beecher provides the music, and the entertainers include Emily von

St. Paul, February 1. Later she will go to Hollywood to fill engagements arranged by Frank Burke. Miss Cline, who makes no pretense of looking into the future, takes samples of the handwriting of the guests, including the date of birth, from which she makes the disclosures regarding her subject.

WES ADAMS AND LISA, modern ballroom team, opened last week at the Hotel Biltmore, New York, with Jack Denny and his orchestra.

MOORE AND REVEL, dance team, have been held over at the Cocoanut Grove in the Hotel Ambassador, Los Angeles, until March 14, when Guy Lombardo and his Royal Canadians begin their new engagement.

NEW REVUE opens at the Congress Restaurant, New York, January 30, staged by Top Nip and Alan DeSylva.

JERRY BLANCHARD, night club songstress, began a date at the Village Barn, New York, January 25.

EARLE AND ANNE GAUDET opened a two-week engagement January 14 at the 19th Hole Grill, Hartford, Conn.

Losen, clever solo dancer; Edythe Bennett and Miles Garron, ballroom dancers, and Lucille Long, contralto.

Via Lago, Colosimo's, Royale Frolics, Harry's New York Cabaret and numerous other spots are putting on special features calculated to interest the auto men and indications are the night spots will have one of the biggest weeks of the season.

5 Cleveland Spots Booked by Special

CLEVELAND, Jan. 28. — Five local night clubs have new shows, all opening within the past few days. Business is good. Mayfair has Continental Girls, Rene Villon, Fawn and Jordan, Royce Trio, Dick Finnigan, Basset and Norris, Naomi Morton and Boys and Joe Canullo's Orchestra. Cotton Club, with McKinney's Cotton Pickers Orchestra, also has an all-colored show with Max Alex, Josie Oliver, Billy Mitchell, Lucky Sisters, Pete, Peaches and Duke, and a line of a dozen girls.

Lido Club's talent includes Gayle Gaylord, Jessie Reed, Markel and Fan, Ray Style and Gene Beecher's Orchestra. The Hollywood in Warren, O., has Hum and Shum, Piqua Trio, Martha and Hal, Catherine Rand, Ruthenia and Malcolm and Cliff Winehill. Shows were booked by Mike Special.

Paris De Luxer Reopens

PARIS, Jan. 21.—The de luxe Montmartre night spot, La Belle Epoque (ex-Florida), has reopened with a big floor show, featuring the American dancer, Edna Sedgwick, and the comedy acrobats, Mackie and Lavalle. Music is furnished by the Marimba-Atlatcat Band.

Night Club Review Club New Yorker

In what was formerly a private home on East 51st street, between Madison and Park, is now located the Club New Yorker, an intimate and highly enjoyable night spot. Most night clubs lay claim in their publicity about being distinctive, but the New Yorker is one of the very few in this city that cannot only claim it but live up to it. No unusual or freakish trappings in the way of decorations or floor show achieve the result. Rather it is principally the spot's intimacy, good food and excellent service and, most important, its host, Hector. Latter is the owner and chief welcomer-inner. He has the ability of putting his guests immediately at ease and adding to their enjoyment.

Second floor of the club has been divided into halves, the rear half being the bar, fore part the small restaurant. Capacity is limited and the place thrives.

Miami Spots In a Bad Way

Unless county permits
gambling, many clubs are
doomed—chances are slim

MIAMI, Fla., Jan. 26.—Night clubs of the Florida Riviera, particularly in Greater Miami, are in a bad way and unless the legislative skies clear in the next two weeks, virtually all of the majors will walk the plank. The answer is gambling. If it is permitted they go on. If not they fall.

Prospects of favorable action are remote. The Dade County grand jury is in session and is distinctly unfriendly towards any prospect of removing the lid. So is the State's Attorney, Vernon Hawthorne.

The situation had its genesis in the killing of a small-time gambler and booking agent some weeks ago. Big timers warned him twice. The first time he received a bad beating. He stuck. They struck. This time with bullets. Six of them. The lid went down. So did the profits. Only the overhead went up.

None of the major clubs calculated to make any money on covers or food and very little on their bars. But they did expect to clear enough on these to take care of the major part of the cost of operating. And goodness knows the covers are high enough. Palm Island, where Earl Carroll holds forth, gets \$5 per person. So does "Beautiful Deauville." The Embassy and Villa Venice exact \$3.50. There would be little or no squawks if times were halfway normal, but with the high cost of rentals, whether it happens to be a hotel room, "efficiency" apartment or a bungalow, it simply is out of the question. The money simply isn't here.

Floor shows are elaborate and expensive, terrifically so. One place is losing \$5,000 each week and the morale of the cast of the show is at a low ebb; so low, in fact, that the prospects of facing a really cold winter in the North is so unalluring that they have volunteered to work only for their keep, if necessary to keep going.

The horse and dog tracks, as well as the majority of other top-notch diversions, have felt the pressure of the rents which have had their influence to forego these pleasures. It is rumored that no gambling other than the pari-mutuels will ever be permitted here.

One of the evidences of poor patronage is seen in the fact that the Cara Villa, Silver Slipper and Ambassador clubs have done away with cover, minimum and admission charges, making them informal, inexpensive dance places. Things began to pick up forthwith.

About the only place here that is doing any business is Minsky's Burlesque on South Miami Beach. Their take is averaging between \$8,000 and \$9,000 weekly. So steady is it that the brothers have signed advertising contracts with *The Daily News* and *The Herald* here that total \$15,000 for the season. The midnight show is crowded and the cash registers on the bar ring merrily until around 3 o'clock at 35 cents a drink.

The Hollywood Yacht and Country clubs are making a go of it because Broward County permits gambling. The "take" would be much sweeter, however, if they were not forced to put on expensive floor shows to meet competition from the Palm Island, Embassy, Deauville and Villa Venice across the line.

There are plenty of visitors in Miami enjoying the sunshine and they are doing just that, nothing more.

mostly on reservations. New Yorker is a society spot favorite because of the reasons mentioned and because also of Lois Elliman, a gifted society debutante who sings and entertains. Club also boasts of a four-piece Meyer Davis unit directed by Jack Meyer, and in the main it's surprising how highly satisfactory so small a musical unit can be. Unless this reporter is getting soft.

New Yorker has \$1.50 and \$2 dinners, with no cover at any time. Drinks are fairly moderately priced. Assets of the restaurant sum it up to one of the most desirable in town. *Franken.*

Agent Meeting In the Offing

**Hyde plans early huddle—
general discussion—okehs
worth-while legislation**

NEW YORK, Jan. 26.—The local vaude agents will get together again very shortly for a discussion of their business. Meeting will be called by Johnny Hyde, of the William Morris Agency, who is the leader of the Loew agents and looked upon by many others as their spokesman. There are many matters which Hyde and a number of others have in mind and which they desire to present to a body of agents.

In speaking of the proposed legislation for State regulation of employment agencies, which promises to include theatrical agents, artists' representatives and personal managers, Hyde said that any kind of legislation that will elevate and protect the agency business and exclude from it all the chiselers and other destructive forces will be welcomed. A hearing on this bill will be held this Wednesday in Albany.

As to the meeting of agents, Hyde outlined a number of problems which need solving, but asked that it be withheld from print until the meeting is brought about. He has a number of definite plans in mind to help the agency business and feels that a representative group could easily bring them about. He stated definitely that there should always be equitable arrangements between the actor and agent.

Last year, thru his office, Hyde led a fight against the National Association of Theatrical Artists' Representatives, which was headed by Arthur Lyons. He was opposed to the principles of the organization and rallied the Loew agents around him in the battle. He was one of the leaders also in the battle against License Commissioner Paul Moss, who sought to license all agents, artists' representatives, etc., under an old law. Thru Hyde, representing the Loew agents, and Maurice H. Rose, representing the RKO boys, they raised sufficient money to battle Moss successfully in court.

Hustrels Jinxed In Providence

PROVIDENCE, Jan. 26.—After playing several years without even a minor mishap, the Hustrel family, high-wire performers, suffered calamity in a double dose Tuesday at Fay's Theater here.

At the matinee performance Alex Hustrel, father of the family, slipped while performing a backflip on the wire and crashed to the floor. Rushed to the Rhode Island Hospital, doctors found him suffering from five leg bone fractures, which will necessitate his being laid up for several weeks.

At the evening show the four sons of the family carried on with their act. When the routine was under way but a few minutes the quartet were thrown to the stage when a splice pullover occurred in their apparatus. Alphonse, top-mounter, suffered a broken collarbone, the others escaping with minor injuries.

Determined to complete their engagement despite the jinx, a long-distance call was put thru to Atlantic City, where Caswald, eldest of the Hustrel brothers, and his partner, Fritz, of the Four American Eagles, were laying off. The two hopped in their car and drove all night, thru a blizzard, reaching here in time to take the place of the injured members of the family at the matinee and subsequent performers.

Myron Orton Hurt in Fall

TRENTON, N. J., Jan. 26.—Myron Orton, of the Four Ortons, was injured at the Capitol Theater here Monday matinee, when the theater rope supporting him for his comedy bit broke. He fell to the stage, breaking his right leg and right forearm. He was removed to the Orthopedic Hospital, and it is expected that he will be laid up for about three months. The act was to sail for Europe March 4 and play there until June 1, but was compelled to set the dates back until October.

History Repeats

NEW YORK, Jan. 26.—The ninth floor annex of the Paramount Theater Building here resembles the RKO vaude booking floor of old. It harbors Charlie Freeman, Ben Piazza and Harry Kalchheim. Freeman represents the Interstate; Piazza is there temporarily in connection with his Paramount pix activities, and Kalchheim books the stage shows for the Publix houses. And all are former RKO vaude men.

Trilling Booking All Warner Spots

NEW YORK, Jan. 26.—Steve Trilling is now booking all Warner spots, including the smaller spots Harry Biben had been handling. Biben continues as Warner's rep for these houses, but Trilling is doing the booking.

Biben had been having difficulty lining up strong acts for the Saturday stands (the Circle, Midway, State and Allegheny in Philadelphia). With Trilling handling all bookings directly he will be able to get some of the acts playing the full-week Warner spots to pick up the one-day stands as well. This booking arrangement will also apply to the Stanley, Camden, Sundays; the Capitol, Lancaster, Pa., last halves; the Warner, Reading, last halves, the Earle, Atlantic City, last halves, and the Ritz, Elizabeth, split week.

Trilling is still booking four full-weekers, the Earle and Mastbaum, Philadelphia; Earle, Washington, and Stanley, Pittsburgh.

Jimmy Lunceford Unit

NEW YORK, Jan. 26.—Jimmy Lunceford and CBS ork will head an all-colored unit, *Harlem Express*, which opens for Publix this Friday at the Paramount, New Haven, and the following Friday goes into the Metropolitan, Boston. Harry Gourfain will produce the unit, which will include "Dynamite" Hooker; Ford, Marshall and Jones; Babe Matthews, George Wishire, Apus Brooks, Sandy Burns, Jell Smith, Eddie Matthews, Ethel Fraye, eight dancing boys and a chorus of 16 girls.

Belle Baker's 6 More Weeks

NEW YORK, Jan. 26.—According to word received here from England, Belle Baker has been booked for six more weeks abroad, extending her time until April. She opened at the Palladium October 8 and with these new dates will have played over there for 25 weeks. For the last 10 years she received European booking, but each year put the dates off.

Rvan and Noblette's Dates

NEW YORK, Jan. 26.—Tim Rvan and Irene Noblette, vaudevillians who have built up a radio rep, have picked up Loew and RKO dates. Open this Friday for Loew in Washington, D. C., and follow for RKO the weeks of February 16 and 22 in Detroit and Chicago, respectively.

Max Hart With Universal

NEW YORK, Jan. 26.—Max Hart, former vaude agent, was appointed Eastern production exec for Universal last week after making a trip out to the Coast on the proposition. He succeeds Dave Werner and will handle stories and talent.

Southern Unit Dates Tough; Low Salaries, Gyps, Layoffs

NEW YORK, Jan. 28.—Actors returning from the South complain of the tough conditions for performers, of gyp unit owners, of strandings and under-code salaries. Most of the squawks center around the six-day week, as most Southern cities ban Sunday shows. Actors complain they get six-sevenths of their salary, even tho in many spots they work midnight shows Sunday night. The unit owners call this Monday and not Sunday.

Act owners, on the other hand, complain they can't get any real dough from the theaters. Most of the smaller South-

Lastfogel Building Pix Personalities

NEW YORK, Jan. 26.—Abc Lastfogel, now permanently on the Coast for the William Morris Agency, is due here the last week in February for about a month's stay. He will make quarterly trips here.

With Lastfogel now on the Coast, working on building new screen personalities, most of his duties have been turned over to Johnny Hyde, who was recently made general manager of the firm.

Casino De Paree's New Show

NEW YORK, Jan. 26.—The Casino de Paree's new show, booked by Johnny Hyde, will include Jack Whiting, Mitzel Mayfair, Buck and Bubbles, Stone and Vernon, Saxon Sisters, Ella Logan and Milton Watson. Opens February 15. Show has been written and produced by Lew Brown, music by Harry Akst, dances by Bob Alton, production by Clark Robinson and costumes by Veronica. Will be in 14 scenes and will use 52 girls, including 16 of Elsa Maxwell's real society debs.

Loew-Warner Price War in Pittsburgh

PITTSBURGH, Jan. 26.—An interesting situation here is the admission and stage-show battle here between Loew and Warner at their respective Penn and Stanley theaters. With the Pitt Theater out of the way, closing because of union trouble, the Alvin Theater, the other combo house in the town, is the third party in the battle.

Loew puts big stage shows into the Penn this Friday, the opening show being the *Casino de Paree Revue*. Drops its price at the time to 40 cents after formerly charging 50 cents for its straight pictures and 60 cents when occasional attractions played there. Warner is meeting Loew on both price and quality of shows.

The Alvin, which has been charging 40 cents for its combo policy, is expected to suffer in the battle of the majors.

Van Schnus' Pre-Trial Exam

NEW YORK, Jan. 26.—In the case of Lowe, Burnoff and Wensley against W. G. Van Schnus and Radio City, Inc., I. Robert Broder, attorney for the act, was granted his motion for examination before trial. Broder will examine Van Schnus this Friday at 10 a. m. in Supreme Court, Special Term, Part 2.

Eight Acts, Film, 30 Cents

BIRMINGHAM, Ala., Jan. 26.—The Pantheas Theater here three weeks ago inaugurated an eight-act vaudeville and feature film policy for 30 cents and at the same time permitted Universal Concession Company candy prize packages to be sold at 10 cents. The sale of the candy is announced from the screen. The policy has not done too well from an attendance standpoint.

Dows Get Willis, Bronx

NEW YORK, Jan. 26.—The Dows began booking the Willis, Bronx, yesterday. It's using vude Friday to Sunday. Arthur Fisher had the house for three weeks after it had been running straight pictures for a year.

'Name' Units To the Front

**Morris Agency rounding
up big units—individual
box-office acts scarce**

NEW YORK, Jan. 26.—Realizing its inability to get individual "name" attractions consistently for demanding high-budgeted theaters, the William Morris Agency, thru Johnny Hyde, is overseeing the building of heavy dough unit attractions. A number of these units are now being built, with negotiations already under way. Besides these big units, the Morris office also has out a number of smaller-moneyed units.

Eddie Cantor, now in Florida, will take out another unit, with Rubinfon again, which is due to start March 15, playing theater engagements and one-nighters. The office is also negotiating Midwestern picture house dates for the Earl Carroll Vanities, now touring that territory as a legit show.

Negotiations are under way also for a March opening of a big unit with Sally Rand, current at the Paradise Restaurant here and who came in there on a two-week booking, and will have stayed 16 weeks. Vincent Lopez, after completing his engagement in Florida, will take out another de luxe unit for the Morris Agency.

The office is also preparing to supervise the building of a big unit from the Paradise Restaurant, along the lines of the present *Casino de Paree Revue* now touring de luxe houses. This show will be very elaborate and is not to be confused with the smaller NTO shows that have been produced. Sally Rand's show may even be merged with this unit. The fate of the *Casino* show in vaude will determine the value of a night club title in vaude.

Ben Bernie will also do a unit for the office, with the dates now being lined up. Another new unit which will work out of the office will be a bigger Dave Apollon show, building on top of his present one. The cast is now being decided upon, with all the Loew time waiting.

Among the other units now working out of the Morris Agency are the *Platinum Blondes*, A. B. Marcus *Revue*; the Marty Sampter-Dave Bines show, *Anatol's Affairs*; the Benny Davis show, the Ted Lewis show, Thurston's unit and the one headed by the Hilton Sisters.

F&M's St. Louis Union Trouble

ST. LOUIS, Jan. 26.—F & M is having difficulty here again, this time it is reported as coming from the labor unions. Harry Arthur, one of the partners in the theaters, will arrive here Monday in an attempt to straighten out the matter.

According to report, one of the two theaters playing stage shows is likely to close because of this union trouble. The Missouri and the Ambassador are using flesh.

"Midge" Alton to Brooklyn

CHICAGO, Jan. 26.—"Midge" Alton, who has been dance producer of the Oriental Theater here, has left the Balaban & Katz organization to join the staff of the Fox, Brooklyn. The present line of 14 girls, known as the Alton Girls, still at the Oriental, will terminate their engagement on January 31 and join Miss Alton. Trudy Pickering, formerly at the St. Louis and Ambassador theaters, St. Louis, has succeeded her.

How Boring!

NEW YORK, Jan. 26.—Matty Fox, managing the Academy here, turned down an agent submitting an aerial act last week with the excuse that he didn't want any holes bored in his stage. A listening agent submitted another opening act, and the turned-down agent piped back "that wouldn't bore holes in your stage but it will bore the audience."

Palace, New York

(Reviewed Friday Evening, January 25)

It looks like old times at the Palace. Leon Navara and his ork, plus the floor show from the Continental Grill at the St. Moritz, headline, supported by a whale of a bill. There's not one act that fails to click—and click heavily. It seemed like a hunk of one of the shows back in the days when the Palace lived up to its name.

Large and Morgner, monoped dancers and gymnasts, open sensationally. The two lads kept the crowd pounding all the way with a routine that would have been outstanding even without the monoped angle, closing to a heavy burst of applause after the dive over four chairs to a hand-to-hand balance.

The Radio Rubes follow with their always enjoyable hillbilly stuff. They're one of the ace hillbilly acts in a field that has plenty of good ones. Rufe Davis does his hilarious clowning and Artie Hall announces. The quartet do *Hand Me Down My Walkin' Cane*, *Where the Mississippi Waahes*, *Blue Ridge Mountain Home*, *Climb'n' Up the Golden Stairs* and *Eleven Cents for Cotton*, some of them with ee-fects. They go off to a neat show-stop after their dance.

Sybil Bowan does her amusing and accurate impersonations in center spot, getting a lot more entertainment value in the act than most mimics manage to. She does Deltrich, Garbo, Bee Lillie, Swanson and West, with the Swanson bit standing out.

Hal Sherman, assisted by Inez King, is in next-to-shut with his familiar tomfoolery. The cross-fire clicks solidly, but, as usual, Sherman really scores with his zany dancing, which is tops in its class.

Navara's band act is smooth, sophisticated and highly entertaining. The ork is a grand aggregation; Navara pounds the ivories for three sock numbers (one of them of his own composition); Bobby Dillon does an excellent eccentric tap; Ruth Robin, a sultry-looking lass, sings in a deep voice, and an unbilled fiddler from the band carries several vocal choruses nicely. But the real sock of the act, the thing that lifts it way above the usual, is the dancing of Fowler and Tamara, the ace ballroom dance couple for this reporter's money. They do three routines, all excellent, ending with a modernistic fantasy that's tops and then some.

Picture is *Behind the Evidence*, Columbia quickie, but in spite of that attendance was excellent at the last show opening day. EUGENE BURR.

Loew's State, New York

(Reviewed Friday Evening, January 25)

Cal Galloway and his Cotton Club Orchestra are the stage draw this week, with Bing Crosby in *Here Is My Heart* on the screen. Cab does 46 minutes, stretching the show out to almost an hour and a half—but the customers just couldn't get enough of him. A big State favorite, he came on to a reception and closed to prolonged applause.

Galloway's act is a riot of rhythm. He is, of course, a distinct personality and a versatile entertainer as well. He sings in his weird scat style and then hops around in hot dance steps, leading his band all the time in vigorous manner. The band boys, 14 of them, provide hot tunes, including such applause getters as *Za Zu Sas*, *Avalon*, *In My Solitude* and *The Man From Harlem*. Ben Payne,

pianist, displays a pleasing crooning voice.

The specialists include Miss Elmer Turner, who turns in her usual snappy tap dancing; Leitha Hill, who stops the show with her hotcha *Why Don't You Practice What You Preach?*; and the two Nicholas Brothers, who are a smash hit with their spry dancing. The smaller of the two brought the house down with his imitation of Cab doing *Minnie the Moocher*.

Paul Nolan, as a Swede juggler, opened the show and got over nicely. He's a swell juggler and the comedy is worked in nicely.

Grace Johnston, a tall brunet, avelte looking in a black gown, opened singing *The Object of My Affection*, then did two song-talks which included a drunk bit, and closed with a hotcha version of *Rhythmmania*. Miss Johnston has the looks and a nice voice. Routine could be perked up a bit, however.

Joe Phillips had easy going in number three spot. As a party-faced shrimp looking the gals over for a pickup Joe gets in a lot of comedy. The humor is coarse and Joe does not hesitate to put it over in vigorous manner. He has two swell straights, Madelyn Killeen, a short blonde, and Margie Johnson, an eye-filling redhead. PAUL DENIS.

Palace, Chicago

(Reviewed Friday Afternoon, Jan. 25)

Bert Wheeler, sans Woolsey but with Harry Jans, formerly of Jans and Whalen, is the headliner this week and is proving a disappointment to his fans and to the Palace's customers in general. Wheeler, like a lot of other film stars, is depending too much on his screen reputation and hasn't given enough thought to working out an act. Instead he has thrown a few ancient jokes together and lets it go at that, probably thinking it isn't worth the time and effort as long as he is only going to play a couple of vaudeville dates.

Virginia Bacon and Company, three men and three women, opened, with five of them doing a modernistic dance routine. Tommy Monroe followed with a song, and the Andrews Twins contributed a tap routine. Miss Bacon was next with a toe number that got her a nice hand. Another song by Monroe, and all the dancers did a tap rhythm routine to *Dance of the Hours*. Two bows.

George and Jack Dormonde seemed to set just right with this audience with their comedy and unicycle stuff. The drunk bit and the drunk's succeeding work is in a class by itself for this type of act. Good hand.

Charles (Slim) Timblin had the audience laughing almost from the first syllable of his dinky preacher monolog, which is a laugh classic. He puts it across with a bang, but slipped off the straight and narrow a couple of times and got careless with some pretty blue stuff. This isn't necessary. And "Slim" played mostly to the boys in the pit at the show caught. Second half of the act was the comedy marriage bit, with Val Russell and Warren Boyd. Left to a nice hand.

Anne, Judy and Zeke, with Pete, are a rustic hillbilly combination that always seems to go over. The twanging songs, mixed with piano, fiddle, guitar, bones and xylophone music and Judy's antics, rewarded them with three bows.

Bert Wheeler starts with Harry Jans by arguing how the act should get started. Finally they do get going with

some old wheezes, including the statue and pigeon joke, which should be eliminated. From there they ramble on, never seeming to get anywhere. They mix up their talk with some lines with Betty Grable, some dancing by Wheeler and Grable and a bit of singing and uke by Jans. The way it ran today is no credit to Wheeler's long years in vaudeville and Jans' experience as a performer. F. LANGDON MORGAN.

Orpheum, New York

(Reviewed Friday Evening, January 25)

A swell vaude bill this half. Picture is *Here Is My Heart* (Paramount), and business tonight was very good. It's the second week of the "Loew's Parade of Stars" campaign, with the lobby and marquee replete with special displays and banners. Manager Ackerman has given the theater a carnival atmosphere, and this should help business.

Teddy King opened the vaude with an overture and was followed by Loyalta's Arabian Stallions. Alf W. Loyalt paces the animals, which include prancing and leaping dogs. A couple of the dogs do bits of comedy, and this enlivens the act considerably. Drew a heavy hand.

Nat Renard and Milton Prome drew quite a run of laughs with their gags and sight comedy. Renard handles most of the comedy, while Prome does straight and also slips in some nice tenor singing. They close with a satire on the radio broadcasters. Act can stand tightening up.

Harrison and Elmo, in blackface, had the customers laughing right along with their old-fashioned haunted house hoke. As a couple of frightened darkies in a ghost-ridden house, they get the laughs without much trouble. Jill Manners and Harry and Charlotte LaMore assist.

Frank Gaby did all right with his jittery ventriloquial stuff. He handles cross-fire comedy with a plant and then with a brunet straight, in addition to some clever ventriloquy. Comedy material is okeh, altho the act ran too long and weakened itself.

Lee Murray and Sinclair Twins, five-people dance flash, are a snappy and modestly embellished affair. Outstanding is the work of Murray, a rubber-leg acro hooper. The Sinclair girls are okeh in tap routines, while Herman Revel fills in with a fast acro tap. A girl accompanies at the piano. Lighting and costumes are more than adequate. PAUL DENIS.

Radio City Music Hall, N. Y.

(Reviewed Thursday Afternoon, Jan. 24)

(First Show)

Another nice production show, this one dubbed *Silk-Satin-Calico-Rags*. Only vaude specialty is used in the opener, and another could have been used to advantage in midportion. Still it's a delightful show of Radio City standard, the production staff working at its best. Runs 46 minutes, providing considerable color, talent and art. Current film is *George Arliss in The Iron Duke* (Gaulmont-British). Business was good at this early show.

The symphony orchestra, as usual, gives a good account of itself. Offer the second and fourth movement from Tchaikowsky's *Fourth Symphony*.

Lead-off number of the stage show is *A Rhapsody in Silk*, in which Ade Duval holds down the stage with his magic act. Garbed in full dress and working with a pair of assistants, Duval goes right into his routine of pulling silk pieces out of the air, out of hats, cylinders, etc. Does it very well and took his leave to a nice hand.

Next item is *Satin*. Viola Philo, a "name" here, came on to a small entrance mitting and left to big applause after she did a beautiful warbling job of a number which afforded her opportunity to display her excellent high notes. The corps de ballet follow in a well-staged number, a mirror routine in which they rival the Rockettes as to precision.

Then there's *Calico*, the male singing ensemble lending off with a choice bit of singing and then staying on as background for a nimble dance number by Marie Grimaldi and Nicholas Daks. The ensemble go to front again for a *Turkey in the Straw* number.

Rags follows, with Mignone showing herself as a very limber person in an effective solo acrobatic dance. M. Vodnoy has a brief bit as a rags peddler. The ever-punchy Rockettes then have their inning with a grand routine in a

rag dolls. These kids are a real treat any time.

The entire company is on for the finale, in which the show's theme song is plugged. It's the tuneful *Silk-Satin-Calico-Rags*, with credit to Charles L. Cooke and Al Silverman. Robert Landrum does an outstanding singing job of this number, and the house should hold on to him for the production singing. Charles Peterson does a brief dance session, in which he clicks with his dizzy spins. That huge stairway scene makes a beautiful flash.

SIDNEY HARRIS.

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R K O THEATRES

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Radio City, New York

Earle, Philadelphia(Reviewed Friday Afternoon, Jan. 25)
(First Show)

The Earle's new low-price policy seems to be clicking big. In spite of the worst blizzard in 20 years, last week's gross was the highest in recent weeks. This morning the customers responded early, taking advantage of the 25-cent price, and the house was capacity by the end of the first show.

The fans are getting plenty for their money. Opening act this week is the Jack Hedley Trio, two men and a girl, who give some new variations on the head-stand stunt. For a climax one of the men carries the other, while blindfolded, up and down a large teeterboard. The girl offers whirlwind acrobatic dances.

Jackie Green has the deuce spot with a series of clever imitations of George Jessel, Joe Penner, George Arliss, Eddie Cantor, George Olvot and Al Jolson.

Rae Samuels, "blue streak of vaudeville," appears in the third spot with a series of her characteristic songs, including *Everybody's Stepping on It Now*, *Papa's Hanging Out With Mama Now* and a clever lullaby contrasting the nursery song of yesterday with that of today.

Low Parker again brings his collection of stogees and a new series of gags for the next act and kept the audience in gales of laughter. A clever comic of the nonchalant variety, Parker points his jests with ease. As his aids are Marion Baller, who turns Parker into a straight man; Paul Murdock, with his comic crooning, and George Townes and Bill Burdee, who work from the boxes.

Colonel Fodor Maybaum brings a new edition of his *Moscow Varieties* for the show's climax. Using a colorful setting, with a movie panoramic backdrop, Maybaum's 13-piece orchestra mixes Russian melodies with those of Harlem. Lillian Fields has an acrobatic dance. Carolyn Dine does a good toe tap and Serge Abagoff presents a whirlwind Cossack knife dance.

The film is *I've Been Around*.

H. MURDOCK.

Capitol, Chicago

(Reviewed Friday Evening, January 25)

The stage this week-end is occupied by the *Broadway Melody Cruise*. With a little fixing and changing here and there the unit would be acceptable almost anywhere. What it needs most is some routining and comedy. Roy Sedley tries to carry the comedy end alone except when helped by Bobby Moran, but falls down for a couple of reasons. First, because most of his material is threadbare. He needs material and plenty of it. Second, because of the material being bad and him being on several times, he becomes a bit boring. Then, too, he doesn't hesitate to use stuff, such as the "ladies' room" gag, that is objectionable to family audiences.

Show opens with the entire company going up a gangplank. Then, before the traveler curtain, Sedley makes his first appearance with some heckling from Moran in the audience. Then to full stage, showing a neat ship-deck drop and Babe Egan's Sallorettes, a girl band of 10 in gub uniforms, doing a medley that featured Babe Egan's violin playing *Vilfa*. Thelma White, former picture comedienne, was introduced here and did impressions of Zasu Pitts and Greta Garbo and a neat tap routine. Florence Hedges sang *One Night of Love*, and Miss White returned for an impression of Betty Boop backed by the chorus of 10 in Betty Boop headpieces. Incidentally, the chorus is one of the prettiest and most shapely of any unit that has so far come thru here. Louis Amen, in the next spot, was a novelty that was much enjoyed. First he played the piano in various tricky ways, such as sitting on the floor with his hands behind him, etc., and then laid on his stomach and played two tuners simultaneously with his big toes. Drew a big hand. The Marshalls, man and woman, did a classy tap routine, and there was a college football number by the chorus. Marion Stephanie, female magician, was adept with the cigarettes-from-the-air trick and closed with the

Houdini needle trick. Another session with Sedley followed with plenty of familiar stuff. He got a good share of laughs, but could have done much better with good material. His dancing was the best part of his routine. The ship must have hit an iceberg because the finale was laid among the Northern Lights, with Babe Egan's girl dressed as penguins and the chorus and Thelma White in revealing costumes trimmed with a little fur, doing the final dance number. F. LANGDON MORGAN.

Academy, New York

(Reviewed Friday Evening, January 25)

Four-act layout, number of turns cut down because of the long feature. *The Little Minister*, but the bill maintains a high average of entertainment. Show runs just about an hour. Business fair.

Rogers and Wynne open. A boy and a blond girl, in straight tap dancing, do all right, but the act whams over upon the introduction of Mom and Pop. Latter do a song and dance they announce they did at Tony Pastor's. Two oldsters landed a real show-stop with their fast and nimble footwork.

Helene Daniels, singer, is second. Altho she didn't impress any too favorably at first, she warmed the house thru her delivery of pops and was given a call back by the customers. Her act is a series of straight pop-number singing, which she might vary in some means to vary the monotony. Songs included *Stay as Sweet as You Are*, *Stars Fell on Alabama* and choruses of *Hands Across the Table*, *Object of My Affection* and *Blue Moon*.

Tommy Mack's act was good for a solid succession of howls. Fourteenth streeters couldn't get enough of his harellology, with the biggest belly laugh coming thru the introduction of a heckler in a box who does a more unintelligible harellip than Mack himself. Mack works, besides, with a straight dressed in formal wear and a stooge who sings several numbers in a good voice. Act got a swell hand.

Closer was the excellent Sallie Mariquette Troupe, duplicating their act at the Palace the week before and likewise duplicating the smash reception they received at the uptown house.

Show also includes an overture by the pit band, introducing Jacquelyn Allen, songstress, winner of the Peenamint amateur contest being conducted on Columbia Broadcasting System. Girl has a fair voice and sang one gypsy number of a medley played by the band. A young fellow, dressed in an usher's suit, also in for a vocal, made a much more favorable impression. JERRY FRANKEN.

Paradise, Bronx

(Reviewed Friday Evening, January 25)

(WILL OSBORNE UNIT)

Loew's Bronx acer is de luxe again this week, with the Will Osborne unit providing a line of girls and Osborne's ork working on stage. A pleasant enough unit, running 56 minutes, which provides sufficient production, talent and entertainment to satisfy the nabe audiences. Could stand some tightening up, tho. Having band numbers sandwich specialties consistently makes for slowness, and then, too, relying on Jack (Screw) Douglas to carry the comedy burden thru the body of the show doesn't work out. Current pix is Bing Crosby in *Here Is My Heart*, and biz was okeh tonight.

Two big hits of the unit are the Three Fonzals and Rosemary Deering. The Fonzals, spotted at the tail end of the show, are a sockeroo act, the three boys dishing wov comedy at risks to their ucks. They certainly kick each other around, but with it all get in grand comedy touches and corking acrobatics. Miss Deering, attractive blonde, has two spots and in both of them clicks with her ballet dancing. She's most graceful and shows considerable talent in skipping about the stage and in her dizzy toe spins.

The Duponts, juggling act, run the preceding acts a close race for applause honors. Act is on at the opening, and the male member of the team came in for lots of laughs and applause with his clever juggling dotted by grand comedy touches. His femme assist helps with props and does a couple of brief bits herself.

Jack (Screw) Douglas is a clever chap and works very well, but he could stock up with a better selection of material. Most of his stuff is blue, but not too offensive. He gags a lot, does the familiar hokey fan dance, sings and

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otherwise hokes up things, at times going Joe Pennerish. Doesn't give out with all his stuff at once, but scatters it thruout the unit.

Osborne leads his crew well and he works very hard and yet carefree. He hokes with his boys, clowns around with the Fonzals, sings a number of songs into the mike and waves that baton diligently. His crew gives out with good music and at times goes very brassy for the hot effect. Rounding out the production of the show, a line of 12 neat-looking girls step effectively thru well-staged routines. Color is lent the show by attractive costumes and the tasteful full-stage set.

SIDNEY HARRIS.

London Bills

LONDON, Jan. 19.—Holborn Empire has another swell bill, headlined by two American acts. Barto and Mann and the Arnaut Brothers. The Barto and Mann act, previously seen at the Palladium some four years ago, is a sock hit and the boys tie the show into knots. Arnaut Brothers, familiar here and always welcome, do not suffer from imitators and click solidly on this showing. Third American act is that of Joe Griffin, sock tenor, who has to give encore after encore.

Billie Baker continues to triumph at all appearances and is currently headlining at Stratford Empire, where she is a sensation.

Wilson, Keppel and Betty, clever, funny and original comedy dance trio from U. S. A., win substantial plaudits at the Dominion.

Buck and Chic and Company, dandy Western rope-axing and thrilling whip act, just back from a Continental tour, is a solid success at Birmingham Hippodrome.

De Wolfe, Metcalf and Ford remain an applause hit at the Alhambra; Smith, Rogers and Eddie click solidly at Liverpool Empire; the Flying Concellos remain the outstanding hit at the Olympia Circus, and Will Mahoney is a terrific hit in pantomime at the Palace, Manchester.

Devito-Denny Success

LONDON, Jan. 21.—As a result of their sensational success at the Holborn Empire, Devito and Denny, with Dorothy Stevens, American hoke act, have been held over for a second week at this theater. This is a rare distinction for a visiting act, and Devito and Denny are the first American act to play two consecutive weeks at Holborn Empire in the past six years. Following their successful English tour, Devito and Denny will journey to Berlin to head the monster "Crazy Show" at the Scala for the month of March, after which they play further dates in Germany and France.

Jolson Handling Gene Gory

TACOMA, Wash., Jan. 26.—Gene Gory, formerly in the *Follies*, is being handled for pictures by Harry Jolson. He has just completed work in the Warner Bros' new musical, *Go Into Your Dance*, and is now playing the Bert Levey time along the Coast, with his partner, Roberta. He will return to Hollywood later for more picture work.

Benny's Quick Chi Repeat

NEW YORK, Jan. 26.—Para-Public has booked Jack Benny back into the Chicago, Chicago, for the week of March 1, with an option for the week of March 8. It is a record repeat inasmuch as Benny appeared at the house the week of January 18. House achieved record grosses that week and wanted Benny for a hold-over, but his broadcasting prevented him from holding over.

BRITISH EQUITY

(Continued from page 4)

dispute, and the communication expressed the hope that he would not extend labor permits to any foreign actors whom the management might engage to scab.

American Equity replied to notification of the fight by passing a ruling forbidding all members of American Equity and Chorus Equity to appear for the Drury Lane management until after the dispute is settled. That decision was made by a unanimous vote of the members of the councils of American Equity and Chorus Equity. Frank Gillmore, American Equity president, sent British Equity a cablegram which read: "Councils of the Actors' Equity and Chorus Equity Associations unanimously indorse the stand taken by British Equity and expressly order their respective members not to appear in the Drury Lane, London, until the present controversy with the British Equity has been adjusted."

This move evens a debt which American Equity has owed the Actors' Association of Great Britain which, during the New York strike, ordered all its members in New York to place themselves under Equity rules and discipline.

Meanwhile West End managers indorsed the stand of the Drury Lane and indicated that they might make a long-drawn-out battle against the closed-shop clause. At a meeting Thursday, attended by 37 of the 40 members of the West End Theater Managers' Society, 36 voted for a resolution commending the Drury Lane's stand and recommending a permanent arbitration board to be composed of actors and managers to deal with all future disputes. Andre Charlot was the only manager present who did not acquiesce. He refused to cast his vote either way. The managers also suggested that the dispute be referred to the Minister of Labor for arbitration.

It is expected that the membership of British Equity, at the meeting tomorrow, will indorse the stand taken by its officers, realizing that a closed-shop clause is the keystone in righting any future managerial abuses.

"POSSIBILITIES"

(Continued from page 4)

(writer), Bobble Gilbert, Betty Jane, Joe Laurie Jr., Zora Layman, Cecil Lean and Cleo Mayfield, Tommy Mack, Thelma Nevins, Molly Picon, Ryan and Noblette, Cornelia Otis Skinner, Mary Small, the Stewart Sisters, Charles (Slim) Timblin, Ernest Truex and Vera Van.

The film lineup: Baby Rose Marie, Fay Bainter, John Beal (the little minister to you), Thomas Beck, Ray Bolger (shorts), Charles Coleman, Peggy Conklin, George Coulouris, Stefani Duna (have you seen *La Cucuracha?*), Paul Gerrits (roller skater who was signed by Para after "Possibilities" got him a test), George Olvot, Peggy Healy (shorts), Horn & Hardart Kiddies from the air (a few of them are being used in films), Ina Ray Hutton, Fred Keating, Walter C. Kelly (before he became a Senator in *Both Your Houses*), Frances Langford, Hal LeRoy, Elizabeth Love, Florence McOsee (now signed, but recommended a year before her hell-child in *The Children's Hour*), Joe Morrison, Joe Penner (recommended in 1933, before he hit the air), Stanley Ridges, Jimmy Savo, Tamara, Norma Terris, Frank M. Thomas Jr. (*Wednesday's Child*), Emlyn Williams (now directing) and Jane Wyatt.

For vaude: Jack Arthur (who's also been in films), Charles Carlile (from the air), Bebe Daniels (for personal appearances in which she later scored heavily), the Casa Loma outfit (now going out on tour), Jackie Green (pulled out of a flash act and recommended for a single, which he's now doing), Ferde Grofe's ork, Gypsy Nina, the Don Hall trio, Phil Harris and Leah Ray, Ray Heatherton, Jerry and Turk, Isham Jones' ork, "Pappy, Zeke and Ezra," Jean Sargent, Shea and Raymond (recommended for their own act, which they now have), Teatro del Piccolo, Bev West (Mae's sister) and Paul Yawitz.

For legit musicals: The Christensen Brothers (ballet experts now in *The Great Waltz*), Paul Draper (who has also done pix), Vivian Janis, Estelle Jayne, Alice Cole and Jack Dudley, Gertrude Niesen, Cherry and June Pressler (one of the first "Possibilities" recommended), Martha Raye, Peggy Taylor, Jackie Starr and Oliver Wakefield.

For legit dramatics only one, Carter Blake, former American Academy student who just closed in *Page Miss Glory*.

THREE FONZALS is the correct billing of the act and not the Two Fonzals as stated in the last issue.

No reviews of the Capitol and Roxy theaters, New York, appear this week, because of second week holdovers at both houses. Capitol holds over with "David Copperfield," while the Roxy's holdover pix is "The County Chairman."

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NEW ACTS

Roody

Reviewed at the Academy, New York. Style—Magic. Setting—Full stage. Time—Fifteen minutes.

Roody, an Italian magician, made his American debut here. Considered a great magician abroad, he fails to impress because of his inability to speak English. Altho his stunts are excellent, his broken English prevents the act from running along smoothly. Furthermore, when caught here he was working without special scenery or special lighting effects, and this certainly did not help.

He did only five tricks here. Opens with a handkerchief switch, then follows with pulling a multitude of objects out of an apparently empty box. After doing a conventional switching of objects he presented his glass clock, the clock hand moving to whatever hour the patrons call out. Furthermore, Roody reads the minds of patrons who are about to call out a number.

His trunk escape, in which he switches places with a girl tied in a bag in a bound trunk, is the fastest this reviewer has ever seen. This is handicapped, however, by the slowness with which his assistants open the trunk at the finish.

In other words, the act needs better presentation. P. D.

Jerry Lester

Reviewed at the Boulevard, Bronx. Style—Comedy, singing and dancing. Setting—In one. Time—Twelve minutes.

Lester is a night-club comedian who shapes up as a comer in vaude. Working fairly close to the mike and using a girl straight for a couple of bits, he runs thru a peppy routine that had the customers laughing right along.

In white cap with upturned brim and striped trousers and gray coat, he affects Joe Penner mannerisms and a Milton Berle story-telling style. However, he manages to be original enough to create a personality of his own.

His routine consists of kidding the radio announcers, mimicking radio stars, gags and singing. The tall brunet in a fetching dress is easy to look at in the brief Dumb Dora bits.

In the middle of the bill Lester had no trouble whatever in scoring. P. D.

Vera Gordon

Reviewed at State, New York. Style—Sketch. Setting—Full stage (special). Time—Fourteen minutes.

Miss Gordon, long known for her Jewish mother characterizations, is do-

ing a comedy-drama sketch. And a sketch, incidentally, is a rare thing in vaude nowadays.

Written by Edgar Allen Woolf and William Siegel, the sketch holds attention—altho it moves too slow for modern vaude needs. It affords Miss Gordon a chance to portray a Jewish mother waiting at the immigration office for her long unseen son to claim her. Her being ordered back to Europe and the last-minute arrival of the son, blind from the war, makes a good climax. The situations allow for both heavy drama and dialect wisecracking.

Miss Gordon, of course, is excellent in the role. She is assisted by her daughter, Nadje, and Mitchel Harris and Bruce Spaulding. P. D.

Edith Murray

Reviewed at Academy, New York. Style—Singing. Setting—In one. Time—Ten minutes.

Presented by NBC, Edith Murray does okeh in vaude. She has been around in presentation houses for some time. She did four pops in pleasing contralto style. Numbers were Pop Goes Your Heart, Out in the Cold Again, Pardon (See NEW ACTS on page 33)

New Boila-Scibilia Unit

CHICAGO, Jan. 26.—Nicholas Boila and Anton Scibilia are producing a new unit called *Follies de Paris*. Cast has Bernie and Walker, Curry and Naida, Diane Quellaire, Miss Janis, Cleora Miller and her band and a line of girls. Plans call for an elaborate scenic production, with designs by Max Weldy, who does the *Follies Bergere* shows in Paris and which were brought back by Boila on his last trip abroad. Show will carry five or six full stage sets and run an hour.

Radio City Gets Escudero

NEW YORK, Jan. 26.—Escudero, Spanish concert dancer, has been contracted by the Radio City Music Hall. He will remain at the house for at least two weeks, probably starting March 7, and will stage elaborate ballets as well as appear himself.

RKO Chester Back to Pix

NEW YORK, Jan. 26.—The Chester, Bronx, Radio-Kelth-Orpheum house, dropped its two-day vaude policy last Sunday. Went back to its straight pix policy. House is one of the several local spots in which RKO installed week-end vaude, but its grosses did not meet the extra expense.

VAUDEVILLE NOTES

MAURIE GREENWALD, New York vaude producer, left New York at 5 o'clock the afternoon of the blizzard last week for his home in Cedarhurst, L. I., and didn't arrive until one the next morning. And on his arrival had to sleep in the railway station because the streets were impassable.

FOUR MULLEN SISTERS, accompanied by their mother, have been going great guns on their Midwestern tour, being received by bishops and two governors. Cathedral Parish recently tendered them a dinner in Chicago, and Mother Mullen was toasted for keeping her large family together after the death of her husband. She replied, "the credit should go to the children and the good Jewish bookers who made it possible. I have only been a good chisleler."

CHARLOTTE ARREN and Johnny Broderick are current with Earl Carroll's revue at the Palm Island Club, Miami Beach. They opened there January 14.

HERB WILLIAMS, who closed with *The Farmer Takes a Wife* show Saturday night, opens for RKO this Friday at the Fox, Detroit, and the following week goes into the Palace, Chicago.

THE FOUR AND ONE-HALF ARLEYS are heading from the Midwest to engage-

ments on the Coast, opening February 1 at the Orpheum, Portland, Ore., and following with Seattle, Tacoma, San Francisco, Los Angeles and possibly Vancouver. Expect to pick up Russian dates after this.

JACK THOMAS is now running a dancing school in Norfolk, Va. He puts on floor shows and emcees them with his pupils.

CHAPPELLE AND CARLTON are sailing for England February 2 on the Champlain. They are set at the Palladium and Savoy Hotel there.

HICKEY AND ANGER are producing a new unit called *Parisian Follies*.

ETHEL SHEPARD has replaced Betty Keane in the Jack Sidney act.

ALAN SIMMS and orchestra, formerly in the Paramount Orill, New York, is now playing clubs around New York. Rock Herman is featured vocalist.

LOU KAPLAN and Chic Stanley, knockabout comedy team playing the Bert Levey Coast time, were in an auto accident last month near Portland, Ore. The car was wrecked and the team sus- (See VAUDEVILLE NOTES on page 22)

Agents Must Not Wander Backstage

NEW YORK, Jan. 26.—Marvin Schenck, Loew booking head, has notified Loew vaude spots not to let the vaude agents or friends of the acts wander around backstage. Hereafter nonactors who want to go backstage must get Schenck's okh first.

Understood that Loew does not want outsiders to suffer any accidents and then sue the theater.

FOUR MORE

(Continued from page 3) ing. Hodson also announces that Col. Earle Boothe, drama department director, has completed arrangements for sending units into the Baltimore and Washington, D. C., area. Units are already playing five States, Connecticut, Massachusetts, New York, New Jersey and Pennsylvania.

Relief activities are being co-ordinated meanwhile. Hodson has put Perce R. Benton in charge of the dance, music and art school on West 40th street. Benton, who had been supervising another relief project on Columbus Circle since last spring, succeeds Miss Morelza Morrow at the West 40th street project. The project is an attempt to build up a talent school at the same time that it provides work for unemployed theatrical teachers.

Ralph Whitehead, secretary of the American Federation of Actors, is in Washington, D. C., this week-end to confer with relief officials on further aid to vaude performers.

The League of New York Theaters will meet this week to discuss plans for the self-maintaining circuit which Boothe recently suggested at a meeting of theatrical unions. The circuit would charge a nominal admission fee. It is expected that the question of competition will come up, tho the managers generally are disposed to aid the plan, holding that the relief shows would open up territory which would not otherwise get shows at all.

PLAYERS GET

(Continued from page 3) out all the dirty linen. The players feel that they have a clean sheet, while the producers will have considerable difficulty in explaining away the charges made by the Guild.

WORST BLIZZARD

(Continued from page 3) cleaning department worked with the theaters, using the shovels to clear spaces before theaters and restaurants before digging into other districts.

Vaude acts making the jumps by auto were delayed, with many cars caught in snowdrifts. Friday and Saturday, when most vaude houses change shows, saw bookers checking up on individual acts and sending in last-minute replacements for those who had been caught in the snow jams. Railroad transportation was also slowed up, so that practically all traveling actors were delayed—including legitgers who live in the suburbs.

Legit houses were smacked woefully by the snow. Some claimed exceptions, but those were only the established hits, with seats sold well in advance. And even these had plenty of phone calls from out-of-town customers, canceling or exchanging seats.

Night clubs took it on the chin during the height of the snow and cold, but picked up thereafter.

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Ticket Case Still Drags

Decision reserved on ducal motions by Justice McGeehan—verdict shortly

NEW YORK, Jan. 26.—Supreme Court Justice John E. McGeehan on Thursday reserved decision in the big ticket case. The final outcome, it is expected, will be announced shortly. The case arose out of the attempt of five members of the Theater Ticket Brokers' Association to enjoin operation of the ticket clauses of the code and a counter-motion by the code authority to dismiss the agencies' complaint.

Charles Abrams, attorney for the ticket men, charged secret alliances and understandings between certain producers and certain brokers, specifically charging that Tyson Operating Company gets a preferential allotment from Shubert theaters, as it was reported that he would last week.

Abrams' brief argued that the sale of theater tickets does not come under the heading of interstate commerce, and that States cannot regulate the sale because the theater is not a public utility; that courts have consistently denied the right of price-fixing, that the code is not a contract but a law and producers cannot use the Federal Government as an instrument in effecting a contract; that ticket brokers are not members of the industry and that one industry cannot take upon itself the formation of rules to govern another industry; that the code's licensing provisions are unconstitutional, since the President's right to license or to delegate that right expired June 18, 1934.

Members of the code authority, who are defendants in the suit, agreed to pool their legal interests and present a united front. William Klein, however, made a separate presentation for Lee Shubert.

The code authority forces contended that the question of ticket sales has long been a subject of general interest and that many evils have arisen from it which have injured the theater; that the plaintiffs must first comply with the code and exhaust all legal remedies; that no good cause of action had been shown; that prosecution of crime can be commenced only by those charged by law with that duty; that the code is not unreasonable but will protect the public and establish uniform conditions; that any broker is entitled to make an agreement with the code authority; that the code excludes monopoly.

The brief concluded: "Equity lies with these defendants, and not with these plaintiffs who wish to pursue an untrammelled way, which has so frequently been held to be a reprehensible course."

American Academy Students Give Howard-Fauchois Play

NEW YORK, Jan. 26.—The senior students of the American Academy presented Sidney Howard's *The Late Christopher Bean* (which was founded on Rene Fauchois' French *Garde a la Peinture*) as fourth of their current mainline performances yesterday afternoon at the Empire. Confronted with large doses of character work, the youngsters went frequently haywire, and managed to snare most of the comedy under an avalanche of overaccentuated and stazy characterization. Also, the tempo was far too slow for either comfort or effect.

Monna McGill, a pert and charming sprite, played Abby. She was an amazingly young Abby, without even a streak of gray in her hair to indicate the 15 years that she had been with the Huggets. Granting that major cause for disbelief, however, she turned in a nice performance, excelling in the wistful evocation of emotion. She seems to have real possibilities; her performances in other plays will tell.

Robert Oberreich did a detailed character study as the doctor—too detailed, as a matter of fact. He did an excellent job in conception, but he went a bit too far, slowing the action on frequent occasion and often losing laughs and effects in an effort to emphasize character details. Lucille Roberts was in

BROADWAY RUNS		
Performances to January 26, inclusive.		
Dramatic	Opened	Perf.
Accent on Youth (Plymouth)	Dec. 26	41
Children's Hour, The (Elliott)	Nov. 20	85
Creeping Fire (Vanderbilt)	Jan. 15	16
Crime and Punishment (Biltmore)	Jan. 22	7
Distaff Side, The (Lodge)	Sept. 25	146
Escape Me Never! (Shubert)	Jan. 21	8
Farmer Takes a Wife, The (46th Street)	Oct. 20	104
Fly Away Home (46th St.)	Jan. 15	15
Gold Eagle Guy (Belasco)	Nov. 28	86
Laburnum Grove (Booth)	Jan. 14	16
Lady Detained, A (Ambassador)	Jan. 9	22
Merrily We Roll Along (Music Box)	Nov. 20	130
Nowhere Bound (Imperial)	Jan. 22	7
Ode to Liberty (Little)	Dec. 21	42
Old Maid, The (Empire)	Jan. 7	24
Personal Appearance (Henry Miller's)	Oct. 17	123
Petrick Forest, The (Broadhurst)	Jan. 7	24
Point Valaine (Barrymore)	Jan. 14	24
Post Road (Masque)	Dec. 4	65
Rain From Heaven (Golden)	Dec. 24	41
Romeo and Juliet (Beck)	Dec. 20	44
Sailors of Cattara (Civic Rep.)	Dec. 10	56
Tobacco Road (Forsyth)	Dec. 4	503
Valley Forge (Guild)	Dec. 10	58
Within the Gates (return) (National)	Jan. 22	8
Musical Comedy		
Anything Goes (Alvin)	Nov. 21	79
Great Waltz, The (Cedar)	Sept. 22	145
Life Begins at 8.40 (Winter Garden)	Aug. 27	382
Music Hath Charms (Majestic)	Dec. 28	33
Revenge With Music (New Amsterdam)	Nov. 28	54
Thumbs Up (St. James)	Dec. 27	36

general excellent as Mrs. Haggitt, burlesquing the part (it must have been a strong temptation) only in the later scenes. Janet Watkins was pleasant in the colorless role of Susan, and Joan Oates gave a spirited performance as Ada. Marc Daniels overplayed a bit as Warren, but at least he had a complete grip on the part. The lad needs experience, but he's worth watching.

David Ainsley, Paul Marian and Ezra Stone played the three gentlemen from New York. In each case the general characterization was excellent, but there was an overemphasis upon character detail.

Mildred Martin, Marion Whitney, Carmel White, Jane Williams, Gilbert Ralston, John Raby and Lynn Hampton appeared in the first act of Clemence Dane's *A Bill of Divorcement*, which was used as the curtain raiser.

EUGENE BURR.

FROM OUT FRONT

By Eugene Burr

Paul Sifton and Virgil Geddes have started something. There's no telling just how far this picketing thing will go, now that the ice has been broken. Of course, there has been picketing around theaters before; embattled unionists have besieged innumerable picture theaters because the theaters played ball with a rival union. But never before, to this corner's knowledge, have embattled playwrights taken things into their own hands and sandwiched themselves between militant sign boards. It's unlikely that actors will follow suit—references to ham sandwiches being so obvious—but at least Messrs. Sifton and Geddes have broken the ice.

For the benefit of those who don't read the news columns, the playwrights' peripatetic long-war was directed against the Theater Guild, because the Guild, according to their lights, fails to encourage new American playwrights. The Guild, according to the distributed brochures, buys their plays, and then fails to produce them, giving the right of way to effusions of the better-knowns.

That, of course, is the Guild's right; even the Dramatists' Guild has nothing in its contract against it—and if there's nothing against it in the Dramatists' Guild contract, it must be all right. But, on the other hand, there's some justice in the pickets' complaint. Take, for example, the classic case of Mr. Bill Drake, who wrote an adaptation of *Lysistrata* that was, as Mr. Whitney Bolton would put it, pure honey. The Guild bought it quickly—and kept it resolutely on the shelf. A little while later the Seldes adaptation of *Lysistrata* appeared—with huge success—and the chances of the Drake version were forever ruined.

Now that the picketing ice is broken, we can expect almost anything. Vaudevillians, of course, have been picketing the Palace for years (they don't carry signs, but then they don't need them); now others may join the sandwich brigade, ready to fight it out on the picket line if it takes all summer. Anyone who feels that anyone else has been unfair about anything may stick his head between the blatant boards and march out to battle.

The critics might picket the Dramatists' Guild, in a glorious, losing fight to stop the output of terrible plays, which haven't a chance and which have to be endured only by enforced and conscientious playgoers. Mr. Hammond could use convex boards.

Producers might picket stagehands' Local No. 1—or, better still, the stage-dors of their own theaters.

Film producers might picket Equity, in protest against the tie with the Screen Actors' Guild.

Equity itself might picket young Mr. DuRoy, who won a court decision against the association because it allegedly stopped a worthless play he had written and produced, after he had forgotten to pay salaries.

Certain players in *The Distaff Side*, *Escape Me Never* and *Laburnum Grove*

Frisco's Legit Opens With Bang

SAN FRANCISCO, Jan. 26.—When the stage of this town escapes the doldrum it does it with a bang. Four productions make their bow to the theater-loving populace of this community within the next 36 hours, something unheard of in San Francisco in many a year.

The Alcazar Theater, once a Henry Duffy house, dark for more than two years, reopens tomorrow afternoon under the joint management of N. H. Carter and Emil O. Bondeson, with A. E. Thomas' *No More Ladies*. Harold Helvenston, formerly with KPCC dramatic department, who also heads the Stanford University drama department, is director and designer. It's the first popular-priced house in San Francisco in many years, with 61 top.

Next Monday night Homer Curran's production, *Merrily We Roll Along*, will be uncurtained at his theater—the Curran—and the Scottish Musical Players, a professional touring company of actor-singers from across the sea, will bow into the Columbia Theater for two weeks. To top it off, the Palace Hotel's unique grillroom theater will also come to life again on the same evening with a Shobe-Bell production of David Belasco's *The Girl of the Golden West*.

Meanwhile the Monte Carlo Ballet Russe is packing them in at the San Francisco Civic Opera House.

New Coast Revue

LOS ANGELES, Jan. 26.—Moe Morton, former manager of the Clover Club, Hollywood popular night spot for film people, announces he will present a new musical revue entitled *Take It Easy* around March 1. Morton is said to have studio backing in the venture, with the studios retaining the rights to film the revue and first chance on principals in the cast, all of whom will be Equity members.

Morton is angling for a downtown legitimate house and will probably present his revue at the Mayan.

West Side Tryout

NEW YORK, Jan. 26.—A tryout showing of *Concentration*, a comedy-drama by Thornton Murdock, from the original manuscript, *Cure of Souls*, by Eva Tom Grey, is scheduled for February 6, 7, 8 and 9 at the Studio Theater at 54 West 74th street. Murdock is also directing.

Pemberton's Merry Ads

Brock Pemberton's ads for "Personal Appearance," which change each day, each time giving a different quote, reached a high this week with a quotation from George Jean Nathan. It ran: "One of the season's biggest commercial successes . . . and another of the retarding influences on a potentially fine and better American theater." But to cap it, the ad was signed George Sean Nathan. The "S" in "Sean" wasn't a misprint; Mr. Nathan went overboard on "Within the Gates," the pretentious bore by Sean O'Casey.

Equity Clamps On Benefits

NEW YORK, Jan. 26.—As reported exclusively in *The Billboard* last week, Equity made formal announcement Tuesday of its intention to fine or suspend, or both, members who play free shows without the okeh of the Theater Authority. Fine range up to \$100.

The Theater Authority has approved three shows running tomorrow night: The Group Actors, Belasco Theater; the Beth Abrahams Home for Incurables, Majestic Theater, and the United Home for Aged Hebrews, New Amsterdam Theater.

Responding to the plea of Dr. Henry Moskowitz to legit managers not to permit unauthorized benefit shows to occupy their houses, the Shuberts are understood to have appointed Edgar Allen, of the Ed Davidoff Office, to handle all requests from benefit sponsors coming to the Shuberts.

FERA Date Canceled

MEMPHIS, Tenn., Jan. 26.—The Oxford Players, purportedly supported as a Federal Emergency Relief Administration project, were canceled at the Lyric here when the company failed to make a down payment on the rent in advance as agreed, according to James H. Holt, chairman of the committee for the lodge in charge of the theater.

As explained here, the FERA supports the company personnel only in case there is a loss on the engagement. Theaters are not protected against loss unless some rental arrangement is worked out in advance, usually with an "angel" who gambles on a percentage of the gross.

Chi "Sixteen" Cast

CHICAGO, Jan. 26.—Charles K. Freeman, local director and producer, has returned from New York, where he went to engage people for his production of *Sixteen*, which opens at the Blackstone here on February 17. Leading role will be taken by Shaimel Kalish, and the cast also includes Regina Wallace, Noel Tearle, Constance Pelissier, Wallace Wildcombe and Judith Lowry. Show is expected to have a run of at least three weeks.

Harmon-Ullman Split

NEW YORK, Jan. 26.—Sidney Harmon and James R. Ullman will end their partnership February 1, and thereafter each will produce independently. Harmon has an option on Hugh Stange's *Heritage*, and plans to bring it to town this year if casting goes okeh. Ullman owns the rights to *The Mourning Angel*, which is on the books for next season.

Managers of legit and picture houses might picket free radio theaters, which, they claim, are unfair competition.

Performers getting bad notices might picket the newspapers that printed them—albeit certain performers would obviously be unable to cover that much territory.

Perhaps best of all, the members of the Legitimate Theater Code Authority, led by Brock Pemberton and William F. Farnsworth, might picket ticket brokers who object to the ticket provisions in the code. In that case, Morris Rosenstein could march up and down, trying to keep business away from his own office.

Or, for that matter, the youngsters at the American Academy might picket me.

CHICAGO, Jan. 26.—*Merrily We Roll Along* has been booked for a month's engagement at the Grand Opera House, beginning March 18.

THE NEW PLAYS ON BROADWAY

LYCEUM

Beginning Friday Evening, January 18, 1935

BATTLESHIP GERTIE

A comedy by Frederick Hazlitt Brennan. Staged by Arthur Sircorn. Music by Boris Aronson. Incidental music by Alexander Haas. Presented by Courtney Burr. Secretary Hollingshead. Frank Jaquet
 Senator Gale. George Lessey
 Senator Heffermeister. Harry Davenport
 Senator Blowney. Walter Baldwin
 Admiral Spinks. Herbert A. Yost
 Aide. Claude McInair
 Wo Pu Cheng. Frederick Banker
 Lieut. Commander Brophy. Philip Wood
 Ensign Harriss. Oliver Barbour
 Mildred. Gladys Griswold
 Gertie. Helen Lynd
 Mrs. Schumpf. Lora Rogers
 Ensign MacGurk. Boyd Crawford
 Seaman Jones. Burgess Meredith
 Marine Sergeant Grogan. Horace MacMahon
 Marines. William Cullio, Richard Toms
 Captain Buford. Richard Gordon
 Price. Philip Truex
 Commander McClintic. Ernest Woodward
 Commander Black. George R. Taylor
 Toma. Richard Taber
 Koda. Moana Chu
 Radio Messenger. Joseph P. Harris

ACT I—Scene 1: Headquarters of U. S. Naval District, Pearl Harbor, Honolulu. Scene 2: Gertie's Room, Honolulu. Scene 3: Ensign Harriss' Stateroom Aboard U.S.S. Rhode Island. Scene 4: Captain Buford's Cabin Aboard U.S.S. Rhode Island. Scene 5: Harriss' Room. Scene 6: Buford's Cabin. Scene 7: Mrs. Schumpf's Kitchen in Honolulu. Scene 8: Buford's Cabin. ACT II—Scene 1: Buford's Cabin. Scene 2: A Hotel Suite, Honolulu. Scene 3: Buford's Cabin. TIME—The Present.

Battleship Gertie was too quick for me.

A comedy (farce, rather) by Frederick Hazlitt Brennan. It was brought by Courtney Burr to the Lyceum Theater Friday night—and taken by Courtney Burr right away from the Lyceum Theater Saturday afternoon. This reporter had naively contemplated catching it Saturday night or Monday.

The opinion of those reviewers whose eyes, miraculously enough, were quicker than Mr. Burr's prestidigitating hands, was devastatingly unanimous. With the exception of the kindly Mr. Sobol, of *The Mirror*, they seemed to indicate that Mr. Burr had made a mistake. It was a mistake, however, that was quickly remedied.



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SPRING TERM BEGINS APRIL 1st

For Catalog address the Secretary, Room 145 B, Carnegie Hall, N. Y.

The plot (in a synopsis boldly swiped from those who saw it unwind) concerned a moron lass of Honolulu, fanned to flame by cinema aspirations. In a desperate effort to get to Hollywood, she snatches the uniform of a drunken sailor and, incased therein, marches aboard the U. S. S. Rhode Island. Being dumber than any character has a right to be, she lies and lies and lies when she is discovered, and as a result she is eventually taken to be a Japanese spy. Complications ensue, and the whole world trembles on the verge of another war, until at last Gertie tells the truth. She gets a Hollywood contract because of the publicity, and ends in the arms of an inoffensive gob who suffers from dyspepsia and love.

It was generally admitted that the central idea had almost limitless farce possibilities. The fault found was in the working out, Brennan having spread himself to cover too much ground (even a Senate investigating committee was included), losing the point of his humor thru repetition and lax writing. The cablegrams and communications flashed on the stage drew the comedy honors.

Helen Lynd (who gave a perfect imitation of a female vaudeville stooge when she was in *Ladies Money*) received mixed notices for her work in the title role. Burgess Meredith, as the loving tar, walked off with most of the acting encomiums. Boris Aronson's sets also received much praise.

EUGENE BURR.

BILTMORE

Beginning Tuesday Evening, January 22, 1935

CRIME AND PUNISHMENT

Adapted from the dramatization by Victor Trivas and Georg Schdanoff of Fyodor Dostoevsky's novel. Translated by Sonia Gordon Brown. Staged by Victor Wolfson. Settings designed by Irene Sharaf, built by William H. Mensching, and painted by Gaston Longchamps. Costumes by Eaves Costume Company. Presented by Wolfson and Sherry.

Raskolnikoff. Morgan Farley
 Nastasia. Barne Ostertag
 First Painter. Edward Mann
 Second Painter. Frederic Giuliano
 Aliona. Marfa Pasternak
 Pestrakoff. Philip Remer
 Koch. Lee J. Cobb
 Janitor. Robert Finch
 Madame Margot. Babette Feist
 First Girl. Anne Gerletie
 Second Girl. Katherine Locke
 Third Girl. Mary Whitbrook
 Marmeladoff. Harry D. Southard
 Sonia. Juliana Taberna
 Razoumkin. Sam Wren
 Loushin. Edward Forbes
 Saloonkeeper. Lee J. Cobb
 Police Officer. William Toubin
 Porphyry. Thomas Coffin Cooke
 Clerk. Robert Finch
 Madame Raskolnikoff. Irene Oshier
 Dounia Raskolnikoff. Katharine Phelan

Students. Tenants. Drinkers.

The Action of "Crime and Punishment"
 Takes Place in St. Petersburg, 1865.

ACT I—Scene 1: Raskolnikoff's Room. Scene 2: The Staircase. Scene 3: Raskolnikoff's Room. Scene 4: Porphyry's Pleasure House. Scene 5: Raskolnikoff's Room. Scene 6: Bar of the Tavern. Scene 7: The Police Station. ACT II—Scene 1: A Private Room in the Tavern. Scene 2: Raskolnikoff's Room. Scene 3: The Staircase. Scene 4: A Niche in the Park Wall. ACT III—Scene 1: Porphyry's Study. Scene 2: Mme. Raskolnikoff's Furnished Room. Scene 3: Sonia's Room at Madame Margot's. Scene 4: An Open Place.

Advertised curtain time—8:45.
 Curtain rose at showing caught—8:54.

It would be both unkind and at least partially unjustified to begin a review of *Crime and Punishment* with the wisecrack that made the Broadway rounds when Morgan Farley was announced for the chief part. And yet, as it turns out, there was just enough truth in that crack to make it seem tempting.

The adaptation of the Dostoevsky novel that Wolfson and Sherry are presenting at the Biltmore Theater (it opened Tuesday night) is by Victor Trivas and Georg Schdanoff, translated by Sonia Gordon Brown. The task of turning that rich and seething novel

into play form is one that might well stop any adapter—yet the present version is, for an act and a half at least, amazingly successful. There can, of course, be a difference of opinion on that, since so much must necessarily be omitted, condensed, synopsized and partially spoiled in any effort to pour the novel's wealth into the rigid and meager outline of a play. It is an almost insuperable task of selection and presentation. Yet for an act and a half it seemed unexpectedly dramatic at the Biltmore.

For an act and a half the tale of Raskolnikoff, the poor student who committed a mentally justified murder and was then beset, harried and hounded by an emotional consciousness of guilt, carries a powerful grip upon its audience, going along absorbingly, dramatically and with fascination, including more of Dostoevsky than anyone could well expect. And then, it would almost seem, the adapters, exhausted from past labors, eased off and finished the thing as best they might. Thereafter it draws thin, becoming hard and bare and sketchy, being neither moving nor believable. Its ending, which should be a gloriously mystic and emotional flame, is merely a pale flash in a tiny pan, igniting nothing at all in the hearts of the audience.

Mr. Farley's work, if better than expected, still left much to be desired. In the early scenes he was somberly effective, the even then he occasionally indulged in acting that belonged rather in a combination sandwich than on the stage. Later, when the dramatization collapsed under him, he became heavily obvious, emoting to the limits of endurance—both his own. It seemed, and the customers'.

Juliana Taberna gave a sensitive, tender and quietly effective performance as Sonia, offsetting with her fine underplaying much of Mr. Farley's bravura. Thomas Coffin Cooke was uniformly excellent as Porphyry; Harry D. Southard was tremendously effective in the small part of Marmeladoff, holding the audience tense and enthralled thruout an almost unplayable five-minute speech, and various of the others stood out. They included Sam Wren, Irene Oshier and Lee J. Cobb.

The sketchy and unsatisfactory settings demonstrated how completely the play had power to hold during its early sequences. It wasn't until the second act that one realized how unsatisfactory they were.

EUGENE BURR.

IMPERIAL

Beginning Tuesday Evening, January 22, 1935.

NOWHERE BOUND

A new play by Leo Birinski. Directed by A. H. Van Buren. Setting designed and built by Karl Amend. Presented by Birinski, Inc.

Tomsik. Pierre De Ramey
 McTavish. Allen Lee
 Schwartz. Fred Kaufman
 Gasso. Joseph M. De Villard
 Pat. Don Beddoe
 Maureen. Patricia Deering
 Maura. Marshall Hale
 Weber. H. W. Treil
 Basil Oxley. Charles H. Croker-King
 Mike. Robert Williams
 Chester. G. Frederick Guzik
 Alexander Danaroff
 Ljanow. Michael Popoff
 Ivanos. Nicholas Bela
 Ilona. Clara Mahr
 Mrs. Blum. Helene Rapport
 Mr. Blum. Nathan W. Jones
 Chester. Sherrill Diver
 Federal Official. W. W. Shuttleworth
 Al Pomo. Edward Raquello
 Von Prellwitz. Frederick Giermann
 Dobb. John Alexander
 Jack Thurston. Matt Briggs
 A Young Turk. Henry De Kover
 Koxer Turk. Franklin Heller
 Ipoliter. Romanescu
 Miriam Goldina
 Police Sergeant. G. Swayne Gordon
 State Senator Dalton. Oswald Yorke
 A Policeman. Howard Hall Jr.
 Another Policeman. John Rowan
 Train Guards. Tom Haming, Phil Jones
 People of Many Nationalities Being Deported.
 The Entire Action Takes Place in One of the Cars of the Deportation Train. Time: The Present.

ACT I—On a Side Track of the Chicago Station. Late Afternoon. ACT II—En Route. A Few Hours Later. ACT III—Two Hours Later.

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

Rejoicing in the ex-title of *Garbage Express*, *Nowhere Bound* could have been so maladrotdly written and directed. Ever since *Grand Hotel* was produced it seems the custom to compare plays involving a group of strangers thrown together under one hotel, ship or train roof to the Vicki Baum play

and so a possible analogy might be drawn, if it's desired. Thus, Leo Birinski's play could have been a *Grand Hotel* of deportees, cast together on a train bound from Chicago to Ellis Island. The possibilities of such a varied assortment are obvious meat to an industrious and imaginary playwright, but while Birinski has accomplished some development of interest in his play, he has fallen far short of the mark and so has his drama.

The characters to be found aboard such a train—called by its federal guards the *Garbage Express*—easily fall into definite patterns. None of them is particularly sympathetic or unusual, but it isn't necessary to have unusual or Noel Cowardian characters to provide entertainment. Thus the inmates of the prison train are routine. There are the Bolshevik, the excitable Italian, several Irishmen, the somewhat elderly Jewish couple, a Hungarian whose wife is the mother of illegitimate twins, a Roumanian prostitute and a narcotic addict, included in the Irish quota is Pat, bound for Erin because of his criminal activities, with his wife, Maureen, listed as his sister for a not quite clear reason. Then there is also Chester, the young and good-looking train guard, in love with Maureen. And finally there is Al Pomo, public enemy No. 1, who has had himself deported to escape from the danger of continuing associating with his playmates.

All of the travelers save Pomo want to stay in the country and are trying all manner of tricks to achieve that result. Aboard the train, then, comes (See *NOWHERE BOUND* on page 33)

SHUBERT

Beginning Monday Evening, January 21, 1935

ESCAPE ME NEVER!

A play by Margaret Kennedy, starring Elisabeth Bergner. Directed by Komisarjevsky. Settings designed by Komisarjevsky, painted by Alick Johnstone, and built by John Brunskill. Music arranged by Leslie Bridgewater. Presented by the Theater Guild, Inc. in association with Charles B. Cochran.

Sir Amor McClean. Leon Quartermaine
 Lady McClean. Katie Johnson
 Evie Turner
 Fenella McClean. Eve Turner
 Woman Tourist. Shiela Taylor
 1st Tourist. Cyril Horrocks
 2d Tourist. John Boxer
 Caryl Sanger. Griffith Jones
 Butler. Bruno Barnabe
 Herr Heinrich. William F. Schoeller
 Gemma Jones. Elisabeth Bergner
 Sebastian Sanger. Hugh Sinclair
 Waiter. Peter Bull
 1st Spinster. Joan Blair
 2d Spinster. Muriel Johnston
 Mrs. Brown. Susan Brown
 Joan Blair
 John Boxer
 Petrova. Nina Bucknall
 Dresser. Muriel Johnston
 Pianist. Cyril Horrocks
 Messenger. William Mills
 Miss Regan. Susan Brown
 Peter Bull
 1st Man. John Boxer
 3d Man. A. J. Felix
 Stallkeeper. Cyril Horrocks
 Bruno Barnabe
 Woman. Muriel Johnston
 Vaughan Girl

ACT I—Scene 1: Salon of the Palazzo Nerone, Venice. An Afternoon in May. Scene 2: The Same on the Following Afternoon. ACT II—Scene 1: Terrace of a Hotel in the Dolomites. Evening. Six Weeks Later. Scene 2: Caryl's Rooms in London. Some Months Later. ACT III—Scene 1: A Studio in a Meads. Evening. Some Weeks Later. Scene 2: Practice Room at a Theater. Two Hours Later. Scene 3: A Street Corner. Midnight. The Following Night. Scene 4: A Studio. Late the Following Night.

Advertised curtain time—8:30.
 Curtain rose at showing caught—8:37.

The most important news from the Shubert Theater, of course, concerns the first American appearance of Miss Elisabeth Bergner, a little lady whose fame on the Continent and in England has been matched by the acclaim with which her film efforts were greeted here. Her vehicle is that in which she took London by storm, Margaret Kennedy's *Escape Me Never!*, which is being presented by the Theater Guild, in association with Charles B. Cochran, for a limited 12-week run. It opened Monday night.

Duly reporting the most important news first, Miss Bergner is a charm-filled sprite who is allowed to do an appalling amount of overacting and who, with the aid of Komisarjevsky, the director and scenic designer, manages to make a potentially fine play seem like a dull and soggy bore.

Miss Kennedy's play deals, as her *Constant Nymph* did before it, with the second generation of the musical (See *ESCAPE ME* on page 33)

Conducted by LEN MORGAN—Communications to 1564 Broadway, New York City.

REPORT LAEMMLE WILL SELL

Wisconsin Indies Name Alternates

MILWAUKEE, Jan. 26.—Because its by-laws require that all directors must be present for a quorum, alternates have been named by the board of the Independent Theaters Protective Association of Wisconsin and Upper Michigan, Inc., as follows: Casimir Goderski, A. D. Kvoel, John Honthaner, Ed Zimmerman, Ed Weber, Wilfred Wagner, George Langheinrich, Earl Fischer, Bernard Lassack, Ed Lurie, all of Milwaukee; Arthur Desormeaux, Madison; William Roob, Port Washington; William Schock, Waukesha; Max Krofta, Racine, and W. F. Silcock, Lake Geneva.

A membership committee has been named, headed by Lurie and including Krofta, William Silcock; W. L. Ainsworth, Fond du Lac, and Frank L. Koppelberger, La Crosse, while the labor committee consists of Kvoel, Ross Baldwin, Charles Washcheck and E. P. Maertz, all of Milwaukee. George Fischer has been named chairman of the committee on Milwaukee county affairs. The annual corporation meeting of the Allied Independent Theater Owners of Wisconsin is slated for February 21 in Milwaukee.

Youngclaus To Start New Nebraska Circuit

LINCOLN, Jan. 26.—Bill Youngclaus, the man from Madison, Neb., who raised so much stir in the courts about protection and contributed much to its outlawry, came back into the film limelight last week with announcement by way of incorporation here that he's out to establish another Nebraska circuit. Papers were filed at the State House for the General Theater Equipment Company, naming Mary Parks and Youngclaus in the papers.

The first house fitted up is at Albion, Neb., and the talk has it that he's negotiating with spots for Harlan, Ia.; O'Neil, Wayne and Broken Bow, Neb.

Delaware To Vote on Legal Sunday Movies

DOVER, Del., Jan. 26.—A bill to permit Sunday motion pictures in Delaware is being prepared for introduction in the House of the Delaware Legislature by Representative Dr. Willard R. Pierce, of Milford. The measure would be State-wide in effect.

While the details of the proposed measure have not been worked out, it is said it may specify that movies may open for the showing of pictures and charge admission after 9 o'clock Sunday evenings. It is planned to limit the Sunday showings to evenings because of objections that may arise earlier in the day.

The Pierce bill will provide a 3-cent tax on each seat in the theater. New Castle County taxes would go to the four Wilmington hospitals, while the Kent and Sussex County taxes would go to the three down-State hospitals. It is estimated \$12,000 per year could be derived from this revenue.

Jerome Building Chain Of New England Houses

PAWTUCKET, R. I., Jan. 26.—Jerome K. Jerome announced this week he will reopen the Imperial Theater here January 25 with a films and added stage attraction policy, changing bills four times weekly. House is to undergo minor remodeling and redecorating and installation of new sound and projection equipment prior to opening.

The Imperial has been dark for two or three seasons except for a six weeks' period into last summer, when an unsuccessful try was made to reopen it with film-flesh programs. Jerome says it will be one of a contemplated chain of 14 theaters, which is to include the Bates, Attleboro, Mass.; Park, Woonsocket, R. I. and Metropolitan, Providence, last two of which have been dark for the past year.

Strand Reopens

NEW YORK, Jan. 26.—The Strand Theater, which has been closed for the last three weeks due to a fire which caused \$100,000 damage, reopened this week with "Bordertown," and despite a blizzard played to standup business during the first two days and looks good for a run.

Warners used radio advertising to plug the picture, and when the doors were opened there was a line a block long.

House has been completely renovated. New seats, lighting and decorations make it one of the best houses on Broadway.

Delaware May Get Censorship Board

DOVER, Del., Jan. 26.—Delaware will have a board of motion picture review to censor all films in the State if a bill introduced in the House of the Delaware Legislature here becomes a law. The bill, to create a board of three members, would have authority to censor all films and reject those considered improper.

The three members comprising the board will represent each of the three counties in the State and will be named by the governor. Members would serve without pay but could name a secretary at \$900 a year.

The fee for each reel approved or censored would be \$2. Theaters would have the right under the bill to appeal to Superior Court.

More Competition

NEW ORLEANS, Jan. 26.—Despite the fact that Louisiana has a State law forbidding horac racing on Sundays, the City Park track will inaugurate a series of Sabbath racing. All of which will pull patronage from the various motion picture theaters. No unemployment tax is collected from the race track, but the movie houses must pay 2 per cent on the dollar on all business done by them.

Eisenberg With Judell

CHICAGO, Jan. 26.—Ben Eisenberg, for 19 years with Universal Exchange here, has been appointed general sales manager of the B. N. Judell, Inc., exchanges, with offices in Chicago, Milwaukee, Indianapolis and St. Louis. He assumes his new duties on January 21 and will have complete charge of all operation and sales in all four territories.

Overcrowder Fined

DETROIT, Jan. 26.—The Lasky Theater was fined \$35 for overcrowding the house, bringing in standing patrons above the listed standing room only capacity of the theater. Fine was assessed against Joseph Keseler, manager for the Krim Circuit, by Nathaniel H. Goldstick, assistant corporation counsel, acting as special referee.

Film Board Reports 80 Per Cent Of Country's Theaters Are Open

NEW YORK, Jan. 26.—Approximately 80 per cent of the motion picture theaters of the country are in operation, according to a report issued by the Film Board of Trade. The total number of houses now open is 14,552, as against 13,736 last year. There are 18,371 picture theaters in the country.

Of the affiliated circuits there are now 2,073 as against 1,954 last year. Unaffiliated circuits operating are 3,070 against 2,846 last year. The independent houses showed a drop this year from 13,571 to 13,120.

The above figures show the trend of the picture business in the past year and is cause for optimism. Every new theater opening means more contracts for the

Jock Whitney Said To Have Made Bid for Universal Pix

Laemmle wanted \$10,000,000 but later dropped price to favorable level—dissension at studio said to be cause of Uncle Carl's willingness to let studio property go

HOLLYWOOD, Jan. 26.—Altho it has been denied many times, there is a persistent report here that Carl Laemmle, president and leading stockholder of Universal Pictures, will sell his interest to Jock Whitney. It is understood that Whitney made an offer to Laemmle some time ago, but Laemmle held out for \$10,000,000, but it has been learned that he has dropped the price considerably and that negotiations are now under consideration that will, in all probability, result in the transfer of the company. It is known that there has been considerable dissension at Universal of late. Laemmle Jr. was taken from the job as head of production and "promoted" to head of several units. One local wit remarked at the time that one more "promotion" and Junior will be out.

Hays Turns Thumbs Down On Radio Pix Previews

HOLLYWOOD, Jan. 26.—The Hays office publicity department frowned on air reviewing of major studio previews on the Coast this week when General Petroleum's Magazine of the Air program was denied passes and recognition at picture previews.

Following the style of the March of Time, General Petroleum is preparing a half-hour program to be made up of spot news, short stories dramatized, interviews and prominent personages in the news and studio feature preview reviews for release over the Columbia Broadcasting System. In turning down the application for recognition Hays office stated it does not want pictures caught at previews and reviewed over the air, for the previews are generally in the nature of audience tests, and sometimes pictures are fully or partly remade after a preview before releasing the feature.

Tesch Business Manager For Wis. Indie Group

MILWAUKEE, Wis., Jan. 26.—At the first meeting of the board of directors of the new Independent Theaters Protective Association of Wisconsin and Upper Michigan, Inc., held January 11, Ray Tesch was named as business manager of the group.

F. J. McWilliams, Madison, vice-president, was named chairman of the legislative committee to be selected by himself. Other committee appointments included a finance committee composed of E. Langemaek, J. J. Boden, both of Milwaukee, and William Silcock, Lake Geneva, and a committee on Milwaukee affairs, which consists of the 10 members of the board of directors from Milwaukee County, namely, A. C. Gutenberg, Boden, Langemaek, George Fischer, B. K. Fischer, E. P. Maertz, Ross Baldwin, Thomas Saxe, Charles Washcheck and R. J. Patterson.

The new association expects to be located in its permanent quarters by February 1.

Since Laemmle Jr.'s promotion the burden of production has fallen on the shoulders of Senior, and it is understood he is willing to get out from under.

Universal is one of the oldest companies in the business and has turned out many great pictures in its day.

Whitney's only film venture was the production of Cucuracha, a two-reel Technicolor short which achieved great success. He is now producing Becky Sharp, a feature, with the new Technicolor process. Miriam Hopkins is starring in the new Whitney venture.

Pittsburgh Fans Pan Daily Critics

PITTSBURGH, Jan. 26.—Critics here have been severely denounced by local film fans for panning Universal's *Imitation of Life*. Mrs. Florence Fisher Parry, of *The Pittsburgh Press*; William J. Lewis, of *The Pittsburgh Sun-Telegraph*, and Harold W. Cohen, of *The Pittsburgh Post-Gazette*, have covered the Fannie Hurst tale and handed it the worst lacing given any picture for a long time. Mrs. Parry in particular made a joke out of the whole affair. This enraged the fans, who claimed that *Imitation of Life* was one of the finest and most intelligent pictures they have ever witnessed.

Letters by the dozens poured into the newspaper offices blaming the critics for thoughtless reviewing. That the masses thought otherwise of the picture was amply proved by its favorable box-office returns. In some neighborhood houses the feature was forced for two, and in some cases three holdovers to accommodate the tremendous crowds. Houses that usually change programs three and four times weekly held it for a full week. The Granada, as an example, originally booked in this picture for a Sunday midnight show and a Monday and Tuesday showing. It then held it over for Wednesday and Thursday. On the last night the house was forced to halt the sale of tickets, with a line of over 200 waiting in the street to get in. The management finally decided to give a midnight show Thursday night and hold it over again for Friday and Saturday. Were it not for previously arranged bookings it could well have played for another week to good biz.

Indiana May Get 10 Per Cent Amusement Tax

INDIANAPOLIS, Ind., Jan. 26.—There's more grief in the offing for Indiana exhibitors. A bill was presented at the State Legislature this week calling for a 10 per cent amusement tax, the money to be used to help defray the cost of old-age insurance.

This is considered merely the forerunner of such legislation in every State, and most theater owners are convinced that nothing short of a miracle can keep theater taxes down. All agree that the State assemblies look upon theaters as legitimate prey, regardless of the fact that additional taxes may close houses and thus deprive the State of this source of revenue.

distributors and more persons employed both by the studios and the exhibitors.

Many of the theaters now closed will probably never reopen, but the great majority of them are wired and ready to open their doors as soon as business conditions warrant. Each succeeding day finds more houses reopening and it is considered only a matter of a short time until a modern dark house will be a novelty.

Judging from the amount of new equipment ordered, many houses are closed due to inability to obtain product, but with each independent producer considering the possibility of increased product, this problem will soon be

GOV. INVESTIGATORS ACTIVE

Fifteen Men Said To Be Piling Up Evidence Against Producers

Independents offering evidence to be used in future suits—Hollywood expected to be scene of next case—15 adverse bills ready for presentation in Congress

WASHINGTON, Jan. 26.—That the government is in earnest in its drive against the major producers on an anti-trust violation charge is evidenced by the fact that there are now 15 Federal investigators in the field piling up evidence for future suits. The government already had a mass of evidence, presented by independent exhibitors and independent organizations, but it is the endeavor of the investigators to seek still more in order that puncture-proof cases may be presented. In addition to the anti-trust violation in Congress to cramp the activities of the majors and break up block booking and blind buying. Each of the bills is more or less antagonistic to the majors, and it is conceded that many of the bills will pass.

It is a fact that Congressmen are getting mail from back home urging them to make a thorough investigation of the picture companies. Many of the letters are from stockholders in the various outfits who want to know why, in the face of bankruptcy, the officers vote themselves huge salaries, while the stockholders hold the bag.

It is believed here that many of the leading lights of the film industry will be called here to face a committee and many questions will be asked regarding salaries and bonuses. It is known that the film men are not looking forward to this with any degree of pleasure.

HOLLYWOOD, Jan. 26.—It is regarded as certain that the next government anti-trust suit will be staged in this city and the indie exhibitors are all steamed up. Several government men have been contacting the independents in an effort to learn whether or not there is a basis for suit.

The Independent Theater Owners of Southern California are very active and are clamoring for a suit, maintaining that the majors thru "gentlemen's agreements" have forced many indies out of business and tied up product to the point where many houses have been forced to close. They point to the Fox West Coast Theaters as an example and are ready to present evidence to the government men.

Chicago Zoning Cases

CHICAGO, Jan. 26.—Only four cases were on the docket for disposition at the meeting this week of the Clearance and Zoning Board of Code Authority.

The Lyric, Earlville, Ill., complained that they were restricted on releases and that the State, Sandwich, Ill., was getting pictures ahead of them, although they were both supposed to get them at the same time. The board ruled that the complaint be upheld and all restrictions surrounding the booking of pictures in Earlville in its relation to Sandwich be eliminated. The Patry, Nappanee, Ind., complained that the Palace, Colfax and Granada theaters, South Bend, were holding them back from releases and wanted films cleared sooner. The request was denied.

The Lawn, Chicago, wanted films in their second week of release, the same as their competitor, the Marquette Theater. Management of the Lawn based the complaint on the fact that the theater, before it was closed several years ago, was getting pictures that soon and should have them now. Since then the releasing system here had been changed, so the board denied the request and told it to play pictures in their seventh week of release. The Revue, Chicago, also wanted the second week of release, having been forced to play third week, with the Irving, Chicago, getting preference for the second week. This request was also denied by the board.

Monogram Dividend

NEW YORK, Jan. 26.—The executive committee of Monogram Pictures Corporation at a meeting this week declared a quarterly dividend of 1½ per cent, payable February 1. This is the fourth quarterly dividend paid by Monogram since May 1 last year.

Hollywood Studios Hitting Capacity

HOLLYWOOD, Jan. 26.—The studios here are all working at top speed at the moment with 44 features before the camera. This is pretty close to capacity and is far above the weekly average for the past year. That this pace will be maintained for some time is indicated by the fact that 23 features are now ready to shoot when the stages are clear.

Warners are leading with eight shooting and two preparing. Paramount follows with seven shooting. Radio has four and Universal three. Twentieth Century has three and Goldwyn one. Five independents are shooting.

The burst of speed has been a great thing for the extras, for it means that many of them will find steady work several months at least.

French Theater Tax Closes Many Houses

PARIS, Jan. 26.—Evidently the fact that the French government postponed its decision on reducing picture house and theater taxes has had a bad effect on many of the smaller pix, as during last week the Paris courts declared the following firms bankrupt: Louis Duchamp, operating the Cinema Secretan, important neighborhood house; Les Grands Spectacles Artistiques, a 38,000 francs (\$2,533) firm operating the Studio Delambre, de luxe picture house in the Montparnasse quarter; Heard, operating the Cinema Apollo at Pre Saint Gervais, Paris suburb, and Vander Films, a 50,000 francs (\$3,333) firm, distributors of films in Paris.

Iowa Frolic Feb. 14

CEDAR RAPIDS, Ia., Jan. 26.—Managers of motion picture houses here are planning on attending an all-Iowa movie frolic of the Iowa-Nebraska Allied Theaters, Inc., to be held in Des Moines February 14 and 15. It will be held in connection with the regular annual convention. Screenings of new films will be a feature. A banquet and ball also will be included in the activities.

Zoning and Clearance Causing Many Code Authority Headaches

NEW YORK, Jan. 26.—Exhibitors here contend that it will prove practically impossible for the Code Authority to draw up zoning and clearance schedules for various sections of the country. It is contended that there will be a battle from every district which will only complicate matters. The theater owners feel that each section should make up its own zoning regulations and that Code Authority should make it stick.

The exhibitors are of the opinion that no clearance and zoning ruling in any district is going to be free from squawks and that any plan passed by the local boards should be given a tryout regardless of the numerous groans that are sure to accompany it. The majority

England Learning

LONDON, Jan. 26.—Some months ago work was started on a film here depicting the period of England since the crowning of King George. It was to have been shown at the Silver Jubilee of King George, but something has gone haywire and work on the picture has been stopped after spending \$500,000.

Winston Churchill wrote the script and it was he who made the announcement that due to "chemical trouble" the picture would not be finished. It is the opinion here that something went wrong with the photography, spoiling the feature.

New Ohio State Tax Law Excludes Film Rentals

COLUMBUS, O., Jan. 26.—The tax commission of this State, thru Edward Cole, rendered a tentative opinion that the State tax law does not include film rentals. This word was received by P. J. Wood, secretary of the Independent Theater Owners of Ohio.

In handing down his opinion, Cole said it is the opinion of the commission that the rental of a film to a moving picture house is not subject to tax, as it is a rental or sale for resale and exempt under the provisions of the tax law. He stated that the opinion is tentative and will be studied further by the commission.

The opinion, he said, is based on the supposition that the theater is in effect reselling the film when it charges admission to the theater for the privilege of seeing the picture.

Wehrenberg Urges Exhibs To Battle Legislation

ST. LOUIS, Jan. 26.—An appeal has been sent out to all exhibitors in Missouri asking them to contact their legislators to oppose the inclusion of theater admissions in the 2 per cent sales tax, which will be presented to the Assembly by Gov. Guy Park.

The exhibitors of this State have been absorbing the one-half of 1 per cent sales tax, but feel the 2 per cent tax would prove too great a burden, and if passed on to the patrons would cut down attendance.

Fred Wehrenberg, president of the Missouri Motion Picture Theater Owners, issued to call and told the exhibs to point out to the legislators that in New York and Illinois, where a sales tax exists, theater admissions are immune.

"Bread" Wins Award

NEW YORK, Jan. 26.—The League of Nations Gold Medal, presented annually by the committee in charge of motion pictures, has been awarded to King Vidor for his production, *Our Deafy Bread*. It has hitherto been the custom to award the prize for the best scenario, but this year the committee changed its procedure to present it for a finished production.

should be pleased, is the contention of exhibs.

It is impossible to arrange a zoning schedule that could apply to the entire country, say theater owners. Each district has its own individual problems that would not apply to other sections. The local boards are in a position to know local needs and should get together and draw up rulings and make them stick.

The Code Authority is spending a great deal of time trying to iron out various zoning situations, but a deadlock prevails. It is not the fault of anyone on the board, but is due primarily to existing conditions. The present Los Angeles case before the board has been causing many headaches, with no tangible solution in sight.

Cease and Desist Works Both Ways

CHICAGO, Jan. 26.—The Code Authority of the Motion Picture Industry established a precedent in its decision regarding gift nights, in which the Fargo, Geneva, Ill., and Arcada, St. Charles, Ill., were involved.

C. G. Lekander, operating the Fargo, complained that the Arcada was operating gift nights. The Chicago Grievance Board on July 24, 1934, found the respondent guilty and a cease and desist order was issued. W. L. Pracht, operating the Arcada, admitted the operation of gift nights, but appealed the case to the New York office, with the complaint that the Fargo also operated similar devices to that complained of by him. The Code Authority in New York then ordered that the stop and cease order against the Arcada be held up until the cessation of the same practice by the Fargo, further ordering that such an order would only be effective so long as the Fargo, too, adhered to the ruling and had filed a certificate of compliance.

Fishman Again Heads Connecticut Exhibitors

NEW HAVEN, Conn., Jan. 26.—For the fourth time Dr. J. B. Fishman has been elected president of the Motion Picture Theater Owners of Connecticut. Other officers are Adolph Johnson, New Haven, first vice-president; Leonard O'Neill, Hartford, second vice-president; Edwin Raffile, New Haven, treasurer, and Edward Levy, New Haven, executive secretary.

The board of directors consists of William Brennab, of Winsted; Bernhart Hoffman, New Haven; Irving Jacobs Jr., Branford; Arthur Lockwood, Middleport; Ralph Pasho, Naugatuck; Joseph Davis, Southington; J. Unger, Bridgeport, and William Vuono, Stamford.

Ten proposals for changes or amendments in the motion picture code were forwarded to William Farnsworth at Washington. Of the 10 proposals, nine had already been drawn up by the Motion Picture Theater Owners of America.

Bank Night Situation In Frisco Is Serious

SAN FRANCISCO, Jan. 26.—The situation here regarding bank nights is in a bad state. It looks as though practically every house in town will soon go in for this form of patronage builder with sad results. The local grievance board issued a cease and desist order some time ago to Nasser Brothers, who operate a string of small houses.

The Nassers paid no heed to the order and continued bank nights. Other neighborhoods took it up and now the leading circuits say they will also install bank nights unless the indies call them off.

There is no indication that the smaller houses will cut out the bank nights, for they have proved to be business builders, but with every house in the city going in for it the patronage situation is going to be not so good for the smaller theaters.

Just what the grievance board will do about it remains to be seen.

Baker Honored

DETROIT, Jan. 26.—A testimonial dinner will be given next week by Detroit Variety Club to Lieut. Royal A. Baker, Detroit film censor, who is retiring after 25 years of service. A further testimonial in the form of a huge cake was presented by filmites this week to Serg. Joseph Kollar, who is succeeding him.

Bank Night Howl

LINCOLN, Jan. 26.—The first bank-night howl from a patron came by way of a \$175 suit filed against the Kearney (Neb.) World last week. It was learned here. The plaintiff claims the winner of the \$150 disputed pot did not claim it in the allotted two and one-half minutes after the number was called.

BOX-OFFICE GROSSES TAKE NOSE DIVE DUE TO WEATHER

NEW YORK, Jan. 26.—Grosses thruout the country took a nose dive this week, due largely to bad weather. The whole country was hit by excessive cold and snow which made the family fireside more desirable than venturing out to the theater. In addition to bad weather there was a lack of good pictures in many spots.

Exhibitors are not discouraged because of this week's low grosses and are looking forward to better business next week. In most cases the takes this week were better than those of the same period last year.

New York

The big street was in the money this week. Good pictures were the rule and despite the weather the box offices took in above average grosses. The pictures getting the money were *Lancers*, *Globe of India*, *Copperfield* and *County Chairman*. *Lancers* looks good for a month at the Paramount, while *Copperfield* will stay at the Capitol probably three weeks.

Chicago

Snowstorms and sub-zero weather did the box offices no good here. The neighborhoods played to fair grosses, but the Loop houses took it on the chin. There is a good lineup of films for next week and grosses should take a hike if the exhibits get a break with the weather.

Boston

Average business was registered here this week despite weather. Films averaged fair with fans shopping for the best. Neighborhoods report just fair takes. Number of box-office pictures scheduled for next week and should do well.

Philadelphia

Business at a standstill this week both in the downtown houses and the neighborhoods. The threatened box-office cut-rate war is causing uneasiness among most of the exhibs. If the big houses slice prices all others will probably follow suit with each being hurt.

San Francisco

Box-office takes this week were about average. No house broke any records but all got their share. No cause for pessim-

ism here, for with good films on the way the grosses are expected to take a decided hop upward.

Pittsburgh

For the first week since New Year's local first-run houses are selling good product, with profitable shekels rolling into the box offices. You can't fool 'em here any more. Give them the pictures they want and they will turn out in mobs to see them. The Stanley proved it with Columbia's *Broadway Bill*; the Fulton with Will Rogers in *The County Chairman*, and the Penn with Paramount's highly exploited *Lives of a Bengal Lancer*.

Providence

Snow all day Sunday, turning to a sleety rain during the afternoon which left highways and sidewalks ice-coated, will put a crimp into local theater grosses for the week. Ann Harding, former leading woman of the old Albee Stock Company, and usually a strong attraction, is in town in a double dose this week, at the Albee in *Enchanted April*, and at Loew's State in *Bliss of a Bachelor Girl*, with result that Harding fans have to split their patronage, with both theaters feeling effect. Pays with *Music in the Air* and stage show got in an extra show on Saturday and will bolster week's figures up to double or more average take. Other first-run houses only doing normal business.

Lincoln

Grosses went pitching downward with a mercury headed in the pants by 12 below temperatures. All pictures started the week with best expectations, but the whole territory saw thermometer slumps ranging from 3 to 41 below. *Imitation of Life* started nicely at the Stuart and was given a chatter buildup, but it came to no good with the influx of icy air. *We Live Again* at the Lincoln went the same way. Orpheum, with its stage show and *Young and Beautiful* took a substantial gate before the cold wave set in and the tally there for the week will be above average, the temp taking it out on the last-half straight picture, *Behold My Wife*.

Commendation

When the Hays organization pledged its word to the Legion of Decency that its members would clean house there was considerable doubt in the minds of everyone as to whether or not this was another stall. Events have proved that the producers took their work seriously and the results have been more than gratifying. In a short space of time sex has been taken out of pictures and a general purifying has not worked to the disadvantage of the pictures. On the contrary, there is a wave of confidence among those responsible for the move and there is no chance that conditions will revert to their former status.

Reports from the various censorship boards show that their work has been cut to a minimum and each succeeding month finds less and less objectionable material. It would be too much to expect that every picture produced in the future would be 100 per cent pure. Perhaps this would not even be desirable for it would undoubtedly cramp the authors and producers to the point where flabbiness would be used instead of virility in pictures.

We were a little skeptical at the time the Hays office made its promise, but as things have worked out we are willing to concede that a good job has been done and give credit where credit is due.

The reaction of the general public to the cleanup has been amazing. No longer do we read "letters to the editor" condemning pictures as a whole. Parents are now free to send their children to the theater with the assurance that they will see nothing detrimental. The exhibitor may now stand in his lobby and greet his patrons, knowing he is showing a clean show.

The Legion of Decency is pleased with the progress being made in pictures and is giving the producers credit for their work. The Legion deserves great praise for the manner in which it handled the situation and the results obtained.

It was to be expected that other groups would hop on the band wagon when it was clearly determined which was to be the winner. It is these groups that keep a continuous barrage against producers and try to rile up the public. These groups come in for little praise.

Instead of hampering the producers in their efforts, these groups should offer them encouragement for the great work they have done. Instead of constant censure of a single bad picture, they should offer congratulations for the number of good ones.

To Joe Breen should go the credit for making the producers bow to public opinion. In the face of antagonism he held out and won his battle. It was not a bed of roses but Breen has won the confidence of both the producers and the public. Breen was in the unenviable position of fighting the men who pay him, and that takes courage.

Altho exhibitors have been slow in commending the worthy work, they have, nevertheless, profited greatly by the general cleanup. It has meant better box-office pictures and the regained confidence of their patrons that had been lost thru the period of salaciousness.

We are not attempting to paint the Hays office as lily white, but we do believe in giving credit to those who deserve it. We will admit that the cleanup was not a voluntary one, but once having been shown the light the producers applied the disinfectant and did a good and thoro job.

Len Morgan.

PERSONALS

John Grey has acquired the Covington Theater, Covington, Okla.

Tom Blair is the new city manager of Griffith Amusement Company theaters in Enid, Okla.

Fred Baker has assumed management of the World Theater at Emerson, Neb.

Horton & Redburn recently purchased the Opera House at Lake Norden, S. D., from R. Linstrom.

G. E. Norman has reopened the Empire Theater at Cherokee, Ia.

The Valencia, Macon, Mo., has been taken over by S. E. Pirtle again.

E. Applebaum is opening the New Theater at Hollendale, Miss.

The State Theater, Second street and Stocking avenue, Grand Rapids, Mich., opened January 6 under the direction of George C. Nichols. The house has been completely remodeled, with the latest sound equipment and ventilating system installed.

The Elton, Norfolk's newest film theater, opened this week, the premiere offering being *Baby Takes a Bow*. The theater is advertised as the city's most beautiful and will show second-run pictures of most leading producing companies at a top price of 15 cents.

Starting this week Warner Bros.' Orpheum Theater, Chicago, State street house, returns to its former policy of full-week showings of motion pictures. First picture under the new policy will be *Flirtation Walk*.

R. Zeller, manager of the Davis Theater, Chicago, Essaness house, has been transferred to the Irving, and George Moyan has been transferred from the Irving to the Davis.

P. H. Dickson, owner and manager of the Eagles Theater, Wabash, Ind., was elected to be one of the directors of the First National Bank in that city.

J. Reed, of Hartford, City, Ind., has taken over the lease of the Madison Theater, in Decatur, Ind., and will operate the show in the near future.

The Capitol Theater, in Fort Wayne, Ind., operated by Tony Nelleson, recently had a new marquee built on the front. The Transfer Theater is now the only unoccupied theater in Fort Wayne.

The Kayton Entertainment Company, of Franklin, Pa., which recently acquired the Majestic Theater, Grove City, Pa., has awarded subcontracts for extensive alterations to the house, which will be reopened shortly after February 1. The National Theater Supply Company, Pittsburgh, has been awarded the contract for new seats. The Kayton company has retained the general contract. F. M. Frye, of Franklin, who will manage the theater, already has located his family here.

The Roxy Theater, Springfield, Ill., formerly the Majestic and until about seven years ago one of the best known vaudeville houses in Central Illinois, was reopened this week as a first-run motion picture theater. Before reopening under the name Roxy the theater was completely remodeled, about \$68,000 being spent on the work.

Daniel Drozun, former night manager of the Norwood Theater, Detroit, has been appointed manager of the newly opened Mayfair Theater by the Cohen Bros.' Circuit.

William Cuddy, formerly connected with dramatic companies in Detroit and accountant for three years for the De Luxe Theater, has been appointed (See PERSONALS on page 22)

FROM THE BOX-OFFICE POINT OF VIEW

"Women Must Dress"

(MONOGRAM)
Review, New York
Time—78 minutes.
Release Date—January 2.

Monogram has turned out a neat piece of entertainment in *Women Must Dress*, and, although it will appeal particularly to women, due to the clothes angle, the men will like it, too, for it is packed with unusual situations and a bevy of good-looking beauty-contest winners.

The story is that of a woman who fears she is losing her husband and decides that clothes will keep him. He goes to South America for a year and the wife learns to dress smartly and realizes that an appearance is necessary. She decides that her daughter should not marry a young doctor, but instead chooses a wealthy suitor. The husband returns from South America and finds that he loves his wife, and the wife decides that the doctor is the person for her daughter.

In the cast are Minna Gombell, Oavin Gordon, Hardie Albright, Lenita Lane and the Monogram-Agfa beauty winners. Reginald Barker directed the feature with a great deal of skill and brought out every highlight in the yarn. This one is a safe booking. *Morgan.*

"A Notorious Gentleman"

(UNIVERSAL)
Previewed at Warner's Beverly, Beverly Hills, Calif.
Time—75 minutes.
Release Date—January 21.

A closely knitted story of a perfect murder, well directed by Edward Laemmle and capably acted by Charles Bickford, Helen Vinson, Onslow Stevens, Dudley Digges, Sidney Blackmer and John Darrow. Picture, based on Florence Ryerson and Colin Clements' *I Murdered a Man*, is better than ordinary programmers.

Story concerns a perfect murder planned and executed by a criminal attorney. He plants sufficient conflicting evidence to make his confession of guilt unbelievable and wins a jury disagreement. Most of the action takes place in a courtroom, with outstanding performances by Bickford, as the criminal attorney, and Onslow Stevens, the district attorney. Miss Vinson, as the girl in the case, is charming and delightful in her part.

Cast will mean very little in selling this picture and exhibitors will do well to concentrate on the perfect murder idea in putting across their campaign. *Blackford.*

"The Mystery of Edwin Drood"

(UNIVERSAL)
Previewed at Warner's, Huntington Park, Calif.
Time—85 minutes.
Release date—February 4.

Universal has taken another of Charles Dickens' unfinished books and finished it . . . this time with rather pleasing results. Picture is aimed at the present popularity of English author tales of the *Great Expectations*, *David Copperfield* and such.

Picture is marked by the outstanding character work of Claude Rains playing the part of the English choirmaster who is an opium addict. He is the one responsible for the mystery part of the story when he slays his nephew in a violent jealous rage.

Direction of Stuart Walker is clear cut, straight and to the point. No deviations for side play are made as in so many English works translated to the screen. Walker has confined his direc-

tion entirely along the lines of the main story plot.

Edwin Drood is played with remarkable understanding by Douglas Montgomery. He handles the part exceptionally well of the young nephew whose fiancée is seduced by his uncle. The fiancée, Heather Angel, is charming, sweet and lovely to gaze upon. It is Montgomery who is responsible in the end for the solving of the mystery after he disguises himself as an old man, hangs around the village and patches together bits of gossip.

Picture cannot be classed as a mystery for it is a mystery only to the principals in the cast. However, it is the type of eerie tale that is responsible for goose-flesh on your patrons, and out-of-the-ordinary entertainment such as this is most likely to please. Anyway, it is a swellent picture. *Blackford.*

"The Iron Duke"

(GAUMONT-BRITISH)
Music Hall, New York
Time—80 minutes.

George Arliss has been given a pretty trying vehicle in his initial Gaumont-British picture and it doesn't do him justice. In this historical story of the career of the Iron Duke of England there is not a great deal of opportunity for the star to do his stuff. As a soldier, and a whimsical one, Arliss is limited, and the picture shows it.

The story is that of the Duke of Wellington and his career as a soldier and statesman. In history the Duke was a pretty tough old trooper, but in the picture he is pictured as kindly and fatherly toward his troops. There is little romance, the only skein being that of Lady Frances, who adores the Duke, but there is no love-making.

The picture is beautifully staged and acted, but the story is not there and it will prove disappointing to Arliss' millions of fans. *Morgan.*

"Wings in the Dark"

(PARAMOUNT)
Previewed at the Paramount Studios, Hollywood, Calif.
Time—68 minutes.
Release Date—February 1.

If *Wings in the Dark* doesn't prove a box-office natural it will serve one purpose at least . . . it will skyrocket the popularity of Myrna Loy and Cary Grant. Miss Loy, thru her sympathetic portrayal of the girl in love with a blind flyer, gives one of the finest bits of character of her career. Grant, in the role of the blind flyer, has never been seen to better advantage.

Grant loses his sight on the very eve of his greatest experiment—one that would place his name on the pages of history for all time—a flight from America to Europe using instruments only. His romance with Miss Loy, a stunt flyer and sky writer, continues thruout the picture, and her very presence makes his sudden plunge into darkness more easy to bear. She buys him a police dog trained to guide the blind, and Grant starts in to write stories of his air experiences. Miss Loy leads him to believe his articles are being accepted by magazine editors and gives him money she earns barnstorming in payment for his stories. One situation leads to another until Miss Loy decides to make a try on a flight from Moscow to New York for the \$25,000 prize money offered. Grant meanwhile has been at work on rigging up a plane to be flown by blind people using various instruments to guide himself. Climax of the picture is reached when Miss Loy, lost in the fog above Roose-

velt Field, is piloted into a safe landing by Grant, who is flying his "sightless" plane by instruments only. Realism and thrills are packed into the filming of the scene, with Graham McNamee brought on to give a newsreel description over the radio of the thrilling air rescue.

Roscoe Karns, as the manager of Miss Loy, and Hobart Cavanaugh, as the mechanic pal of Grant, have meaty roles and they deliver heavily. *Blackford.*

"Rocky Mountain Mystery"

(PARAMOUNT)
Previewed at the United Artists, Inglewood, Calif.
Time—65 minutes.
Release Date—February 8.

Rocky Mountain Mystery is a Western mystery story that fails to pack much of a wallop and is mediocre screen fare. The combination of the two has been poorly made and picture moves too slowly to entice the mystery picture fans. On the other hand, the Western story is of the usual run and not overly interesting.

In the lead is Randolph Scott, a young mining engineer. Charles (Chic) Sale gives his usual character of the scatter-brain sheriff quite capably. Others include Mrs. Leslie Carter, Kathleen Burke, George Marion Sr. and Ann Sheridan.

Yarn concerns a scamp who murders his mining partner and then tries to assume the name and being of the murdered man so as to become sole owner of the mine. When relatives of both the men arrive at the mine matters become somewhat muddled. Scott, with the negligible aid of "Chic" Sale, clears up the mess.

Scott gives a good account of himself with his winning smile and manish manners. Balance of the cast have little to do and little to say and it would be unfair to comment on their work inasmuch as they are on for such brief periods.

Direction of Charles Barton is just ordinary. Photography of Archie Stout is very good, especially his outdoor work. *Blackford.*

PERSONALS

(Continued from page 21)
house manager by William Steffes, succeeding Dew Thompson, who has been made assistant general manager of Allied Theaters of Michigan.

Leo Krass has been appointed manager of the redecorated Mack Theater, Detroit, which has just been reopened by his brother, John Krass, after acquisition from L. A. Fill.

Saul Korman, who has operated the Medbury Theater, Detroit, for the past year, is planning to expand operations with gradual acquisition of a small string of theaters, largely in the colored districts of the city.

Remodeling of the Palace Theater, Charleston, S. C., has been completed.

The Miami Theatrical Exchange has opened in the Townley Building, Miami, Fla., under the management of Hugh Shutt, who has been connected with the theatrical business in Detroit and New York for the last 25 years.

Monarch Theater Supply Company, 188 East Calhoun street, Memphis, Tenn., has leased the one-story brick and fireproof building at 494 South Third for its new home. The building will be redecorated at a cost of several

hundred dollars and will be ready for occupancy March 1. Isaac Cohen is manager of the company.

Denton Theaters, a new amusement and theatrical concern, has been formed at Knoxville, Tenn. The principals include George L. Denton, manager of the Booth Theater; R. L. Bigler, B. B. Denton, Madlyn Denton and Dixie Mae Bigler.

The new State Theater at Greenwood, S. C., one of the largest in that section, opened last week under the management of the Piedmont Amusement Company.

VAUDEVILLE NOTES

(Continued from page 16)
tained injuries, but they showed up only a day late for their Seattle engagement.

THREE HEAT WAVES will try vaude soon, handled by Don Sherwood. WOR has just picked up its fourth option on the act.

JAY SEILER goes into the Palmer House, Chicago, January 31 for a four-week run. He will then return to the Palais Royale.

SID WILLIAMS has been spotted in a Vitaphone short featuring Eddie Leonard and called *The Minstrels*.

McKAY, HARRIET AND LEW are a new singing and dancing combo.

SYLVIA NOVITTA, former sec to Charlie Koerner in the RKO home office before he was switched to Boston, is now secretary to A. S. Calvin, of the RKO real estate department.

RALPH OLSON and Alma Louise Payne, both pupils of Frank Scanlon, Chicago dance teacher, have been booked for a long run in England and open at the Palladium in London on March 4. They will also double with Jack Hylton in one of the prominent night clubs there.

GRINDELL AND ESTHER, who have been playing night clubs since last July, are with a unit touring the South.

EDDIE ROSS, of the team of Phil and Eddie Ross, has joined the Mike Hammer office in New York and will book clubs, vaude and productions.

JIMMY SAVO has landed a Loew route at a heavily increased salary. Opens February 1 at the Met, Brooklyn.

BETTY HAMILTON, recently seen in *Don Juan*, has joined the NTG Revue as co-feature along with Vanessa.

LOEW HAS spotted the Bert Smith tab into Richmond and Norfolk weeks of February 1 and 8.

THELMA GOODWIN has changed her name to Leeds and opens for Loew at the Orpheum, New York, February 1.

TONY SHAYNE, former night-club operator, has opened a vaude producing office.

HAL JEROME has been taken ill again and is recuperating at Lebanon Hospital, Los Angeles. Would like to hear from friends.

JACK DEL BONDIO, David Klinger and Howard A. Seltz have formed the Delhar, Inc., firm to deal in vaude and pictures.

MRS. MARY YACOPI, of the Yacopi Troupe, lost her bracelet recently and after a search all over Times Square found it in the Plunkett office, where she had dropped it.

THE TROUPERS' CLUB will give a ball and entertainment at the Mecca Temple Casino, New York, the night of March 2.

TOM BENNETT, tenor of the *Student Prince* Company, had his tonsils removed the other day.

LA SERIDA, dancer, is working solo while her son, Al Smith, is working a Louisville, Ky., club. When he returns to New York in May the team will again be known as Al Smith and mother. Their act is dances of today and yesterday.

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CURRENT BROADWAY FILMS		Issue Reviewed.
Charlie Chan in Paris (Fox)	Astor	January 5
Sing Sing Nights (Mono)	Mayfair	December 8
The Iron Duke (GB)	Music Hall	Current
Boardertown (WB)	Strand	December 29
Holdovers		
David Copperfield (MGM)	Capitol—2d week	January 19
The Wandering Jew (Olympic)	Criterion—3d week	December 26
Lives of a Bengal Lancer (Parl)	Paramount—3d week	January 12
Babooza (Fox)	Rialto—2d week	January 26
Clive of India (UA)	Rivoli—2d week	January 26
County Chairman (Fox)	Roxy—2d week	January 5
Man of Aran (GB)	Westminster—10th week	October 27

Burlesque Conducted by SIDNEY HARRIS—Communications to 1584 Broadway, New York City.

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

Tab Prosper in Pittsburgh Area

PITTSBURGH, Jan. 26.—Not since the busy tab days prior to 1929 have so many touring miniature musical shows been on view here and in neighboring towns. At the same time houses turning to combo policies are at their peak. To mention a few, theaters in New Kensington, Sharon, Johnstown, Tarentum and other neighboring spots are always open to touring tabs. Combo programs are proving to be profitable for the first time in months.

At the Embassy, Johnstown, this week, Manny King and his *Vanity Fair Revue* rolled up nice box-office receipts. Manny had with him Little Ann Little, impersonating Betty Boop; Irene Cody, the Dunn Brothers, Al Bibby, George Paige, Dorothy Rogers, Paco and Razele, Janis Thompson, Elinor Richardson, Chickie the Wonder Horse and the Paramount Studio Band.

In Sharon "Doc" Robinson played to good biz with his *World's Fair Follies*, featuring Tom Jones, the Pacific Comedy Four, Lew Fine, Jackson and Sevier, Frank Blyler, Sally Starr and 12 Exposition Beauties.

The *Harlem Roundup*, all-colored tab, has just finished profitable dates in New Kensington and Tarentum. Show includes Gertrude Saunders, star of Leslie's *Blackbirds*; Butterbeans and Eusie, comedy team; the Three Planets; the Wood Sisters, harmony team, and the Dixie Club Serenaders.

BAA's New Ruling On Junior Members

NEW YORK, Jan. 26.—At a recent meeting of the executive board of the Burlesque Artists' Association a change was made in the rules as regards Junior Members of the organization. It was agreed that the BAA will allow at least two vaude acts to play in stock houses in this area without the acts being required to become Junior Members of the BAA.

The following provisions, however, were made: That the sum of \$2.50 per person in each act be paid to the deputy on opening day; that they shall only do the specialty for which they are engaged and shall take no part in openings, finales or the actual playing part of the production; should they be employed for a period of more than one week in a particular theater or play any other week in some other theater they shall be obliged to become Junior Members; that the BAA shall be the sole judge of what constitutes a flash act or specialty; that special added attractions or so-called strip numbers do not come under this classification; that this ruling is a temporary concession granted in view of the recent ruling of the Commissioner of Licenses and is subject to be revoked at any time on the order of the executive board and that deputies will report the names of the act and the type of work they do, and that no emergency fund shall be collected from the act for the week's engagement.

Hal Hoyt Benefit Nets \$160

SPRINGFIELD, O., Jan. 26.—Final checkup of the benefit given for Hal Hoyt, veteran tabloid producer, who lies in a cast at the City Hospital here with a broken leg sustained last fall in Batavia, N. Y., shows that \$160 was realized. Benefit was given last Friday night at the Fairbanks Theater, which was loaned thru the courtesy of Phil Chkera. Ed Gardiner brought his *Footlight Follies* from Alliance, O., for the performance, giving a midnight show. Co-operating in the benefit were the stagehands, musicians; Gus Sun, head of the agency which bears his name, and *The Springfield Daily News and Sun*, all donating their services. Mr. Hoyt is slowly improving and his complete recovery is anticipated. Hal is one of the first producers to introduce musical tabloids, practically all of which were assembled and rehearsed in Springfield.

GUS SCHILLING, stage director at the Republic, New York, has taken time out to complete the lyrics for a colored musical, *Julius Caesar the Second*, for production some time in the spring.

Tab Tattles

MARSHALL WALKER has a script show at the Riailto, Dayton, O. By Heath is handling some of the comedy and assisting in the producing.

Bob Snyder and Hap Moore, both of whom call Cincy their home, are dividing the comedy at the Apollo, Dayton. . . . Carl A. Meyers' *Broadway Vanities Revue*, recently reorganized, is slated to leave Grand Rapids this week for a swing thru Northern Michigan. In the roster are Donald (Jake) Drummond, Chuck Morrison, Dian King, eight dancing girls and a five-piece orchestra. . . . Phil Tyrell's *School Days on Parade* is now swinging thru the South. Troupe rung in two big days at the James, Newport News, Va., last week. Featured with the unit are Att (Skinny) Candler, Ruby Barth, Bebs Striet, Tuffy Richards, Percy Carr and Nelson Maples' Collegians. . . . Charles A. Koster typewrites that he has closed his Louise Moody *Vanity Fair Revue*, and that he is presently organizing another company to play Northern California, Oregon, Washington and Canada. Charley says he'll be connected with the advance department of one of the large railroad circuses this summer.

Raymond and Arlie LeRoy stopped off in Galesburg, Ill., the other day to visit Ray's parents and to drop off their son, who will attend school in Galesburg. Ray and Arlie then jumped on to Buf-

(See TAB TATTLES on page 24)

Casts of Pittsburgh And Waterbury Stock

NEW YORK, Jan. 26.—The burly stock policies at the Variety, Pittsburgh, and Jacques Opera House, Waterbury, opened okeh Monday. Pittsburgh cast comprises Eddie Kaplan, Chick Hunter, Reggie White, Arlena Milburn, Billie Holmes, Jim Bennett, Ella Sdars, Joe Moss, John Head, Diane Bowland, Agnes Nichols, Ray Miller, Condo and Allen, White Sisters, Irving Selig and Zambini and Company.

Waterbury cast comprises Madeline Moore, Elvie Herndon, Ann Mitchell, Mary Jayne Penny, Bobby Taylor, Eddie Cassini, Bob Roberts, Fred Binder, Lou Devine, Jewel Sothorn, Frank Smith, Kirk Brown, Babe Abbott and Palmer and Peaches.

BAA Denies Rumors

NEW YORK, Jan. 26.—In view of ugly rumors, the Burlesque Artists' Association issued a statement this week that the closings of the Modern, Providence; Worcester, Worcester, and New Bedford were not its fault. The BAA states that no official issued any orders to the Union City company not to go to Providence, and, furthermore, that the New Bedford house closed because of police and church pressure. Also, that Worcester was only leased for a nine-day period by Antonio Romano and Issy Hirst.

Chi Star and Garter To Open

CHICAGO, Jan. 26.—The Star and Garter Theater, whose license was revoked by the city, has been granted a new license and will reopen February 8. House was closed between Christmas and New Year's and the company disbanded, but it is expected that practically the same people will be recruited for the new company.

Empire, Newark, Closing

NEW YORK, Jan. 26.—The Empire, Newark, spoke on the Supreme burly wheel, is slated to go dark tonight. House is reported as going into stock, but indications are that it will remain dark for the balance of this season.

Park, Staten Island, Burly

NEW YORK, Jan. 26.—The Park Theater, Staten Island, will open with a burly stock policy this Wednesday. House will be operated by Danny Davenport and is recognized by the Burlesque Artists' Association.

GEORGE JAFFE, owner of the Variety, Pittsburgh, appointed his son, Ben, to manage the house.

Herk-Jaffe To Open N. Y. Gaiety Feb. 1

NEW YORK, Jan. 26.—I. H. Herk, head of the Code Authority and president of the National Burlesque Association of America, and George Jaffe, operator of the Variety, Pittsburgh, have definitely set February 1 as the opening date for their burly stock policy at the Gaiety, on Broadway, between 45th and 46th streets.

Policy will be continuous. Paul Morokoff, coming in from Atlanta, will be the producer; Ed Roland the manager and Henry Shapiro the assistant manager. Among those booked for the opening show are Frank Silk, George Bradhurst, Benny Moore, Charles Hendricks, Franklin Hopkins, Kathryn Irwin, Lillian Law, Vic Garrett and Erin Jackson.

Because of the acquisition of this house by Herk and Jaffe, it is reported that Max Rudnick and Eddie Madden will put burly stock into the Central, the house being only a block away from the Gaiety.

Minneapolis Burly Fares Well

CHICAGO, Jan. 26.—Reports from the Gayety Theater, Minneapolis, indicate that the house, which reopened recently, is getting a heavy play. Harry Hirsch has assembled an excellent cast and is putting on good shows. Ray Kolb is producing the scenes, Bobby Pegrim the numbers and Fred Oldre the musical scores. Cast includes Ray Kolb, Jack Heath, Claude Mathis, Freddy Walker, William DeShon, Billy Elliott, Mabel White, Madge Carmille, Mickie Dennis, Kay Andre, Gladys Fox, Nora Ford and an attractive line. Roxanne (Mrs. King Levinsky) was a recent feature attraction. Hinda Wausau is booked for an early appearance.

Miami Beach Policy Subject of Dispute

NEW YORK, Jan. 26.—Because the Minsky-Weinstock venture in Miami Beach uses the term burlesque in programs and on the house front, the Burlesque Artists' Association intends taking action. Minsky-Weinstock, prior to the opening, informed the BAA that the Miami Beach project would be a music hall and therefore not subject to BAA jurisdiction.

In view of the use of the term burlesque the BAA feels that the Miami Beach policy was misrepresented. The organization intends taking the matter up with Minsky-Weinstock and also writing to the 11 BAA members playing there.

Hayworth Opens Two New Ones

GREENEVILLE, Ten., Jan. 26.—"See-Bee" Hayworth's *Broadway Novelties* this week opened two new houses for the Sudekum-Crescent Amusement Company—the Capitol here and the New Princess at Morristown, Pa. Show pulled well at both spots, despite the unusually cold weather. Hayworth and his players are carded to play the Sudekum-Crescent Princess Theater, Nashville, for three days, beginning February 7. Harry Lafo is now working ahead of the Hayworth attraction.

Burly Briefs

JOE WEINSTOCK arrived in New York from Miami a week ago Monday afternoon, visited the family Monday night, adjusted business transactions all day Tuesday and returned to Miami Wednesday morning. . . . H. K. Minsky returned Tuesday to the Republic from his Miami jaunt. . . . Eddie Weinstock, now that the Schubert, Philly, is closed, is rumored as slated to manage the Republic. . . . Mary Joyce took ill at the Ettinge, New York, last week, and Hazel Miller pinch-hit for her. . . . Manny King, now in vaude, is reported as returning to burly in a couple of weeks to work with Buddy Abbott at the Ettinge, New York. . . . Max Wilner preferred Lakewood instead of Florida for his vacation.

LOIS FRASER, prim, is urgently sought by Nat Mortan, who says she (See BURLY BRIEFS on page 31)

U-NOTES

By UNO

SONYA LEE (Hilda Henderson), after a week at the Dutch Gardens, Toledo, O., has jumped into Detroit. Before hopping to Toledo she played a week for George Young at the Roky, Cleveland, as added attraction. She recently played for five weeks in Chicago.

HARRY (PEP) PEARCE, comic, has forsaken burlesque for the time being to work night clubs with his new partner, Louise Barlow, formerly of vaudeville. Pearce closed recently at the Lyceum, Columbus. With his partner he appeared at several night resorts in Columbus and Dayton, O., and this week opens at the 4444 Club, Cincinnati.

CASSIE MARTIN HOWARD, old-time chorine, and Vera Rose, former eccentric comedienne, apartmenting on West 93d street, New York, where Lew Howard, former stagehand and washboard thimble in impromptu band, is superintendent. Miss Rose is making candy for a large firm. More about oldtimers. Tess Belfrage, wife of the late George Belfrage, Columbia Wheel show owner, cashiery in a restaurant in the 40s. Hazel Wise married to James Dickman, electrician at a New York theater; Mabel Benson is owner of a rooming house near Harlem; Babe Davis is wife of Anthony Nicolini, former violinist, now in Wall Street; Grace Nelson in Chicago, a number producer; Jackie Gray retired and living in Providence, R. I., and Mabel Hunter keeping house for Bert Hunter in Astoria, L. I.

HERBERT PAY and Barbara Janis Fay, of the Supreme Circuit, were parted January 18 on their 17th wedding anniversary in Baltimore at the Sothern Hotel by Sunya Slane and Al Zimmerman. A buffet lunch with champagne were features. Among those (See U-NOTES on page 24)

JOHN DIAN HEAD & ROWLAND
Straight—Barlona, Strippling Sensation.
In Stock, Variety Theatre, Pittsburgh, Pa.
Direction, PHIL ROSENBERG, N. Y. C.

BILLY "REO" CONNIE
EGAN & MARTIN
Light Comedian, Strip Extraordinary.
Rep., PHIL ROSENBERG AND OAVE COHN.

DON DIXON
ECENTRIC COMEDIAN.
Also Accordion and Piano Playing, Singing and Dancing.
At Max Wilner House in Stock, N. Y. City.
Direction OAVE COHN, New York City.

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

KARL BOWERS
ECENTRIC DUTCH COMEDIAN.
Always Working—East and West.
"Georgia Peaches"—Independent Circuit.

CHARLEY LAFORD
"THE MARRY LANGOON OF BURLESQUE,"
With "Georgia Peaches," Independent Circuit.

BOB SNYDER
Peerless Radio Tenor and Talking Juvenile.
Thanks to The Wilners and Allen Gilbert.

JESS MACK & LEE JEAN
BOOK PRODUCER. SPECIALTIES.
Irving Place and Apollo Theatres, New York City.

HARRY CORNELL
STRAIGHT MAN.
Irving Place Theatre, New York City. Stock.
Management OAVE COHN.

WANTED
FOREIGN NOVELTY ACTS FOR UNIT.
CAN ALSO PLACE Sister Teas, Single Women and Novelty Acts, Musicians with travelling cards. Prefer acts with their own transportation. Don't give telephone numbers for salary. Show being personally produced by Will Kramer. Write, don't wire. A. H. HOWELL, Colonial Hotel, Indianapolis, Ind.

WANTED—PARIS FOLLIES, Houston, Tex.—Chorus Girls who can lead numbers. Small, young. Good wages, short hours.

Kell Management Remains Unchanged

CINCINNATI, Jan. 26.—Contrary to rumors which have been circling the repertoire field the last several weeks, the Leslie E. Kell tent show will not tour its established territory this coming season in strange hands. Mrs. Amber Kell, wife of the late Leslie E. (Skeeter) Kell, who died December 4, today informed *The Billboard* that the Kell show equipment and title have not been sold as recently reported.

Mrs. Kell says she will continue operation of the well-known tent repertoire organization herself. According to her present plans, Jack J. Wolever Jr. will be manager, with the opening set for some time in March. The Kell show will play the same territory it has played for the last 14 years, namely, Arkansas, Missouri and Texas.

The season just ended was one of the most successful the show has enjoyed in years, Mrs. Kell reports. The show carried 19 cars, trucks and trailers but still moved by railroad.

Included in the roster were Mr. and Mrs. Leslie E. Kell, Leslie E. Kell Jr., Mr. and Mrs. Howard Johnson, Mr. and Mrs. Jack Campbell, Mr. and Mrs. Jack Wolever, Mr. and Mrs. Victor Bernard, Mr. and Mrs. Frank Monette, Mr. and Mrs. A. B. Connors, Mr. and Mrs. Merrill Sevier, Hortense Schaller, Rado and Gary, Beryl Francis, a full working crew, a teacher for Leslie E. Jr. and various vaudeville acts.

Billroy Show Briefs

SANFORD, Fla., Jan. 26.—If Okeechobee last week had been a criterion for a week's business, it would have been "blah-blah." They just didn't come out. But Vero Beach, on Tuesday, on a new location gave us a great turnout. Rockledge was next, but the writer was unable to find said town. Just a case of "a tent by the road," but what a mob we got.

Melbourne, with a new location, proved to be keeno, and along came Charlie and Beulah Hunter, of the Original Picnating Theater. Charlie still has a great line of stories. Doc Ward with daughter, Pauline, and son, Happy, were also with us. Titusville, for Friday, with threatening weather, and the Barr-Brown Shows across from us, gave us a good crowd.

Have you ever played Apopka? If you have you know why the question. It sure has a good lake for fishing—that's all. The natives didn't come out.

Last issue of route cards have been distributed and the show will bring to a close a season of 44 weeks in Ashburn, Ga., Saturday night, February 2. Will try to catch up with us next week to find out where they're going.

TOM HUTCHISON.

Powers Players Reorganize

HOUSTON, Jan. 26.—Steve Powers Players, who disbanded two years ago when Powers joined the *Poole Paris Follies* here, have reorganized and will play an indefinite engagement under canvas here. Show has opened to fair business. Included in the roster are Mr. and Mrs. Roy Hogan, Tommy Hart, Mr. and Mrs. Steve Powers and others. Hopkins Players, in their third year under canvas here, continue to pull satisfactory business.

Another 'Drunkard' Formed

DETROIT, Jan. 26.—A new *Drunkard* company is scheduled to open Monday in the Municipal Auditorium at Berkeley, north of here. Tommy Harris is producing the show. Company will work under the auspices of the Women's Organization for National Prohibition Reform, and a tour of Michigan is being planned.

PLAYS 1000 SURE HITS
 Copyrights, \$3.00 \$10.00
 Rep. \$5.00 \$20.00 season.
 KARL SIMPSON, Hall Bldg., Kansas City, Mo.
 P. S.—Bookings People—ALL LINES.

Davis-Brunk Comedians
 WANT Feature Leading Women. Open late February, Address 1. P. DAVIS, Victoria Hotel, Oklahoma City.

FOR SALE—TENT, 50, with 2 20s and 1 30, complete; 12 Sections 7 High Blows, 100 3-Prong Tumbler. \$250.00 Cash. W. G. BARRETT, 1962 Lake St., Lincoln, Neb.

Rep Ripples

TRIXIE MASKEW has been confined at the Barns Hospital, St. Louis, the past month, following a major operation. Friends may write to her in care Arlington Hotel, 715 Pine street, that city.

ROYAL PLAYERS, under management of Irwyn Boden, are in their fourth week of circle stock out of Paris, Tenn. Seven-people company is playing in Kentucky and Tennessee and expects to remain in that territory for the balance of the winter.

CARL REPLOGLE, field representative for the Bob Hoteler Candy Company, who was injured last fall when jacks slipped from under a house trailer, pinning him underneath, is back on the job again. He's a trifle shaky but able to go. Carl has spent the last three months in hospitals. He is now located at his firm's office in Chicago, but will hit the road again in the spring.

FRANK JONSEN, formerly with the Lew Henderson Players, and later the Pugh & Foster walkathons, is now able to be about again after a 10 weeks' siege of pneumonia and heart trouble. He is wintering at his home in Marshall, Minn., and expects to troupe again the coming season.

EUREKA REPERTORY COMPANY opened in the ballroom of the Hotel Bome, Omaha, January 24, presenting *Ten Nights in a Barroom*. Ballroom is operating under a policy of drama, vaude and dancing at 50 cents a head. Music is furnished by a seven-piece orchestra, which is part of the company. The Eureka troupe is managed by Louis Hellborn, and recently finished a long stay in Denver.

THE HOLLYWOOD COMEDIANS, in quarters at Parkersburg, W. Va., are slated for an early spring opening. All trucks have been overhauled and repainted, and a new office car has just been completed. A number of circus people will be included in the Hollywood personnel the coming season, among them J. B. Swafford, general agent; J. W. Davidson, manager; S. S. Brewer, assistant manager; E. S. Monroe, lot superintendent; O. C. Nutter, master mechanic, and Bernard Mellinger, superintendent of concessions. A special line of paper will be used to bill the show.

JOHNNIE AND VERNIE BISHOP postcard from Garfield, Ga.: "Still with the Bert Russell Players in Georgia. Biz okeh on here. Weather hot one week and ice the next. Had a brick throw thru the top of my new living trailer at Stillmore, Ga. The Russell Show is just one big happy family."

DUE TO POOR BUSINESS six members of H. Ray Snedeker's California Players closed Friday night, January 25. The players were in their third week in Shickshinny, Pa. Company has been working on a co-operative basis, doing three bills a week. Those who left the opry were "Boob" Blake, Ruby Lang, Charles Hiser, Gene Kellier, Irene Brooks and Johnnie Brooks, piano player.

BESSIE LEIGHTON, who has been vacationing in Orlando, Fla., jumped into Dothan, Ala., this week to visit her mother. Bessie was formerly with the Harry Cooke Players.

HAL BARBER was a visitor in Kansas City, Mo., last week. He jumped in from Western Kansas, where he is with a circle stock company.

Kanawha Stock Company Will Tour New England

POUGHKEEPSIE, N. Y., Jan. 26.—Kanawha Stock Company, managed by Vin Taylor and featuring Karl Kanawha, youthful portrayer of Indian roles, will shortly begin a tour of the New England States. The cast will include, besides Miss Kanawha, Terry Donovan, Vella Alvord, Barbara Bolton, Rose Vernell, Douglas Williams, Joe Leslie, Bradley Starr, Jack Patrick and Vin Taylor.

Miss Kanawha, who has had considerable experience in repertoire and dramatic stock, has had several film offers recently. She is slated to make a screen test in the near future.

Another Cleveland Tryout

CLEVELAND, Jan. 28.—The Cleveland Playhouse will present the third try-out production of the season when it opens *On Stage*, by Benjamin M. Kaye, Wednesday night. *On Stage* follows immediately upon the premiere production, *Something to Live For*, by George O'Neill. O'Neill's new play, which opened last week, brought to Cleveland, besides O'Neill, his cousin, Barbara O'Neal; Melvyn Douglas, Helen Gahagan and Dan Totheroh. The play attracted considerable interest.

U-NOTES

(Continued from page 23)

present were Harry Baum, Sid Stone, Jack Bloom, Murray Lewis, Wilma Horner, Mack Davis, Johnny Kane, Virginia Jones, Frankie Red Moore, Florence Naomi, Josie Carol, Jean Herbert, Natalie and the Misses Lee and Dorothy.

GEORGE JAFFE is widening his theatrical activities. Besides the Variety, Pittsburgh, and the Gayety, New York, still another Jaffe spoke will be the Lyceum, Columbus.

HAZEL MILLER, Harry Shuffle LeVan, Markie Woods and Dagmar opened at the Eltinge, New York, January 23, relieving Evelyn Myers, who goes to St. Louis for a vacation at her home for two weeks and returns; Bubbles Yvonne, who will rest up for a week; Tom Fairclough, Hilda Allison and Pinto and Company.

GERARD AND MARCO'S pet mascot, Lady, a collie known thruout the profession, is under doctor's care.

AGNES MURRAY, who became Mrs. Mickey Blair, wife of a haberdashery salesman, four weeks ago, returned to the stage via the Star, Brooklyn, after 10 years of retirement and cabaret work.

ALLEN GILBERT delighted with a three-column puff in a recent edition of *The New York Journal* that rated him another Earl Carroll producer.

BERT GRANT, straight, with a recently purchased car, is taking driving lessons from Jack Tiny Fuller and expects to burn up the asphalt shortly.

LEE SANDRIDGE KURTZMAN, chorine with the Supreme, and George Kurtzman, shoe merchant, were feted January 23 by Manager Leo Judson at the Peerless Hotel, New York, in celebration of their wedding on Christmas Day.

EVELYN CUSHWAY came to New York and was immediately engaged for the Oxford, Brooklyn. Everett and Yvonne, adagio team, and Juno, prim, shifted from the Indie Circuit to Wilner houses. Nathan Brothers, acrobats and violinists, also new at the 42d Street Apollo week of January 21. Countess Nadja back at the Apollo same week from a return engagement of one week in Washington. Nina O'Day Reed doubled as principal and chorine at the Apollo January 21-26.

I. J. IRVING, at Little River, Miami, Fla., writes that Georgia Sothern got the rave notices of the opening of Minsky's *Follies* at the Million-Dollar Pier. That the opening January 18 was SRO at both shows. Seats 81 evenings and 31.65 midnight. Three planes in the air with banners and town plastered with sheets announced the opening. I. J. with Marls to do club work before they leave. Recently with the Indie Circuit. Wally Vernon opened at the Paramount, Miami, January 19. Was at this house 40 weeks last year. Best auto route from New York, a new one, adds I. J., ninety-seven miles shorter than old. Route No. 1, New York to Petersburg, Va. Then 301 to Florence, S. C. Then 17 to Jacksonville. Then No. 1 again to Miami; 1,510 miles. Plenty good tourist camps.

JERRY MCKAY and Elaine Anderson, of Wilner chorus, soon to do a sister act and ascend to principal ranks.

BILLY (RED) EGAN and Corbie Martin left the Wilners January 19 to open at the Roxy, Cleveland.

Stock Notes

THE OPENING of the Manhattan Players at the Grotto Playhouse, Bridgeport, Conn., scheduled for January 28, has been postponed indefinitely, due to the failure of Guy Palmerton, Manhattan manager, and the theater owners to come to a definite agreement regarding reconstruction of the stage to meet the requirements of dramatic stock.

EDILOU BAILHE, formerly of the Old Fort Players, in Fort Wayne, Ind., has been given a part in the New York Theater Guild's production, *Escape Me Never*. She began rehearsals last week.

WILLIAM ROOS has succeeded Eddie Blaine in the leading role of *The Drunkard*, now in its 20th week at the Fort Pitt Hotel, Pittsburgh. Blaine left to take the male lead in *No More Ladies*, coming Pittsburgh Playhouse production.

TAB TATTLES

(Continued from page 23)

falo, N. Y., to join Jack Arnott's *Odds and Ends Revue*. Jean Sandlin, blues warbler, made the trip with them and also joined the Arnott show. The three recently closed with the *Royal Flash Revue* in Hot Springs. . . . Jack and Peggy Nation are back in their home village, Dayton, O., where they are ringing in an occasional club date. They expect to have their girl show with some carnival again the coming season.

LOUIS AMEN, trick pianist of Pittsburgh, joined Thelma White's Broadway *Melody Cruise* in Hammond, Ind., last week. . . . Bobby Grant's *Hot From Harlem Revue*, carded to open for Charles Kyle in Pittsburgh January 23, failed to make the date when the bus carrying the troupe in from New Orleans figured in a crash. The showfolks were shaken up pretty badly, but no one was seriously injured. The date has been set back. . . . Joe Sloane, formerly straight man with Jack and Peggy Nation's *Blue Ribbon Girls*, is confined in a Dayton, O., hospital with a serious illness. Mall will reach him at 429 Winters street, that city. . . . Jack Drayton is plotting L. Montgomery's *Varieties on Parade*, which is booked up until March 9 in the Lucas & Jenkins and Sparks houses in Alabama, Georgia and Florida. Included in the *Varieties* roster are Bigson J. Herbert, the Philmers, the Drayton Sisters, Harry Sykes, the Chislen Twins, the Great Lee and Helen Glen and her 10 fem musketeers. . . . Byl Beebe, erstwhile tab straight man and recently appointed a balliff in one of the Cincinnati courts, is confined to his home in the Queen City, a victim of pneumonia. . . . Frankie and Gladys Harris are back in Cincy after closing in Atlanta two weeks ago with Irving N. Lewis' tab. Frankie, in a visit to the tab desk last week, stated that during his two and one-half years with Lewis, the show lost only four days. The Harries expect to remain in Cincinnati the balance of the winter, working whatever they can pick up.

PAUL RENO's *Maxine's Revue D'arrant* played the Strand, Crawfordville, Ind., January 23 and was held over for the following day. Biz tops both days, despite the zero weather. Reno has several more weeks in the Hoosier State before taking his troupe south. . . . Lynn Dunn, ex-tablender, is now associated with W. M. Karrh, owner of the Dixie Theater, Swainsboro, Ga. Karrh is building a new house at Metter, Ga., which Dunn will manage. House will be completed around February 15. . . . Claude (Kid) Long and "SeaBee" Hayworth crossed paths in Corbin, Ky., last week. The two went into a huddle for several hours to swap yarns on the "good old days." . . . Irving C. Miller's new edition of the *Brown-Skin Models* is playing the small towns thru Western Pennsylvania to favorable results. With it are Teddy and Estelle, Jimmy Allen, Ernest (Baby) Seal, Aito Oates, Albert Vaughn, Catherine England, Fred (Banjo) Jennings, Bermadigne Walker, Edgar Martin, Edith King; Jess James, crutch dancer; Edna Richardson, Jesse Mae Tanner, Virginia Neal and a line of girls. . . . Bob Conn, Henry Neiser, the Mack Brothers, Lillian Mitchell and Mary Dugar are the features with Owen Bennett's *Vanities* of 1935.



Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

W. F. GORDON was host to the members of the newly organized Rubber City Magic Club, Akron, O., recently. The shindig was held at the Gordon home. After an apology for the lack of refreshments, Gordon changed the table on which he had performed a program of magic into a heavily laden sideboard, about which there was no trickery. R. A. Carrell, Arthur Higbee, Hugh A. Carroll and J. K. Richardson offered several of their newer effects.

BURTON T. HOWARD (Chandu, the Man From India) is handling the black art with the Prince Raja Shah Baha Ghost Show, sponsored by the National Enterprises, Chicago. Allan, the "White Rajah," is working the feature spot. Company is set in Fox houses thru Missouri and Illinois and on indie spots in the Kentucky territory. Joan Spaulding is chief fem assistant, aided by Freda Tueker. Advance is handled by Harry Miller, of Chicago. Show is slated to invade Canada after February 15.

JACK BELL, who bills his attraction as Mysterious Bell and Company, pens that he has been playing schools and theaters thru Maryland and Virginia to good results. Helen Grove is chief assistant, and Roger Boyd is looking after the comedy. Motor equipment includes a sedan, truck and house-car trailer.

SAM J. COLLINS, dabbler in magic of Hillsboro, O., infos that he's having a Dickens of a time in Sarasota, Fla. He is putting in his time swimming, dancing and putting on an occasional show at the Tourists' Club, and will remain in Florida all winter. "Lots of hot mamas here," Collins pens, "better run down." Tut, tut, Samuel.

GEORGE W. STOCK, dean of Cincinnati magicians, was elected president of the Cincinnati Magicians' Club for his 7th consecutive term at a meeting January 18. Other officers chosen were Emil Walaeth, vice-president; W. S. Burger, secretary; Dwight Borman, treasurer, and Sam Ward, sergeant-at-arms. A program of magic and witticisms was presented by Martin Gerber, Stock and Joe Koch. A joint meeting of the Cincinnati Magicians' Club and the Queen City Mystics, Assembly No. 11, SAM, will be held February 8.

HARRY AND ZOLA PAVEY, of Corapolis, Pa., personally acquainted with practically every magician that played Pittsburgh and vicinity in the last decade, were visitors at the magic desk Monday of last week. The Paveys, on a brief vacation trip, arrived in Cin Sunday night and spent several pleasant hours with the Queen City magi. From Cincinnati they jumped to Vevay, Ind., for a visit with Harry's folks, and then to Greensburg, Ind., to say hello to Zola's sister and family. From there they made a hasty dash to Columbus, O., to be there in plenty of time for the big magi-fest held last Friday and Saturday. Harry and Zola were accompanied by the girls, Mary Lou and Roselee.

TOMMY MARTIN, "A Young Man To Be Watched," now in his 12th week in the Empire Room of the Palmer House, Chicago, recently made the front cover

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of This Week in Chicago with his photographic likenesses. The publication serves to expound the virtues of the town's amusement and entertainment features. Martin, an ace sleight-of-hand artist, has risen from virtual obscurity to the top rungs of the magic ladder in a comparatively short time. Those who have seen him work have brought us some grand tributes as to his cleverness.

KIDDER'S TEMPLE OF MAGIC reports good business is a storeroom in Gastonia, N. C., where the 12-people attraction is in its third week.

KING BRAWN, escape artist, was featured on the midnight show program presented by the Equality Magicians' Club of America at its Minneapolis club-rooms January 24. Magic, music and refreshments rounded out the program. Brawn played the Palace Theater, Minneapolis, week of January 19.

VAN, THE MAGICIAN, and Company have been playing a number of dates in and around Buffalo, with business fair. Zonda, mentalist, has been added to the act. The turn now has five people and carries an attractive line of scenery and effects. Van is Warren Van Gorden.

LEO VANDERCHER and Company have been keeping busy on club and church dates in Buffalo. Leo, with the aid of two assistants, presents many new effects in mechanical magic as well as several illusions. He expects to add several new members to his act soon.

FUNJAB AND COMPANY are touring the Indiana territory, playing theaters.

H. P. BARNI, of Delphos, O., is spending the winter season in Akron, O. The Rubber City is a rendezvous for magicians this winter.

DR. BEN PARDO, mentalist, for the last five seasons with the Korke Amusement Company, created no little stir in Wichita Falls, Tex., last week, when he agreed to put the four waitresses at the Enfo Drug Company to sleep during the lunch hour, 12 to 1. The stunt was well advertised and drew a mob that threatened to tie up traffic. It was then that the police stepped in and put a stop to the proceedings. However, Dr. Pardo garnered a nice bit of publicity, which resulted in a good week in Wichita Falls.

WALLACE THE MAGICIAN will not go to New Jersey this year, but will wind up his season in the Carolinas and Virginia.

OFFICERS OF THE recently organized Indiana Society of Magicians, with headquarters in Indianapolis, are Dr. W. S. Zarick, president; J. Elder Blackledge, vice-president; Audley Dunham, treasurer, and Duke Sterns, secretary.

ABOUT THE MAGICIAN put on an hour-and-a-half show at the Antlers Hotel, Indianapolis, recently. He served as magician of ceremonies for the revue made up of magic, illusions and song and dance specialties. He closed the show with his head-chopping fooler.

RHODE ISLAND ASSEMBLY No. 26, SAM, held its first meeting of 1935 at the Biltmore Hotel, Providence, January 15 with a delegation from Boston Assembly No. 9 as guests. Luis Zingoni, who was playing the RKO-Albee, Providence, was guest of honor. He was accompanied to the meeting by Tom Meahan, Albee manager. The following members of the two assemblies took part in the program: W. D. Rouviere, James Macallum, C. Foster Fenner, Paul Razoux, Richard Cartwright, president of the Boston Assembly; John Perceval and Theodore Zirsch, Clifford Eard, president of the Rhode Island organization, welcomed the visiting group, and John Starbush emceed the program. Harry A. Scheer, photographer of The Providence Journal, was made a member of the Rhode Island Assembly.



CLEANED DURING THE PAST WEEK BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to benefit producers, bookers, agents and others concerned with the exploitation of talent in the major indoor fields thru The Billboard's coverage of every branch of the show business.

The "possibilities" grouped below are contributed weekly by members of the staff thru their contacts with various entertainment forms. The field is not limited to theaters and other amusement spots covered in line with review assignments.

SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

For RADIO

GEORGE KNISELY—baritone of superior quality, possessing a fine voice and being better technically than most singers now on the air or in vaude. Has studied both here and abroad and has sung in leading European opera companies. An excellent bet for either radio or vaude.

ELTON BRICE—singer now with the act of Pappy, Zeke and Ezra in vaude and radio. Has a swell and novel singing voice. Does a show-stopping bit of high but soft yodeling and also harmonizes with the others in hillbilly tunes. Should be okeh as a soloist in radio or vaude.

For FILMS

LESTER JAY—radio actor now in his early teens, who has been heard on numerous network programs as the precocious lad. Has a good voice on the air, and off the ether seems

to have the personality and the looks to make him a talkie bet.

For LEGIT MUSICAL

JIMMIE ROGERS—tenor, formerly singing pianist with Whiteamen crew and now playing vaude and clubs. Has high, sweet voice, likable and infectious personality and fine stage presence. He can sell a number for all it's worth, building it up beautifully. A revue could use him. In fact, there have been plenty of revues that cried out loud for him—or someone like him.

TERRY HOWARD—lass now in vaude with Jack Pepper, who discovered her in the Midwest. A grand trouper with considerable talent, who rates a nod from a producer needing an eccentric comedienne. Does grand comedy a la Ray Dooley, and also does an excellent job of selllog a song-and-dance routine.



Minstrelsy

By BOB EMMET
(Cincinnati Office)

ST. ROSE MINSTRELS opened their fourth season in Lima, O., January 20. Show is using 33 men in the first part, featuring Bob Willower, Alvin Erick, Paul Minaugh, Earl Plaughter, Homer Reeder and Frank Traser as soloists. Johnny Regan, Lawren Gnagl, Guy Infante, Denny McGraw and Walter Bayliff are principal comedians. Alex Frankel, uncle of Singin' Sam, of radio fame, is singing basso in the circle. There is a 12-piece orchestra, with Jimmy Ladden as musical director. D. J. McGraw is business manager and the back-stage crew has William Murray, formerly with Al G. Field's Minstrels, as carpenter, and Emmett Riley as electrician. Show was rehearsed and staged under the direction of the Cleveland Producing Agency. It is set for a string of Ohio dates.

D. A. MINGON, Tommy Dixon and James McPollard produced the minstrel presented by the Keystone Cosmopolitan Association in Pittsburgh January 17. More than 75 people took part in the show.

"HI-BROWN" BOBBY BURNS writes that Fred Ballard headed a committee of business and newspaper men who met in Louisville, Ky., recently for the purpose of discussing the possibilities of a showboat minstrel troupe on the Ohio River and its tributaries next summer.

AL TINT shoots more "Do you remember?" On this occasion he asks: "Do you remember when Bert Swor learned to drive his Chevy coupe? When Jean Gerald planted the give-away blanket with the candy sale on John R. Van Arnam's Minstrels? When John R. Van Arnam waited for his troupe to leave for Warwick, N. Y., so he could clean the sleeping trailers? When Frank Mack, of Mack & Long's Minstrels, played Hannibal, Mo., on a New Year's Eve show? When Henry Keyes, trumpet player, was with Vogel's Minstrels? When Dan Fitch was with Nell O'Brien's Minstrels?"

ARTHUR (DOC) SAMSON, who has been at his home in Richmond, Ind., since Thanksgiving, was a visitor at the minstrel desk last week. Doc says things

are slow around his home town. He expects to spend the balance of the winter there, watching the poor people work.

JOHN VAN ARNAM has taken his minstrels south. He is set on an extended route, which takes in the Sparks houses in Florida.

SOME 300 PERSONS, embracing all of the professional and amateur talent in Youngstown, O., participated in a huge minstrel show staged in that town January 17 by the Glee Club. The lineup was headed by Bob Fitch, Bill Foster, Donald Dickson and John Girchack, comedians, and Richard Hevener, emcee.

BY GOSH and his Seldom-Fed Minstrels are playing a string of New Jersey theaters for the Skouras Brothers.

"MINSTRELSY WILL NEVER DIE," writes Burns Kattenberg, of Minneapolis. "and I am glad to be one to help keep it alive in this city. I am producing a minstrel for the Men's Club of the Holy Trinity Church, and the dates are February 28 and March 1. I have a cast of 24. All that I lack in the olio is a real old-time contortionist; but even that isn't impossible to get. This is my second big show in a year. I read your column each week and some times I have found material about the early (See MINSTRELSY on page 27)

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ARE WALKATHONS LAWFUL?

By RICHARD S. KAPLAN, Attorney

In a previous article I discussed the urgency of organization among those interested in the future success of Walkathons. In this article I shall show, beyond any reasonable doubt, that in attempting to bar the Endurance Show from existing law-making bodies are violating every precedent of good law. The evidence presented herein will definitely show that the law is squarely behind the Walkathon and that by organization the operator and his co-workers will be able to use the most powerful weapon we have to bring freedom of operation to this form of entertainment. Here are some of the excuses offered by city councils, police, mayors and legislators for barring the Walkathon:

1. They are a nuisance.
 2. They are dangerous to the morals, health and safety of a community.
 3. They tend to break down the health of contestants.
 4. They tend to contribute to the delinquency of minors.
 5. They tend to destroy the peace and quiet of a community and diminish the value of adjacent property.
- Let us see what the law says about all this:

RUTY VS. HUELSENBECK
—Atlantic 922.

In this case the sheriff stepped in and attempted to close the show on the grounds that it was a nuisance and was violating the law. Quoting the court: "Notwithstanding the general rule that a court of equity will not interfere in the enforcement of the criminal law, the court will, at the suit of the owner of a business, in a proper case, enjoin the sheriff or other police authorities from interfering with the conduct of the business by physical force, such as raids and continuous trespasses, upon the mere (See ARE WALKATHONS opposite page)

Crockett Waterbury Turns Up Good Draw

WATERBURY, Conn., Jan. 26. — The Eagles' Indoor Endurance Circus, under the direction of "Pop" Watson, passed 2,000 hours with five couples and one girl solo remaining, Margie Allen and Big Bill Hoff falling by the wayside in the treadmills during the past week.

This show is another to be added to Fred Crockett's list of successes due to the SRO sign that has been out frequently.

William Moher, president; J. Lester Brennan, secretary; Arthur J. Lunney, John Graham and Matthew J. Smith, trustees, of the Waterbury No. 379 Fraternal Order of Eagles are pleasantly surprised at the continued full houses.

The personnel: Freddie Hall on the platform, with the assistance of Mac McGreevy and Red Oleski; Pop Watson, manager; George Watson, auditor and publicity; Howard Evans, promotion; Al Morgan and Ralph Evans, judges; Al Ross and Lew Ayres, trainers; Peggy Evans and Beulah Ross, nurses; Warren Jefford and Larry Dwyer, doormen; Margaret Boyce, Sadie Fitzpatrick, Gertrude Graham and Josephine Ritucci, cashiers; Billy Banks, maintenance, with Robert Coleman's Orchestra, under the direction of Joe Pilato, furnishing the music.

Pughe-Foster Fresno Walk Doing Turnaway

FRESNO, Calif., Jan. 26.—The George W. Pughe and George F. Foster show opened here December 26 with 23 couples and 1 solo. Ten couples remained on the floor at 648 hours.

The emcee staff: Dud Nelson, Al Lyman, Lenny Paige, Little Frankie Little and Bobby Ray. Floor staff has: Judges, Kenny Klinger and Lou Grill; trainers, Gene Costello and Dave Drohan; nurses, Jean Seidel and June Duncan; Frank DeVorse is in charge of the medical room, with Elsie Bailey, matron; Nellie Huntsbueger, dietitian, and Dave Ackerson, medical director.

The show was designed and built by Pat Allsman and seats 3,200.

The walk is operating under auspices of the Navy Club of the San Joaquin Valley for the benefit of the American Legion Convention Fund. The Legion all over the valley are strongly back of the show, which has turned them away an average of four nights a week since opening.

Marion Walk Down to Six Couples, One Solo

MARION, Ind., Jan. 26.—The Fred Sheldon show here, at the 1,440-hour mark, had six couples and one solo still on the boards, with Joe Palooka (the solo) fighting it out for a solo record. Heat judge Billy Monroe has flung treadmills, derbies and grinds at them afternoon and night with but few casualties. A new bleacher section has been added to take care of the increasing attendance.

Joe Purteil is still holding down top spot on the platform, with Joe Schmid and Bert Evans assisting. The show seems to be steadily picking up, with indications pointing to one of the best little shows in the Hoosier State. The latest contestants to fall by the wayside were Peggy Jay and Lettie Bunch, the latter being a local with a terrific following among Marionites.

Contestants still in early this week include Joe and Babe Nalty, Billy Cain and Lorena Lanham, Danny Bramer and Mable Helsen, Eddie Tullis and Virginia Heisel, Joe Murin and Mildred Knox, Emmett McClelland and Ruthie Booth, and Joe Palooka.



FEX SWAN, doing a fine comedy job with the Leo A. Seltzer Birmingham show.

Cowl Tampa Unit Has 15 Left at 500

TAMPA, Fla., Jan. 26.—The Cowl unit here in passing its 500th hour is down to 15 couples and one solo. Circuit Court Judge Sparkman, after a 4½-day hearing, granted the show an injunction restraining the State health officer or any of his agents from interfering with the walkathon as a so-called "health nuisance." W. H. Dickenson, Tampa attorney, appeared for the show, with both the county solicitor and county attorney appearing for the State. And so another legal victory goes into the records. There have been some changes in the staff, Moon Mullins having joined the Fox outfit at Greenville and Jimmy Gable and Mickey Thayer coming here from Green Bay, Wis. Little Eddie Leonard is top emcee.

The show is picking up gradually and has only suffered one lapse, that of the cold spell of January 22-24.

Bright-Miller Take First at Asheville

ASHEVILLE, N. C., Jan. 26.—The Harry H. Cowl "Land of the Sky" walk ended here last Saturday night at 1,564 hours with Margie Bright and Eagle Miller taking first by outlasting second placers, Frank Sharaba and Jackie Coleman. Chuck Brady capably managed the show thruout, with Chuck Payne adding considerable spice to the program with his singing and emcee work. Credit is also due the comedy furnished by the three Ryan boys, and the work of Smittie Inman, midnight maniac. Victors received their prize money at the victory ball.

Willis-Getz Are Chi Coliseum Winners

CHICAGO, Jan. 26.—Leo A. Seltzer's Coliseum show wound up at 1 a. m. January 21 after establishing a new one-fall record of 2,640 hours. Freddie Willis and Mildred Getz were the winners, with Joe and Teddy Evans as the runners-up. Previous one-fall walkathons recorded were between 1,500 and 1,600 hours. Over a thousand people were turned away the last night.

The Arcadia show continues with strong attendance, the SRO sign being up every Saturday and Sunday. At present there are 16 couples and one solo competing. Bobby Reed has proved a surprise in the emcee work and is handling broadcasts and doing straights, in addition to working in comedy stunts with Dick Buckley. Ermine Tate continues to furnish the music.

JOHNNIE AND FRANKIE Dillon would like to see a note in these columns from Ray O'Hara, Sophie LeNart and Dot Ackard.

Fresno's Anti-Walk Law Is Held Invalid

FRESNO, Calif., Jan. 26. — Superior Judge H. S. Shaffer, of Merced, Calif., held, in an opinion handed down January 22, that the city of Fresno went much too far in attempting to safeguard the health of the community thru its ordinance prohibiting the staging of marathon contests and declared the ordinance to be invalid.

George W. Pughe, who with George F. Foster has been operating a show here under a temporary injunction since December 26, fought the ordinance thru a staff of local attorneys and was successful in Superior Court in obtaining a permanent writ prohibiting officers from making arrests in connection with the city's ordinance. In fact, the judge went so far as to say that it would be just as reasonable for the city to pass an ordinance prohibiting golfers over 50 years of age from playing more than 36 holes of golf in one calendar day.

In granting a permanent writ of prohibition, Judge Shaffer went on to say: "I believe the ordinance is invalid for the reason that it is unreasonable and oppressive. There is nothing inherently immoral in the show, as I view it, and I think the city went much too far in trying to protect the health of this community."

"I find the ordinance invalid particularly in the definition of the word 'intermittently.' As I see it, a vaudeville show would be equally guilty of a violation of the ordinance."

United Show Okeh

ATHENS, O., Jan. 26. — The United Walkathon Company's show got under way here January 10 in the German Village Club, with 18 couples and a fine starting crowd. A little heat is being turned on, with Tom Keyser and Bill Plymale playing the Simon Legrees.

Denny Beckner is promoter, manager and also heads the emcee staff, with Mickey Ray and Schnozzle Snyder assisting. Floor judges are Tom Keyser and Bill Plymale; trainers, Harvey Beckner and Jim Manley; nurses, Virginia Keyser and Gladys Schuller. Chuck Winager's Orchestra is on the stand.

At the end of 284 hours nine couples and one solo were still pounding the boards. Mickey Ray is handling the publicity.

Endurance Notes

DANNY BILELLO, dancing in the St. Petersburg, Fla., show, wants to read one from Artie Ryder.

BILLY BALDWIN, Chicago, would like to hear from Al Baker and Jimmy Harris.

DORIS RICHARDS and Eddie Worthington are working at the German Village Walk, Athens, O., and would like word (See Endurance Notes on opposite page)

WALKATHON HUGH TALBOTT'S

SOUTH BEND, IND.
Opening February 1.
Contestants report Oliver Hotel, 5 P.M., for examination.
WALKATHON ATHLETIC CONTEST CO., Hugh Talbott, General Manager.
Another Unit starts February 23.
Watch for Announcements.

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Theatrical Mutual Assn.

By DAVID L. DONALDSON
Grand Secretary-Treasurer

Hamilton (Ont.) Lodge No. 28 held its annual meeting January 6 at the Grand Opera House.

There were visiting members from Toronto Lodge No. 11, and the officers for 1935 were installed for the ensuing year.

Buffalo Lodge No. 18: At the December meeting the following officers were elected for 1935: William Hacntges, past president; D. L. Donaldson, president; George Thomas, vice-president; J. Walter Fryer, recording secretary; Gus P. Meister, financial secretary-treasurer; D. Urquhard, chaplain; W. Z. Roberts, physician; George Rohloff, marshal; Frank Galley, sergeant at arms; James Fahy, Al Sees, Jacob Letcher, trustees. Installation of officers will be held at the lodge hall January 27.

Long Island Lodge No. 67: At the regular meeting, held January 16 at midnight, the officers were installed for 1935.

The meeting was held at the Brooklyn Labor Lyceum, and dancing was started at 10 p.m. and continued until midnight, when the officers were installed by Grand President Charles F. Eichhorn, assisted by other Grand Lodge officers of the Greater New York lodges.

There was a large attendance, many visitors being present from New York, Brooklyn, the Bronx and Staten Island lodges, as well as many of the ladies from the auxiliaries.

Pride of Long Island Lodge No. 67, Auxiliary No. 1, held its installation of officers January 11 at Brooklyn Labor Lyceum. The officers were installed by Grand President Charles F. Eichhorn, assisted by Seventh Grand Vice-President Phillip Hitter. After the installation dancing was continued for the rest of the evening.

Among those present were Third Grand Vice-President Joseph Gohlman, of New York Lodge No. 1; Grand Trustee Frank Lachmann, of Long Island Lodge No. 67; Brother Edward W. Otto, treasurer of New York Lodge No. 1, and delegations from the auxiliaries of New York and Brooklyn lodges.

There was good music and refreshments and a sociable and enjoyable evening.

Saranac Lake

By BETTY HUNTINGTON

A wedding march played in St. Bernard's Catholic Church at Saranac Lake last week for Bernadine Van Nortwick, who said "I do" to Frank Gilroy, of Adams, Mass. Father Kitts did the rest by pronouncing them man and wife. The happy couple will make their home with the bridegroom's relatives.

Dr. Fischel gave Marion Cannon her initial "pneumo" this week, which Marion took very well, and which Dr. Fischel gives very nicely.

Big (Brown Bear) McCarthy and Sal (Honey) Ragona have been confined to bed lately—Mac with a cold and Honey with a little setback. "Move over, Mac, I have a cold, too."

It has been rumored that Dr. Rothman is "Some Little Prescriber." He seems to have been the means of curing many an ache and pain recently.

Dr. Farrington, the D. D. S. in Saranac Lake, has been busy taking care of the NVA patients for the last six months and has turned out very satisfactory work. Thanks to the Winchell Donation and the co-operation of Dr. Fischel and Ma Morris, there are now many smiling faces.

Mrs. Joan Harris, of Chicago, visited her sister, Gladys Palmer, for the weekend.

Gertrude Broderick dropped in town for a short visit to see her many friends. Gertrude looks fine and has had a wonderful health report from her doctors.

The two phrenic operations done here in the Lodge by Dr. Woodruff were successful. Little Toni Temple and Doris Shrage were the victims and are both doing well.

Allen Brooks, of New York, is a new arrival at the Lodge. He is up here for observation.

For details of the passing of Marilyn Hughes, who died here recently, see Final Curtain in this issue.

ARE WALKATHONS

(Continued from opposite page)

claim that offenses against the criminal law are being committed during the operation of the business.

"The sheriff certainly could not have legally taken this position unless it be the fact, which is NOT PROVED, that a Marathon dance cannot under any circumstances be conducted without violating such law. I KNOW OF NO SUCH AUTHORITY SO HOLDING."

RE: HALL

—Cal. Appel. 788.

"Healthful and harmless, recreation cannot be prohibited by law or suppressed."

TEBBETS et al. vs. McELROY
—Federal 621.

In this case, which was a high point in the career of Leo A. Seltzer, with whom Tebbets was associated at the time, Seltzer once and for all time determined to show politicians that they could not interfere with the legitimate business of an operator.

Fighting with his back to the wall and spending a great deal of money Mr. Seltzer took this case to the United States District Court after the city manager closed his Kansas City show. And here is quoted, in brief, the opinion of the court, verbatim:

"Neither Federal nor State government may deprive any person of liberty or property without due process of law. No individual as such lawfully may destroy another's business by threat or force.

"No public official may arbitrarily close another's business save in accordance with the law of the land. Not all the forces of government may lock the door of the humblest shop save in accordance with the laws of the land, for this is a government of laws and not of men."

Also read Yick Wo vs. Hopkins
—U. S. 356.

And read Hays vs. Poplar Bluff
—283 Mo. 516.

Again and again as we read thru voluminous cases we find that courts have repeatedly said that WHERE AN ACT IS NOT ESSENTIALLY CRIMINAL UNDER THE LAW OF THE STATE A MUNICIPAL ORDINANCE WILL NOT MAKE IT SO.

HURON vs. CARTER
—5 So. Dakota 4.

FAIRMONT ATHLETIC CLUB vs. BINGHAM
—N. Y. S. 905.

BREX vs. SMITH
—Atlantic 34.

And where police or a sheriff attempts to close a Walkathon or any other legitimate enterprise, thru a color or claim of right, thus injuring property rights of others, they may be enjoined.

GAITHER vs. CATE
—Atlantic 239.

You will remember, you legitimate promoters, that when you are threatened with arrest or prosecution for a violation of a statute or ordinance which is deemed invalid and where your property rights are threatened, recourse may always be had to equity. And equity will restrain such prosecution.

PUBLIC WELFARE CORP. vs. BRENNAN
—Atlantic 868.

—Southwestern 339.

—Pacific 413.

MINN. BREWING vs. MCGILLIVRAY
—Federal 258.

Turning to the questions of nuisances, the case of TALBOTT vs. CITY OF GARY presents an interesting view of what courts think about Walkathons. This case, tried in the Superior Court, No. 4, Lake County, City of Gary, State of Indiana, brought this statement from the court:

"Presuming that a fan dance is a nuisance and that a fan dance was permitted at the Walkathon. What does it prove? Certainly not that the Walkathon was a nuisance per se, but rather that something that may be termed a nuisance was allowed at the Walkathon. The city may enjoin a similar occurrence, but not the Walkathon as a whole."

In the case of SELTZER vs. CITY OF CHICAGO and also HAYDEN vs. CITY OF CHICAGO, despite the fact that the city of Chicago has an ordinance barring Walkathons and imposing heavy penalties for the violation of that ordinance, the courts granted an injunction and both Hayden and Seltzer are now operating in Chicago, the courts taking the position that the Walkathon was a legitimate enterprise.

No matter what police and other officials may say, the courts are holding and will continue to hold as in KAISER vs. LOVETT — Indiana 240, that: "EQUITY WILL NOT SUSTAIN THAT WHICH IS NOT A NUISANCE PER SE

UPON THE CLAIM THAT IT MAY BE SO USED AS TO BECOME A NUISANCE."

It was said in DUNCAN vs. HAYES—New Jersey Equity 25, that "A COURT OF EQUITY WILL NOT RESTRAIN BY INJUNCTION ANY LAWFUL BUSINESS BECAUSE IT IS SUPPOSED OR ALLEGED THAT SUCH BUSINESS WILL BE A NUISANCE TO A DWELLING HOUSE NEAR IT."

And the same theory is borne out in WINFALL MFG. CO. vs.

PETERSON ET AL.

—Indiana 414.

OWEN vs. PHILLIPS

—Indiana 284.

SMITH vs. FITZGERALD

—Indiana 315.

The courts are agreed that whether a thing is or is not a nuisance does not depend upon the notions of persons living in the particular locality. Just because the business may diminish the value of adjacent property will not be sufficient cause to force a court of equity to enjoin such a business.

It is true that a Walkathon, the not a nuisance per se, may become a nuisance, but the damage must be material and essential before equity will interfere to prevent the continuance of that business. Minor inconveniences must be remedied in an action at law and not in equity.

One of the finest opinions ever handed down in a Walkathon case was that given in the case of LEO A. SELTZER vs. CITY OF LOUISVILLE. The city of Louisville attempted to close Mr. Seltzer's show on the grounds that it was a nuisance, that it impaired the health of the contestants, that it destroyed the peace and quiet of the community and violated an ordinance passed by the city barring all endurance contests which ran more than 12 hours out of every 24 hours.

A temporary injunction was granted Mr. Seltzer and the city appealed to the Kentucky Appellate Court asking that the temporary injunction be dissolved. The opinion was written by Judge Richard Priest Dietzman of the Appellate Court and concurred in by the whole court, with the exception of one judge, who was absent.

"The rule is that, in order to sustain legislative interference with the business of the citizen, by virtue of the police power, the act or ordinance must have some reasonable relation to the subjects included in such power. If it is claimed that the statute or ordinance is referable to the police power, the court must be able to see that it tends in some degree towards the prevention of offense, or the preservation of the public health, morals, safety or welfare. It must be apparent that some such end is the one actually intended and that there is some connection between the provisions of the law and such purpose. If it is manifest that the statute or ordinance has no such object, but, under the guise of the police regulation, is an invasion of the property rights of the citizen, it is the duty of the court to declare it void.

"The test in every case is: IS THE PROHIBITION OF A PARTICULAR BUSINESS OR THE SALE OF A PARTICULAR ARTICLE NECESSARY TO PREVENT THE INFLICTION OF A PUBLIC INJURY? It is not sufficient that the public sustains harm from a certain trade or employment as it is conducted by some engaged in it.

"Because many men engaged in the calling persist in so conducting the business that the public suffers and their acts cannot otherwise be effectually controlled is no justification for a law which prohibits an honest man from conducting the business in such a manner as not to inflict injury upon the public."

In this last paragraph lies the crux of the entire controversy. Admitting that there are promoters who do not care what they do nor how they conduct their Walkathons, why should the legitimate promoter suffer for the sins of his unscrupulous brethren? The answer is that he should not suffer and the courts will not permit him to suffer.

Therefore, if the Walkathon is a lawful, legitimate enterprise it does NOT contribute to the delinquency of minors by permitting them to attend. Neither does it destroy the public health, peace and safety. If property values may depreciate, which, in the last analysis, is improbable, such depreciation is only temporary and not worth talking about.

The fact remains, as all the cases I have cited conclusively prove, and I have more than 300 similar cases in my files as the result of more than seven years of specialization in Walkathon law, that:

1. The Walkathon is a lawful and legitimate enterprise.
2. It is not a nuisance per se.
3. It cannot be barred by ordinance or statute.

4. It cannot be closed without due process of law, but is subject to the same restrictions imposed upon theaters or other forms of entertainment.

5. And an organization of legitimate promoters will see to its growth.

ENDURANCE NOTES

(Continued from opposite page)

from Eddie Sands, Eva Pica, Billy Lovell, Dorothy Riggs, Herman Bearzi, Tiny Barton and Carolina Webster.

BILLEY KING, Zanesville, O., would like a line from Eddy (Cantor) Wright, who danced with him at Scranton.

LANE JASPER, following the close of the Youngstown show, is spending a vacation at his Dayton, O., home between shows.

WNEW, Newark, N. J., station with a New York area coverage, has announced the sale of 18 quarter-hour periods a week to W. E. Tebbets' National Amusement Company in connection with the Irvington, N. J., show.

KATE TREMAIN is convalescing in her Toledo home after a serious illness. She would appreciate word from friends.

DUCKY NACCARATO and Billie are vacationing at their Los Angeles home. They read Sid Rufus' note and hope he is feeling better.

ERIC LEVY, Chicago, would appreciate word of Alice Morency.

SAMMY HOWARD writes he is stogging with Crockett's Miami Beach show.

CHARLIE KING sends word from Roanoke, Va., that friends can always reach him thru *The Billboard* Letter List, Cincinnati office.

THE PITTSBURG, Kan., show, under the management of Lew Henderson, ended with three couples and two solos splitting the prize money. Those participating included Bessie and Nick Petrovic, Joe Richardson and Marion Walker, Don and Mrs. King, and solos, Al Chapman and Bob Russo.

JEAN WISNIEWSKI, Newark, N. J., would like to see notes from Mickey Sinclair, Eddie Brandt, Steve Lamar and Cecelia Penman.

High Point in Nonstop

HIGH POINT, N. C., Jan. 26.—Harassed by political complications, Ray G. Alvis has thrown the show into a nonstop, interspersed with bombshells, in the form of unexpected treadmill, whirlwinds, chains, bandages, derbies. At the present writing it appears he will have a winner very shortly. Five couples were left on the floor at the 1,550-hour mark.

Freeman, head emcee, has further augmented his emcee staff with the acquisition of "Chuck" Payne, who was with Cowl on the Asheville show. Harry Jarkey, Johnny Cahill and Jack Kennedy complete the staff of Freeman aids.

MINSTRELSY

(Continued from page 25)

contortionists on minstrel shows. Perhaps some of your contributors will send in dates on the contortionists from time to time." Katzenberg is considered an authority on contortionists.

AL PITCHER, "frog man," pencils from Oswego, N. Y.: "Thought I would kick in once more some 'members' of days gone by. I inclose a program of the Brown & Bowers Minstrels, which was the Beach-Bowers Show. We opened in Palmetto, Fla., January 3, 1917, and remained out the entire season. The oldtimers are passing on. I am 55 years of age, but retain many pleasant memories of those old days." Then Al goes on to ask: "Do you remember when Buck Leahy lost his suitcase in Sidney, N. Y.? When Al Tint blowed the show in Sidney, N. Y.? When Duke Carey, John Duck, Frank Clark, Eddie Bolton and Al Pitcher were on the George Hammond Minstrels? When Al Weddy, Elnard, Al Pitcher, Carl Graves, Tom and Mae, Fred Childs, Harold Swafford, Pat Rogers and Fred Melvin were with the old Lincoln-West Minstrels in 1922?" Listed on the Brown & Bowers Minstrels program, which Pitcher inclosed, were such oldtimers as O. D. Jorden, Duke Carey, Rex Parks, Nick Palavida, Claude Broome, Al Fisher, Joe Henry, Herbert Swift, Jere Baldwin, Al Pitcher, Lee Mitchell and Roy Shelley.



THE FORUM

This department of The Billboard is conducted as a clearing house, where readers may express their personal views concerning amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given on this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer and should be written on one side of the paper. Those not exceeding 300 words are preferred. Send communications to The Forum, The Billboard, Box 872, Cincinnati, O.

Shippensburg, Pa. Circus fans are rejoicing over the news in *The Billboard* that there will be two more large circuses on tour season of 1935. While it will be some time before the circus season starts, I do not think it is too soon to discuss routes as they concern the circus fan. How many are going to publish their routes? Those of us living in small towns do not get a chance to see the larger circuses unless we travel to some larger city, which we are very glad to do. But how are we to know when they are playing anywhere near if they do not publish routes. I have succeeded in taking as many as 80 people out of my home town to a circus 50 miles away, but several times have missed some because I did not know they were playing near until after they had gone.

Suggestions Asked About Fans' Routes

We know that some shows do not like to publish routes for certain reasons. But perhaps the managers would permit someone of the show to send out a preferred list to those interested, for which we would be glad to pay an additional amount to secure this information. Now that I have started it, I hope other readers will join in giving some suggestions about this important question.

C. H. JACOBY.

San Diego, Calif. I have just seen the motion picture *The Mighty Barnum* and I claim that it does not do the great showman justice. Something better than this picture could have been turned out. I feel sure, and ought to have been done. I also wish to state that as yet I have not seen a motion picture dealing with the circus that I would call satisfactory. Perhaps the real circus atmosphere and color cannot be injected into motion picture plays. If this be true, then it might be better if film producers would leave the circus alone and not try to portray it.

Thinks Better If Films Let Circus Alone

WILLIAM F. HEWITT.

Glens Falls, N. Y. The first production of black-face minstrelsy of which we have an authentic record was at the Bowery Amphitheatre, New York City, on Monday evening, February 6, 1843, given by a company that styled themselves "The Virginic Minstrels," organized and conducted by Dan D. Emmitt, Dick Pelham, Frank Brower and William Whitlock. This grand old quartet has the distinction of bringing before the amusement-loving people of the United States and subsequently the entire world one of the most entertaining forms of indoor amusements.

Minstrelsy's Rise Is Traced From '43 Show

From this mediocre offering, which took place 92 years ago, rapid strides were made in popularizing this great American institution. Several companies of black-face minstrelsy, numbering as many as 100, have successfully toured the country. In looking over some of my programs of minstrelsy in the early '90s, I ran across a program of my old friend Jim Whitney's San Francisco Minstrelsy that toured the States for many seasons. While this is not a distant event, it may be of interest to many an old trouper and fan who welcomed its advent.

With this show at the time I chronicled were J. Coney Edmonds, who did the middleman in the first part, flanked by John Goss, Joe Latoy and Tom Larkin, bones, and Arthur Crawford, Fred Markham and George Larkin, tambos. Vocal contingent consisted of William H. Loomis, J. C. Edmonds, P. A. Ward, Archie D. Hayward, Stanley Norton and George D. Lambson. Songs were *She's Kentuck's Finest Daughter*, Loomis;

Nigger, Nigger, Never Die, Goss; *Down Where the Cotton Blossoms Grow*, Lambson; *The Watermelon Party*, Joe Latoy; *When the Boys Come Marching By*, Hayward; *Lucy Lee*, Crawford; *Just as You're Growing Old*, Edmonds; *Go Away Back and Sit Down*, Markham. Prof. J. L. Finning's solo concert orchestra had as the finale a medley of popular melodies and some "terpsichorean oddities" by Master Joe Gunshannon.

Master Gunshannon opened the olio with club juggling, then Arthur Crawford "extracted a few laughs without pain." The Great Javelle accomplished a swinging wire act, followed by John Goss, with his "trick contortion bone solo." Coming next were Markham and Finning, in a comedy instrumental skit. Latoy and Edmonds closed with a comedy acrobatic barrel-jumping act.

Of this bunch of corky optery artists several are living, including Archie Hayward, who looks after the front door of a theater in his native city of Rutland, Vt., and I often call on him when in the city. During the World War, when I was trouping with the *Little Miss Susan* band show, I met Jim Whitney in Bennington, Vt. He was running the opera house and we played it to good business. Jim was looking fine and prosperous and we had a good visit. I ran onto John Goss in Florida in 1925, where he was putting on local talent minstrelsy with success.

I trouped with George Lambson away back yonder with the Joe Gorton show, and a more eccentric fellow I never met. I could recount many a story of his idiosyncrasies of a pleasing nature. A few years after he had passed on I visited his mother, who resided in the old home in Gardner, Mass., who was still grieving over his death. It was pathetic to see the dear old lady take pictures of George off of the wall and wipe them with her apron, as she proudly held them up for me to see and comment upon.

WALTER B. LEONARD.

Windsor, Vt. I have read with interest the letters which have appeared in *The Forum* relative to day and place engagement of various circuses. I think I can go them one better. Five years ago, to be exact, the last week of December, 1929, I was in Calcutta, India, and there found three circuses playing in opposition on one lot. One was an American, one a Russian and one an Indian circus. I am not sure of the name of the American circus, but as I remember it it was Carson's.

Three Shows Seen on One Lot in India

At any rate, the proprietor of the American circus was a sharpshooter and was in trouble because a native had been found dead outside the tent, and it was thought that one of Carson's bullets had hit him. I do not know how long they played in opposition, but I went up into the Himalayas and upon my return some days later the three circuses were still there.

Being a circus enthusiast, I managed to attend each circus before I left the city. They were all one-ring affairs, with the seats of a more or less permanent nature, and there were boxes around the ringside. One section of the blues was enclosed in what looked to be cheesecloth, where the Hindu and

Mohammedan ladies in purdah could witness the performance without being seen by men. The performances of the three shows were markedly different, the Russian having a great deal of dancing and feats of strength, while the Hindu circus had many acts such as were seen in America 10 or 15 years ago; for instance, the loop-the-loop on a bicycle and the broad-jumping automobile.

GILBERT F. DAVIS.

Toledo, O. Now that the amplifying system with its microphone standing on the stage appears to be standard equipment at most celebrations, the magician is confronted with a new problem, as it is quite difficult to present effects with patter and yet remain a few inches directly in front of the microphone. The writer witnessed a magician at an outdoor festival who attempted to use a continuous line of patter with such effects as the cut and restored rope and the linking rings. It was practically impossible, as the rattle of the rings was making more noise than his voice. While the voice would break away from the microphones when he talked to his assistant who was holding the rope, thus spoiling the effects of the patter. After each mystery the magician apologized and asked the sympathy of the audience, informing them it was hard to do tricks and keep his mouth in front of the microphones at the same time. Not caring to offer sympathy, they presented him with razberries instead. Needless to say, the act was a flop, which partially can be blamed to the microphone.

Lapel Mikes May Be Answer For Magicians

It seems that operators of amplifying units would stock a lapel microphone to be used by performers requiring such equipment.

ACE MASON.

Washington. A writer to *The Forum* in the issue of January 19 asks where information can be found in reference to the wreck of the Cook & Whitby Circus. If he is referring to the wreck of 1892, such information can be found on page 62 of the Ringling route book of that year under date of Sunday, June 5, wherein the notation is as follows:

Route Book of '92 Tells About Circus Wrecks

"At Sioux City saw the handsome white train of the Cook & Whitby Circus, which pulled in just as we pulled out. We had only time to say 'howdy.' Next month this train will have two bad smashups. The first will be at Richland Center, Wis., July 7, derailing several cars. The second will happen next day, July 8, going 20 miles an hour, and six miles from McGregor, Ia., when three stock cars will be ditched, 25 horses killed and two more to be shot; the show will miss Prairie du Chien, Wis., and Maquoketa, Ia. In a car containing 14 horses and 15 colored musicians, two men will be hurt and all the horses killed outright. We extend our sympathy, having been there ourselves."

MELVIN D. HILDRETH.

Pittsburgh. Walter L. Main Circus and Pawnee Bill's Wild West played day and date in Cohoes, N. Y., in May, 1898. Lillie's parade followed the Main parade. Everything was friendly, but business was not so hot for either show. Three years later Main showed the same spot and turned people away twice. Al Ringling was a visitor and helped Main seat the people in the afternoon.

When Pawnee Bill and Main Met in Cohoes

Writer Main visited all day in May, 1894, with the Cooper & Jackson wagon circus in Hutchinson, Kan. Main had

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built a billboard the day before it arrived in front of the C. & J. show-grounds. Charlie Cooper did not like this very much, as young Main was advertising the Main & Company Circus. C. & J. had about 80 horses, but they had no elephant, one having been killed in winter quarters in Valley Forge, Kan., when they were trying to subdue it. C. J. Fingerson owned one-third of the C. & J. Show. He and Main arrived in Hutchinson a day before the show and were very friendly, regardless of the big billboard. The Main Circus was owned by William Main, M. M. Hillard, Giles Pullman and Harry Mack and carried 114 horses and mules, 2 camels, 1 large elephant and 10 cages of animals, well filled.

L. E. MAIN.

Hollywood, Calif. I have been a reader of *The Billboard* since I first joined a show, the 101 Ranch in 1910-'11. Bill Hart was doing clown cop and I also clowned. We had to do a concert turn, too, Bill and his wife singing and yodeling, and I changed from whiteface to black, doing a song and dance. I agree with what Arthur Borella wrote about restrictions put on clowns in the Christmas Number of *The Billboard*. I have had the pleasure of working with him and know that he is right in his arguments for giving oldtimers a break.

Another Sides With Borella On Clowning

I would like to see all the real old-time circus clowns send in their names to *The Forum*. I know there would be a fine array of men whose experiences in show business would make wonderful reading.

To feature 10 or 15 real clowns with a big show would be better than having 5 real clowns and 69 first-of-Mays. Most of my life has been in show business, circus and vaudeville, and I know that the real requisite is experience. Anyone can try to put on a clown makeup, but what can they do? A clown is just as important as any other act with a circus if he is given a chance to do his stuff. I move that Arthur Borella be named to head a movement to bring back the clown of yesterday. It would be the most wonderful thing that could happen to circuses, and I have made them all.

JOHNNIE ROSELLI.

St. Louis. I was interested in the query of E. R. Gray in *The Forum* of January 26 regarding the "Inside Spiral Ball Act." I recall seeing such an act on the Great Wallace Show in 1899. I do not recall the name of the artist, but I do remember that the Nelson Family were on the show at that time. I witnessed this performance in Marshall, Mo.

ARTHUR E. THORPE.

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SUGAR'S DOMINO

(Continued from page 6) inferences to be drawn therefrom would expose her to ridicule and contempt. Evidently Judge Carr spoke not only for himself but for the people of Boston. Whether he is morally justified in causing to be placed on the record of his court this estimate of burlesque is beside the point. The important consideration is that as Judge Carr feels, so do thousands in cities and towns where burlesque policies operate. Judge Carr need not make apologies and none will dare ask him to judge the field less harshly. Judge Carr has expressed public sentiment. It is up to burlesque, thru the few sensible producers and men like Tom Phillips, with ideals that go farther than making the shekels, to raise burlesque to a standard where such suits as Miss Louka's will be laughed out of court. Under present conditions Miss Louka is welcome, indeed, to her damages.

IT WAS the exhilarating feeling of having done something for a grand old man rather than pride of authorship that caused chills to run down this column conductor's spine when a chorus of bravos greeted the appearance of the "Jake" Lubin tribute two issues ago. Of the letters and comments that came into our office, that of Ralph Seabury, secretary of the Professional Entertainers' Club of Chicago, lends itself best, in our opinion, to reproduction in part here. Says Seabury in a letter from Chicago: My wife and I enjoyed your... comment on "Jake" Lubin. Both as a single and a double I have had many dealings with Mr. Lubin and have always found him just as your article states... You might have added how "Jake" Lubin was and is now one booker that didn't take advantage of the performer because of the depression. Also, an act did not have to take his contract to a lawyer to see just how good it was. To thousands of performers "Jake's" word was the very best kind of a contract they could have. His criticism of an act when a change was needed was kindly and constructive... Here's to "Jake" Lubin! May he live long. Yes, may he even live long enough to see vaudeville come back. In "Jake" Lubin's behalf we thank Seabury. And long may HE wave as secretary of an organization that is seeking to make universal for the actor conditions that "Jake" created in his own little Paradise.

BURLY BRIEFS

(Continued from page 23) closed with the Indie Circuit recently. Mortan says he has very important matter to take up with her. . . . Sheila Grant was forced to close recently at the Republic, New York, because of illness and is now at the Flower Hospital, New York. . . . Drop her a line. . . . Tom Phillips, Burlesque Artists' Association chief, goes to Washington, D. C., this week to take up NRA matters. . . . In a recent bulletin sent out to BAA members, Tom gave them sound advice about saving their do-re-mi. . . . Strippers at the Irving Place, New York, came in for a near pinch by the cops last week. . . . Fred Sears jumped to Boston to manage the Howard, following the death of Solly Greenberg, at the house for about 40 years.

ISSY HIRST is about due for his annual jaunt to Florida. . . . Probably any day now. . . . Dave Cohn's recent placements included Bert Grant at the Star, Brooklyn; Hazel Miller, Ettinge, New York; Al Pharr and Eve Osborn, Gotham, New York; Harry Cornell, Bates and Hunt, Kane and Harris, Two Jockeys and Tout, Three Aristocrats, John Grant, Dotty May, Vic Plant, Gerard and Marco, Yvonne and Everett and Art Gardner at the Irving Place, New York. . . . Jack Beck put Ethel DeVeaux into the Bijou, Philly, and Ray Parsons and Mimi Reed go there next week. . . . Phil Renberg sent the stock costs to Waterbury and Pittsburgh.

BANDS AND ORCHESTRAS

(Continued from page 11) Cincinnati, January 27. Band consists of 14 people and Ruby Wright and is handled by J. Allan Lustman. Combo will be aired over WLW. KAY KYSER and his orchestra left the Blackhawk Cafe, Chicago, January 25 for a three-week tour of Southern college towns. JACK MILLIGAN was again selected to play for the annual Burdine Sunshine Fashion Revue at the Roney Plaza, Miami, Fla., January 23. Milligan is playing at several w.-k. places this season, as well as filling his usual amount of society dates. Danny Haselmire assists and Ray Stillson, Hank Hauser,

Charles Grifford, John Carugi, Harry Levy, Walter Singleton, Marty Greenburg, Harold Barton and "Fats" Feldman complete the roster.

BARNEY RICHARDS and his band, who recently closed an engagement of a year at Limehouse, Chicago, have opened an indefinite engagement at the St. Anthony Hotel, San Antonio.

CLYDE LUCAS and his California Dons, who recently left Terrace Garden, Chicago, to open at the Book-Cadillac Hotel in Detroit, will open at the Lowry Hotel, St. Paul, February 8.

LOUIS PANICO and his orchestra returned to the Canton Tea Garden, Chicago, January 13 after an absence of several months and will remain for the balance of the winter.

AFTER A MONTH at the Netherland Plaza Hotel, Cincinnati, where they open February 1, Earl Burnett and his orchestra will move to the Hotel Van Cleve, Dayton, O.

BERNIE CUMMINS played twice daily at the annual Akron (O.) Automobile Show last week. Altho Cummins was born and reared in Akron, he had never before played his home city since becoming one of the better known dance bands of the country.

GUY LOMBARDO opens at the Coconut Grove in the Hotel Ambassador, Los Angeles, February 14, replacing Ted Flo-Rito.

BILL FLECK and orchestra recently opened at the Cafe de Paree, Los Angeles.

CHARLIE AGNEW jumped out of Chicago to make four dates in Nebraska and Iowa territory for Tom Archer, Omaha.

PHIL SAXE, formerly with Irving Aaronson's Band, is at the head of his own orchestra at present. He opened his first engagement at Joe Hiller's Music Box, Pittsburgh, January 18.

JACK ALBIN and his orchestra are now at the Savarin Cafe, Buffalo, staying until February 11. Broadcast over WGR and WKBW.

CAMPBELL'S WASHINGTON & LEE Orchestra, now touring, returns to the

Gentlemen's List

Grant, Jack... Graves, Jack... Haguenack, Glenn... Hazen, W. B... Kearns, Manny D... Keller, Neale... Hoffman, Arthur... Holcomb, Ray... Holland, Banks... Hugo, Capt. E. H... Hoggins, Homer... Hunter, Ben... Jasper, Charles... Jett, Blackie... Johnson, Ernie... Jolley, Jack... Jones, Samuel... Kaplan, Richard... Karr, Joe... Kellian, Walt... Keller, Junior Jack... Kent, Billie Hank... Knight, Gene... Kimmel, Oathel... Kitterman, H. J... Knauft, Earl... Kofler, James... Lamont, Lamont... Lamont, George A... Lane, G. E... Law, George W... Layton, Jean M... LeRoy, W. H... Leaf, Victor... Leary, Wm. G... Loftus, Speedy... Lucas, Jack... Lupo, Sam... Lyons, A. L... Mack, Ruddy... McCall, Paul... McClanahan, Buck... McClure, Mickey... McDonald, Wm... McLennan, Harry... McNeely, Doc Tom... Malone, Dennis... Mallon, Ed... Marr, Roy G... Martin, Bob... Martin, Johnny... Marz, R. A... Mitchell, Francis... Monour, Shady... Moser, Jack... Moran, Bernie... Nolan, Jimmy... O'Brien, Fattie... Ogden, R. W... Ogden, Ray... O'Hearn, Jimmy... Owens, Jimmy... Pace, Gene... Parker, Charles... Penland, Orver... Perkins, Fred... Perry, J. N... Plank, Harry L... Pope, Charlie... Popham, Sam J... Powell, Henry... Proctor, Dick... Qento, Tom... Quinn, Lewis... Rains, Kenneth... Re-Ton, Earl... Reed, Bennie... Reeves, Bud... Rees, Jimmy... Right, Arthur... Riley, H. D... Roberts, Forest... Roberts, Forest... Rogers, J. A... Rowland, Clarence... Rowland, B. G... Schmitt, Ferd H... Selly, Joe... Shannon, Spike... Sherry, Harry... Shore, Whitley... Shugart, J. C. Doc... Smith, Jack... Smith, Marie... Smith, Webb K... Stanley, Doc P... Swaner, Jack... Starr, Frank... Steuback, Floyd... Stultz, Peggy... Stone, Harry... Strode, W. A. Bill... Sutherland, Wm... Swanson, George... Taylor, Wm. G... Tedwell, Ted... Thompson, Nelson... Troy, B. G... Tschouss, Chief... Val-Ray... Van, Jimmy... Vincent, Jack... Wade, Billy... Waldern, Dutch... Walker, Sweetie... Walton, Huck... Ward, Ed... Ward, Richard... Webb, Joe... Wells, Bob... Wells, H. J... Welton, Bill W. M... White, Charlie... Wilkins, J. E... Williams, Rock... Williams, Jack Stone... Williams, Bob... Williams, W. M... Wilson, Bill H... Wilson, Dick... Wilson, J. D... Wilson, Roy O... Wiss, Ralph... Wiak, Al... Wismack, Douglas... Woodard, Milton... Wyatt, Bob... Young, B. A.

Marigold Cafe, Rochester, N. Y., February 1. Continental Orchestras are booking.

LUCKY MILLINDER and the Mills Blue Rhythm Band, recently succeeded at the Cotton Club, New York, by Cab Calloway's unit, are now touring theaters and playing dance dates.

CONTINENTAL ORCHESTRAS has opened a Buffalo office in charge of Ray S. Kneeland, M. L. Saunders, in charge of sales for Continental, is spending part of each week in the Buffalo office.

HENRY GENDRON and his orchestra replaced Don Pedro at Oriental Gardens, Chicago, January 28. Pedro will make some personal appearances thru the Middle West.

HERBIE KAY has had his contract extended indefinitely at the Edgewater Beach Hotel, Chicago.

CARLETON KELSEY and his orchestra open at the Washington-Youree Hotel, Shreveport, La., February 4. Booked by the National Music Attractions, Chicago.

EDDIE DEAN and his boys, until recently at the Smoke Shop Tavern, Red Bank, N. J., are current at the Como Restaurant, near Asbury Park, N. J.

MEL SNYDER, current at the Hotel Gibson, Cincinnati, for more than a year and a half, is setting some kind of an all-time record at the spot. Joe Binder handles the vocals.

WALTER E. NOURY'S Rainbow Ramblers, one-nighting thru New England, recently completed a 12-month stay at the Hotel Plaza, Bradford, Mass.

FRANK SCHOFIELD and his orchestra recently completed 28 weeks at the Club Atlas, Pittsburgh, and are one-nighting thru Pennsylvania and Ohio. Unit features Teddy Cook and Jenna La Marr, vocalists, and Johnny Variotto, accordionist.

TOMMY CHRISTIAN and his orchestra, featuring Blanche Rochelle, closed a Louisville date Sunday and opened January 29 at the Trianon, Cleveland. Combo is being booked thru Frederick Brothers.

ALIX—Anastasia Kelley, 70, wife of Sam B. Alix, member of the original Three Devences and originator of the comedy acrobatic and pedestral acts in American circuses, at her home in Providence January 20. Funeral January 23, with requiem high mass at St. Mary's Church, Providence. Interment in St. Francis Cemetery there.

BOMAR—Obney S., musician, suddenly at his home in Nashville January 18. He had played with the Nashville Symphony Orchestra and the WSM (Nashville) Ensemble. Burial in Tullahoma, Tenn.

BUTCHER—Elaine, infant daughter of Mr. and Mrs. O. J. Butcher, riding device operators, last season with the Enterprise and Hughey Bros.' shows, at the Butcher home in Princeton, Mo., January 2.

CAMPBELL—Donald, stage director for Henry Duffy Productions, recently at Los Angeles. Funeral in Glendale, Calif., and interment at Forest Lawn Cemetery there. Campbell was the husband of the late Blanche Frederici, stage and screen actress.

COOPER—Olga, 18, musician and sister of Harry Cooper, screen actor, January 10 in Paris.

COUNNERILH—Polly Louise Sweet, 21, trapeze performer, stage dancer and screen actress, January 17 near San Bernardino, Calif., when a plane in which she was riding crashed into a mountain side. Her mother, Ethyl Simmons, screen player, and husband, airplane stunt man, survive.

CUBINE—Charles A., 49, former actor, at Coffeyville, Kan., January 18.

CULLEN—William P., 65, road-show manager, agent and producer, January 21 at General Hospital, Los Angeles, following a heart attack. He produced many road shows out of Chicago, including *Tenderfoot* and *The Alaskan*. He later produced in San Francisco and for the last 10 years has been in Los Angeles, handling Pantheon & Marco units on tour.

DUNSMURE—John (MacNab), 61, in New York recently. He was born in Edinburgh and studied for the stage and concert. Came to this country at the age of 26 and toured the country in small parts. Later he "beat" his way to Italy, where he studied for two years. He returned to America and sang the leading bass roles for Barabec, of the well-known Bostonians. Deceased created many roles and was well known for his portrayal of the Laird of Gorderden in Henry W. Savage's *Little Boy Blue*. He was appearing in a revival of *The Chocolate Soldier* when he was stricken with the maldy which caused his death. In addition to his light opera work he appeared frequently in grand opera.

FRANKS—Jimmie, 66, former pugilist and one-time advance man for road shows, January 7 in a Jersey City hospital after an operation for hernia. His last theater connection was five years ago at the Gayety Theater, Louisville. His widow, formerly a musical comedy dancer and comedienne and now conducting a dancing school in Bridgman, Mich., survives.

FROST—Flora V., 65, former actress, at her home in Melrose, Mass., January 12 of pneumonia. Her start in show business was with her brother, Florus E. Frost, manager and half owner of Frost & Fanshaw Company. Later she was on the road with the original Quincey Adams Sawyer Company, and one season with Shubert stock in Milwaukee. Perhaps best known in the East, where she was identified with various stock companies. Survived by two sisters, Mabel and Fannie.

GILLESPIE—Ralph J., former husband of Jacqueline Logan, motion picture actress, January 21 at General Hospital, Denver, of pneumonia.

GLEASON—Fred, 72, builder of the old Baker Theater, Rochester, N. Y., recently at his home in Rochester. At the time of his death he was a member of the Monroe County Park Commission. Two sisters survive.

GOLDEN—Mrs. M. E., wife of Mike Golden, former owner of Golden Bros.' Circus, at her home in Oakland, Calif., January 12. Many friends attended services January 14. Remains were cremated. Survived by her husband.

HALL—Hamilton, 76, who for 47 years was in charge of the Sea Cliff Municipal Bathing Pavilion at Sea Cliff, L. I., N. Y., at his home in Glen Cove, L. I., January 10 from influenza.

HATCH—Charles L., well-known circus man, West Coast supervisor of charity circuses, booking agent and adviser at Hollywood movie studios, in

THE FINAL CURTAIN

Los Angeles January 25. He underwent an operation January 20.

HEROLD—Irving, coiffeur with the Metropolitan Opera Company since April, 1931, suddenly in New York January 18. He had been ill only a few days.

HINES—Jerry Paul, 19, son of Mr. and Mrs. Jerry Hines, of Pipestone, Minn., January 12, at a COC camp in Minnesota. Burial in Pipestone. His father formerly operated the Alo and Orpheum theaters, Pipestone.

HUGHES—Marilyn, 30, at Saranac Lake, N. Y., after a lingering illness of seven years. Known professionally as Marilyn Elliot, she played three years with Ziegfeld's *Follies*. She was also with Ed Wynn's *Perfect Fool*, C. H. Dillingham's *Yankee Princess* and others. Survived by her husband, mother, three sisters and a brother. Interment at St. Agnes Cemetery, Albany, N. Y.

JAMESON—Edward D., 73, former manager of theaters in Bath, Me., and Providence, R. I., and at one time advance agent for the Culhane, Chase & Weston Minstrels, at his home in Bridgeport, Conn., January 21. He was organizer of Jameson's Mastodon Minstrels, which played in and around Bath for a number of seasons. Jameson was a member of the Elks and Masons. Burial in Oak Grove Cemetery, Bath. His widow and a brother survive.

JONES—Dracon, 73, for many years employed at Orpheum Theater, Kansas City, Mo., at Convention Hotel, that city, January 12, of pneumonia. Funeral and cremation January 14.

KRAFT—August, 49, at Methodist Hospital, Peoria, Ill., January 16. He was a mule burdle rider and clown with Barnum & Bailey Circus and retired from show business several years ago. Survivors are widow, sister and two brothers. Services at Heights Congregational Church, Peoria, and again at Fletching Mortuary, Havana, Ill. Interment in Laurel Hill Cemetery, Havana.

LORANGER—John W., 41, formerly in the motion picture business in Detroit and Los Angeles, at Pasadena, Calif.,

January 21. He left the movie field at the time of the World War and later became general sales manager of the Packard Motor Car Company, retiring two years ago. Survived by his widow and two sons. Burial in Pasadena.

MARTIN—Harry J., president of Martin Fireworks Company, in Fort Dodge, Ia., his home. "Major" Martin had been in amusement business and the fireworks field 30 years and was known all over the States and Canada. Interment in Oakland Cemetery, Fort Dodge.

IN LOVING MEMORY
MORTIMER MARTINI
Passed away January 28, 1934.
His wife, MAE MARTINI.

MAXWELL—Louise Sylvester, 83, veteran stage actress, at her home in New York January 18. She was in the original cast of the Bartley Campbell play *Siberia*, produced in 1883. Interment in Actors' Fund plot, Evergreen Cemetery, Brooklyn.

MENDELL—Loren, 35, endurance flyer and former member of a flying circus, near San Bernardino, Calif., January 17 when the airplane he was piloting crashed into a mountain. Funeral January 25. His widow, a son, two daughters and two brothers survive.

MUNNS—Jessie, 9, daughter of Harry P. Munns, Chicago theatrical lawyer, in Chicago January 15 from diphtheria. Burial at Mount Greenwood Cemetery, Chicago. Survived by her parents, two sisters and a brother.

MURPHY—Mother of Maurice Murphy, screen actor, January 14 at Los Angeles. Two sons survive.

PRESTON—Thomas W., 79, president of the Glendale, Calif., motion picture censor board for 17 years, at his home in Glendale following a long illness. Funeral and interment at Forest Lawn Cemetery, Glendale. Leaves his wife, a daughter and two sons.

QUIMBY—W. Clyde, 54, veteran Fort Wayne, Ind., theatrical man, January

24 at the St. Joseph's Hospital there following an acute attack of tonsillitis. Streptococcus septicaemia developed which caused death. Quimby operated the Embold, Jefferson, Palace and Paramount theaters in Fort Wayne at the time of his death. He opened his first movie house in Dennison, O. Later he operated a chain of theaters in 18 cities, including Zanesville, Uniontown, Columbus, O., and Pittsburgh. During his youth he operated the Sunny South Showboat on the Ohio River. He was the inventor of the rheostat, a device used to make the films run more smoothly and safely. He organized and served as the first president of the Motion Picture Exhibitors' Association. He was also a bike racer during his youth. Survived by his widow, Helen Kincaid Quimby; one sister and one brother. Funeral services in Fort Wayne.

SCHAEFER—George H., 52, director of music at Greenville Woman's College, Greenville, S. C., suddenly January 21, following a broadcast from WFBC, Greenville.

SCHAUFPLER—Charles, 70, in Dayton, O., where he had been night watchman in Lakeside Park 13 years. He was struck by an automobile on his way to work. He was father of Frank J. Schaufpler, concessioner in Lakeside Park 26 years and formerly at Coney Island and Chester parks, Cincinnati. Funeral January 21 in Sacred Heart Church, Dayton, with interment in Memorial Park Cemetery there.

SNIFF—Joseph, motion picture studio electrician, recently at Sawtelle, Calif.

TAYLOR—R. F., 57, father of Virgil (Slats) Taylor, tabloid and burlesque comedian, at Oklahoma City January 11. Burial January 12 in Denton, Tex.

WHITAKER—Paul, colored, known as "Popeye," Robert E. Ripley "Believe It or Not" character, in Cincinnati January 17 following a heart attack. He appeared at the Ripley Odditorium at A Century of Progress, Chicago, and for the last several weeks had been with Cash Miller's Oddities in Cincinnati. Body is being held at the Hamilton County Morgue, Cincinnati, while efforts are being made to contact his relatives said to live in Atlanta.

WHITE—Mrs. Rhoda M., wife of George E. White, owner of the World Wonder Show and a ticket seller for many years, died January 17 at Lansing, Mich. Besides her husband, she is survived by two daughters, Florye Clark, Lansing, and Luella Person, Jackson, Mich., and a sister in California. Burial at Jackson.

WOHLMAN—Al, 41, night club proprietor and former musical comedy actor, January 22 in an Atlantic City hospital following a cerebral hemorrhage. He appeared in several Broadway productions, and in recent years emceed at various Atlantic City night clubs. He was one of the operators of the 500 Club in that city. Funeral in New York and burial in Mt. Carmel Cemetery there.

MARRIAGES

BLICKFELT-CAMPBELL—Frederick E. Blickfelt, vocal instructor, and Alice Campbell, owner of the Kamokila night club, San Francisco, recently at San Francisco.

BULBA-WILKERSON—Jack (Sergeant) Bulba, wrestler, last season with Bunts Shows, and Nancy Wilkerson, concessioner, at Indianapolis December 28.

DURANT-PHILLIPS—R. C. (Cliff) Durant, sportsman and former racing driver, and Charlotte Phillips, New York, at Yuma, Ariz., recently.

FINDLAY-CRAWSHAY—John A. Findlay, London press representative for Fox Films, and Patricia M. Crawshay, English film actress, San Juan Capistrano, Calif., January 20.

FORCE-FISCHER—James Milton Force, screen player, and Ruth Fischer, former *Follies* girl, now appearing with the Albertina Beach film dancers, at Playa Del Rey, Calif., January 15.

GOODWINS-LANE—Leslie Goodwins, film writer, and Varvara Lane, actress and artist's model, at Los Angeles recently.

HERVE-RICQUIER—Jean Herve, of the Comedie Francaise Troupe, Paris, and Mlle. Odette Ricquier, of the Paris Opera, at St. Maur des Fosses, France, January 11.

LANE-SERRELL—Ralph Lane, musician, to Roberta Serrell, artist, at Los Angeles January 19.

MARSHALL-CRONEMILLER—Raymond Ellsworth Marshall and Flora May

Clay Lambert

By WILLARD D. COXEY

Clay Lambert established his family in a home at Crawfordsville, Ind., and then started out to conquer the world as a showman. His ambition inclined him toward a circus career, and, having been a member of the hometown brass band, he naturally broke into the big-top game as a musician. His first employment as a circus wind-jammer was with the old Reynolds show. His next step forward carried him into the executive end of the business.

After some preliminary experience with small wagon shows he was engaged by Ringling Brothers in 1900 as general contracting agent. In 1903, when James A. Bailey brought the Barnum & Bailey aggregation back to the United States, Lambert went over to the Big Show as contractor under General Agent Louis E. Cooke. After considerable circus and theatrical experience Lambert became associated with Melville B. Raymond as routing agent for his various theatrical enterprises. Raymond had come from Cincinnati to take charge of the New York sales office of the United States (Russell-Morgan) Show Printing Company and presently developed into a producer of such daring as to make the Broadway managers open their eyes in astonishment. With the active assistance of Lambert, Raymond offered the public a dramatization of "Buster Brown," the daily cartoon which had brought fame and fortune to R. F. Outcault. The presentation was a success, and money rolled in so rapidly that Raymond began to branch out into other and more ambitious theatrical ventures. Among his important offerings, for which Lambert was largely responsible, was "The Minister to Dahomey," starring the famous Negro comedians Williams and Walker. An attempt to produce a big musical spectacle without an attractive book brought Raymond's ambitious enterprises topping about his ears, and Lambert found himself without a job. He had, however, been studying theatrical conditions and possibilities, and, one after another, he secured the rights to various plays which had won success in the cities but which were little known on the one-nighters. His success with this form of theatrical exploitation continued for several seasons, during which time he was periodically associated with O. E. Woe, the producer. The financial crash caught him short, and he lost much of his life's savings. Recognizing the desperate condition of the road, he accepted an engagement with Wee & Leventhal, and for several years acted as office manager and booking agent for that theatrical firm. During the past year he developed heart trouble and was finally persuaded, much against his will, to give up his active life. It was too late, however, and his admission to Flower Hospital, New York, where he passed away on January 17, followed.

Lambert was a quiet, systematic, reliable agent and manager. His sense of comedy was pronounced and sided him over many of the rough spots in his long career. His personal letters were always exhilarating. Lambert and the writer, old-time Ringling and Barnum & Bailey press agent, who retired several years ago, were associates in both these shows.

Mr. Lambert's passing was briefly mentioned under Late Deaths in last issue. Funeral in New York and the remains taken to Crawfordsville, Ind., for interment. Surviving are his widow, Helen Craig Lambert; two sons and two daughters.

Cronmiller, musician, January 15 at Los Angeles.
FOGH-BARKER—Julia Barker, appearing in the *Ziegfeld Folies* in San Francisco, and Larry Fugh, air pilot, at Reno, January 21.
VULTEE-PARKER—Gerard F. Vultee and Sylvia Parker, daughter of Max E. Parker, art director with Fox studios, January 19 in Beverly Hills, Calif.

COMING MARRIAGES

Virginia Reid, Radio-Keith-Orpheum studio contract actress, and Dr. Ralph McClung in February at Birmingham, Ala.
 Mary Margaret Fairbanks, niece of Douglas Fairbanks, and Henry Chappellet February 14 at Los Angeles.
 Paula Stone, actress and daughter of Fred Stone, and Henry Willson. No date set.
 Jeanne Galbraith, of *Those Three Girls*, regular feature on KDKA, Pittsburgh, and Fred Baxter, nonpro. No date set.

BIRTHS

A boy to Mr. and Mrs. Louis Hamburg Jr. in Pittsburgh January 19. Father is a veteran radio man.
 Mr. and Mrs. Frank E. Albertson, a son, at Cedars of Lebanon Hospital, Hollywood, January 18. Father is a motion picture actor.
 A seven-pound daughter January 20 at Bellevue Hospital, Los Angeles, to Kathryn Hansen and George Reid. Mother is former actress and father is a cutter with Columbia Pictures.
 Mr. and Mrs. Alan Mowbray, eight-pound son, January 15 at Cedars of Lebanon Hospital, Hollywood. Father is a stage and screen player.
 E. J. Stevens, formerly of Gibson's Blue Ribbon Shows.
 A girl, Beverly Jean, to Mr. and Mrs. Curtis J. Reeves recently at Our Lady of the Lake Sanitarium, Baton Rouge, La. Parents are known in carnival circles. Mother was formerly Marion Bowen, of the L. J. Eth Shows.
 Eight-pound son, Charles Ellis, to Mr. and Mrs. Charles Shafer at St. Joseph Hospital, Kansas City, Mo., January 24. Mrs. Shafer is the daughter of Mr. and Mrs. Ellis White, operators of eating establishments on fairs and shows.

DIVORCES

Frank Orman, Hagenbeck - Wallace concessioner, against Beasie Orman, serialist, in Miami Circuit Court, Peru, Ind., recently.
 Beulah Stevens, blues singer, who has appeared in pictures with Ted Healy, from Al Drillieh. Miss Stevens is a protégée of Jenn Bedini.
 Nan Pierson Brooks Macy, screen actress, from George Henry Macy at Reno.
 Elissa Landi, screen star and writer, against John Cecil Lawrence January 15 at Los Angeles.
 Maria Casajuana Todd, film actress, against David B. Todd Jr., theatrical agent, at Los Angeles January 19.
 Lori Bara Wing, actress and sister of Theda Bara, former film star, from (See *DIVORCES* on page 66)

NEW ACTS

(Continued from page 16)
My Southern Accent and I Can't Think Alone, the latter written by herself. All are handled nicely in a sort of dignified hotecha manner—that is, hot but without shouting or too much wiggling. She is easy to look at, a shapely brunet dressed in a fetching blue gown with white metallic jacket. A male pianist accompanied thruout. P. D.

Jackson, Irving and Reed

Reviewed at the State, New York. Style—Comedy. Setting—In one. Time—Twelve minutes.
 A strong comedy turn that will probably rather added punch as it goes along. Eddie Jackson, formerly of Clayton, Jackson and Duranti; Val Irving, comedian, and Billy Reed, hooper, compose the trio, which is reminiscent of Jackson's old act. Jackson's former connection with Duranti is given mention in the billing, incidentally.
 Irving carries the brunt of the comedy job. He works somewhat like Jimmie Duranti, altho he lacks Duranti's dynamic personality. He is flanked on one side by Jackson, who contributes a strong bit of singing, and on the other

by Reed, who flings off a snappy bit of hoofing. Toward the close Irving goes into the audience and picks up a woman for a dizzy dance up and down the aisle. As it seems to be impromptu, it easily gets the laughs.
 Act as a whole is fast and entertaining, altho Irving's special lyrics could stand revamping. In next-to-closing here the act drew a solid hand. P. D.

Helene Denizon

Reviewed at Palace, New York. Style—Dancing, instrumental and singing flash. Setting—In one, two and full stage (specials). Time—Fifteen minutes.
 A first-class flash. After viewing the skimpy and colorless flashes around this one is a pleasant relief.
 The act has Miss Denizon, who does too work; a girl trio that doubles between harmonizing and instrumental music and a boy who partners with Miss Denizon in one number and also offers an acrobatic tap solo. Excellent talent all around. Miss Denizon is lovely and altogether graceful in her dancing. Her bubble dance at the close is a treat.
 The girl trio gives fine support at the pianos and the violins and also pleasing at harmonizing. The boys' solo acrobatic tap is punchy enough.
 Lighting is excellent and the sets are colorful. All in all a carefully produced flash that could play the best houses. P. D.

ESCAPE ME

(Continued from page 18)
 Sangers. This time the story of the sons is told. Caryl, an honest and up-standing but unimpassioned young man, is in love with Fenella McClean, daughter of Sir Ivor, and she with him. But her parents hear that a young Sanger is living with a mad, storm-tossed, irrepressible chit of the streets, and forthwith cart Fenella away. The Sanger in question, however, is Sebastian, who has inherited his father's genius, and the three of them—Caryl, Sebastian, and Gemma, the girl—go on a troubadouring trip thru the Dolomites in search of Caryl's love. When Sebastian finds her he decides that she would be wasted on Caryl.

Sebastian wins her—as, one suspects, Sebastian could win any woman he set out to capture. But, meanwhile, he has been unable to desert the irrespressible Gemma, and has finally married her, becoming a negligent father of the baby boy she had in a Venetian hospital before she met him. When the ballet he has written in Fenella's honor falls (because of the temperament of the premiere danseuse) he and the McClean lass plan to go away. But Caryl finds out and gives Sebastian a thrashing, and Gemma comes back to their studio in the mews. She has been wandering the streets for days, sorrowing over the death of her baby, who died while Sebastian was fighting with his ballerina during the final rehearsals. And Sebastian and Gemma are together—inevitably and forever. It seems—at the end.

That is a bare outline of the events—but it is not in the events that the interest of the play rests. It is, as anyone who has a nodding acquaintance with the Sangers would know, in the characters, the dialog, the incidental situations, the writing and the general charm. *Escape Me Never!* might have been a charming, gay, affecting, tender, very human and very moving play. It might have been—but with Miss Bergner acting Gemma it isn't.

Miss Bergner overacts all over the large Shubert stage, giving an obviously accentuated performance if ever there was one. She is so busy building up the surface charm of Gemma at the start that she forgets to see into the girl, and when she does emote in the later sections she clings with Teutonic tenacity to the broad and the obvious. Gemma might have been one of the most interesting of modern stage characters, but Miss Bergner makes her just another part in which to indulge a lot of surface histrionics. She even destroys her own great natural charm by being, in the early sequences, so determinedly and calculatedly cute that you can never quite figure out whether she is just Christopher Robin or Winnie-the-Pooh himself. Later she indulges in calculated Teutonic emotionalism that is thick with turgid sentiment and heavy with hypocritical tears, broad, obvious and soggy. Her performance drops like an undercooked kartoffelkloes into the unsuspecting gullet of the play. The supporting cast, despite the di-

rection, is excellent—so fine that those moments in which Miss Bergner does not appear are the smoothest and most effective of the evening. Hugh Sinclair is splendid as Sebastian, giving a performance that Miss Bergner might watch with profit. Griffith Jones is pleasant as Caryl, and Leon Quartermaine and William F. Schoeller, both doing fine work, are wasted in small parts. Eye Turner is pretty and effective as Fenella, and many of those in minor parts stand out.

Komisarjevsky's direction constantly overaccentuates, being as painfully self-conscious and heavy as the playing of the principal part; the settings, which he designed, are as cheaply and theatrically obvious as his staging.

If Miss Bergner were unfortunate enough to be an American, our determinedly cultured sophisticates, who try so hard to like whatever it is smart to like (particularly if it happens to come from the so-so-cultured continent) would probably see her as she is in her present play, and she would be rated, on the basis of her current performance, a good third-flight actress. At any rate, *Escape Me Never!* manages to revive a belief in the comparative pre-eminence of American and English acting and direction. EUGENE BURR.

NOWHERE BOUND

(Continued from page 18)
 Jack Thurston, former lawyer for Pomo, now sent by the latter's ex-stabliemates to force him to remain and lead the gang into new fields. Thurston has brought a gunman, Dobbs, to enforce his verbal pressure. As others in the train start talking to the eminent counsel he impresses them with the fact that were there a murder committed all could remain longer as witnesses. As the first act ends the deportees are sitting and waiting for that murder.
 Plot progression in the second act is fairly stagnant until the end, Birinski bringing in the Roumanian whore to fill things out and gain some laughs with dirty lines. Pat, who has gained the dislike of most of his companions thru his cussedness, is a leader in the attempt to have someone killed. He arranges for a framed attack on the Roumanian girl, turning out the lights

in the train. As the excitement starts and the lights are out, Chester, the guard, comes in; Pat slugs Maureen; a fight starts between Chester and Pat and the latter presumably is killed. It doesn't take an overdose of dramatic ability to accomplish the nub of a play on a darkened stage.

If the play starts to fall to pieces with the ending of the second act those pieces become sawdust chips in the third, which has elements of a musical comedy. A police sergeant, brought in to solve the murder, has the expected difficulties with the aliens, all anxious to testify. Thurston then frames Pomo, who has refused to say anything and thus remain longer in the country, with the guilt. A State senator, one of Pomo's companions in graft, is brought aboard and convinces Pomo, while all other passengers except Pomo, the gunman and the corpse are in another part of the train, to stay. Just as this decision is made the corpse wakes up. While Dobbs, the gunman, stays back to take care of the ex-corpse, as stiffs should be attended to, the corpse hits him over the head with an iron rail from a window and escapes, first covering up the new corpse. Shortly after the sergeant again resumes the investigation the second would-be cadaver arises. A chase after Pat ensues and he is killed by a train. The senator and Thurston indicate that Pomo, arrested for attempted murder, will escape scott free and Maureen and Chester prepare to wed.

This version is an improvement over the Birinski script as it made its sounds some years back. But its potentialities are never touched and various means to get somewhere are fruitless. The lighting is bad, as is some of the direction, especially in the first act as the stage side pieces shift to various train seats giving the effect of a series of revue blackouts. Setting is good.

The acting is pretty fair and the type casting okeh. Matt Briggs is the lawyer and strangely enough recently played in another train show, *Twentieth Century*. Charles Croker-King makes the narcotic addict a truly tragic figure, while Don Beddoe, Patricia Deering and Shering Oliver are all very good. JERRY FRANKEN.

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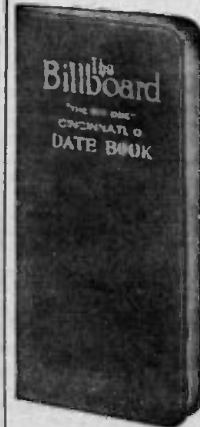
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MAGNETIC CLEANER—ENTIRELY NEW. More effective than a vacuum cleaner. Sells for \$1.75. Make from \$5.00 to \$12.00 a day. F. S. Beveridge, President, STANLEY HOME PRODUCTS, INC., Box 435-G, Westfield, Mass. fe2x

MAKE MORE MONEY—TAKING ORDERS. Shirts, Ties, Underwear, Dresses, Hosiery, Raincoats, Coveralls, Pants, Uniforms. Outfit free. NIMROD CO., Dept. 43, 4922-28 Lincoln Ave., Chicago. ad27x

NEW CLEANER—WASHES CLOTHS, EVERY- thing, quick. Premium deals. Sample free. BISCO, 5007-R Irving Park, Chicago. x

NO PEDDLING—FREE BOOKLET DESCRIBES 87 money-making opportunities for starting own business, home, office. No outfits. ELITE, 214 Grand St., New York. fe23x

NOW CARDED ASPIRIN—12c PER CARD, five tablets to envelope, 50 Cards, \$5.50. (Free)—One Metal Rack with order for 50 Cards. BURRELL MFG. CO., Kankakee, Ill. x

PEANUT ROUTE MEN—ASPIRIN ON CARDS to fit your rack. 5 Tablets to the envelope; 90c profit per card. Costs 28c each; 25 Cards, \$6.25. Order from this ad. BURRELL MFG. CO., Kankakee, Ill. x

REAL CARTOON BOOKLET—PICTURE, 20, \$1. BOX 4, Ft. Scott, Kan. fe2

RESURRECTION PLANT—UNIQUE NOVELTY; miracle of nature. Costs below 2c; sells for 25c. Write C. E. LOCKE, 7 Rio St., Mesilla, New Mexico. fe9x

SELL MEN'S NECKWEAR—WONDERFUL proposition. ASTOR-A, 39 East 23th, New York. fe23x

SELL NEW AND USED CLOTHING—100%— 300% profit! Satisfaction guaranteed; experience unnecessary; we start you cash free. LIQUIDATION MERCHANDISE CO., AB-550 E. 43d, Chicago. fe23x

WIZARD CALCULATOR—EVERY NUMBER player wants it. 3c stamp for reply. ACE SPECIALTY CO., 1086 Main St., Columbus, O. fe23x

ANIMALS, BIRDS AND PETS

ANIMALS, PARROTS, SNAKES, EVERYTHING for shows. SNAKE KING, Brownsville, Tex. fe16

BACK SOMERSAULT DOG, GOLDEN SPITZ, rare beauty, \$75.00. WICK LEONARD, Plain City, O. fe2

DONKEYS, \$18.00; WILD CATS, \$8.00; Snookum Bears, \$11.00; Ringtail Cats, \$10.00; Badgers, \$7.00; Grey Foxes, \$8.00; Jabalines, \$14.00; Orange, Black Squirrels, \$5.00; Raccoons, \$8.00; Yellow Head Parrots, \$10.00; Red Heads, \$6.00; Boas Snakes, \$5.00; Bull Snakes, large, \$5.00; Iguanas, three feet, \$4.00. NATIONAL PRODUCTS CO., Laredo, Tex. x

GENUINE COLORED CIRCUS MICE—ALL national. HEADQUARTERS, 849 Cornelia, Chicago. fe2

TWO TRAINED DOVES, WITH PROPS, \$10.00; young, male Fox Terrier, \$5.00. THOS. L. FINN, Hoosick Falls, N. Y. fe2

BOOKING AGENTS

DANCERS, ORCHESTRAS, ACTS WANTED— Write HOWARD WILEY ATTRACTIONS, INC., Dayton, O. fe2

BUSINESS OPPORTUNITIES

COMMERCIAL ALUMINUM KETTLE, POP Corn Popper, \$5; Guns Shoots, 2 for \$1; Mysterious Toy Propeller, 25c. Free circulars. PROCESS CO., Fort Pierce, Fla. x

FREE LITERATURE DESCRIBING BOOK "120 Ways to Make Money." Write BOOMER, 828 Pine St., Portsmouth, Va. fe9

INCN-DISPLAY ADVERTISEMENT, 50 MAGA- zines, year, \$24. WOOD'S POPULAR SERVICES, Atlantic City. fe2

NEW REFILLABLE SALES BOARDS SELL wherever demonstrated. Big profit operating or selling outright. CURRIER MFG. CO., 315 Terminal, Minneapolis, Minn. x

POPCORN—CRISPETTE—CARMELCRISP. Potato Chip Machines. LONG EAKINS, 1976 High St., Springfield, O. fe23

SELL BY MAIL BOOKS, NOVELTIES, BAR- gains! Big Profits! Particulars Free! F. ELFCO, 525 South Dearborn, Chicago. tfnx

TURN IDEAS INTO CASH; FREE LITERATURE. MARTINEZ-B, San Bernardino, Calif. fe23

CARTOONS

CHALK TALK STUNTS—LAUGH PRODUC- ing Program, \$1.00. Catalog free. BALDA ART SERVICE, Oshkosh, Wis. fe16

100 LIGHTNING STUNTS WITH CHALK, \$1.00 —SAILOR CHRIS, 2926 Garfield, Kansas City, Mo. fe2

COIN-OPERATED MACHINES SECOND-HAND

Notice
Only advertisements of used machines accepted for publication in this column. No machine may be advertised as used or second-hand in The Billboard until a minimum period of 90 days after date of first shipment on order has expired.

A-1 BARGAINS, RECONDITIONED—CHAM- pion, \$50.00; Drop Kick, \$25.00; Jr. Contract 44", \$20.00; Fleet, \$16.00; Auto Count, \$38.00; Auto Bank, \$49.50; Lightning, \$16.50; Blue Ribbons, \$13.00; Golden Gate, \$18.00; Rocket, \$39.50; Signal Sr., \$27.50; Signal Jr., \$22.00; Major League 44", \$25.00; Electro, \$18.50; Hg Saw, \$5.00; Select 'Em, \$8.00. NATIONAL COIN MACHINE EXCHANGE, 1407 Diversey, Chicago. x

A-1 CONDITION—PENNY LITTLE DUKE Venders, \$17.50; Triple Jackpot Model, \$27.50; Penny Mills Blue Front Mystery Venders, \$54.50; latest type Rockets, \$37.50; Fleets, \$9.90. BOYLE AMUSEMENT CO., Oklahoma City, Okla. fe9

A-1 CONDITION, GUARANTEED LIKE NEW— All types Pin Tables, Jigsaws, \$6.50. Write for lowest prices on all your needs in Pins and Cranes. REX NOVELTY CO., 2264 Bedford Ave., Brooklyn, N. Y. tf.n.x

AMAZING BARGAINS—IO A. B. T. AUTO- bank, \$45.00 each; 10 Exhibits, Golden Gate and Lightning, \$15.00 each; 2 Junior Contract, \$20.00 each. All machines are in perfect condition guaranteed. ROBBINS COMPANY, 11418 DeKalb Ave., Brooklyn, N. Y. fe2

ARCADES—OPERATORS, ATTENTION! BAR- gains 4 Seeburg Sportsman Pistol Machines, 5c play, \$45.00 each. Machines in A-1 condition, guaranteed to operate. JANIK, 2264 Falls, Niagara Falls, N. Y. fe2

BARGAINS—WORLD SERIES, \$7.50; FLEET, \$17.50; Merry-Go-Round, \$22.00; Major League, \$35.00; Marble Parade, \$30.00; Jennings 5c Jack Pot Venders, \$15.00; Mills Triple Jack Venders, \$27.50; Little Dukes Single Jacks, \$22.50; Select 'Ems Dice, \$9.50; Big Broadcast Sr., \$5.00; Sweet Sallys, \$6.50. W. M. GODDSON CO., 1936 E. Colorado St., Pasadena, Calif. x

BARGAINS—USED BIG BROADCAST SPEC- ial, \$4.50; Silvercup, \$6.00; Blue Streak, \$10.00; New World Series, \$12.00; American Beauty Junior, \$12.50; Fleet, \$16.50; Electro, \$19.50; Lightning, \$19.50; Golden Gate, \$19.50; Big Bertha, Senior, \$20.00; Jigsaw, \$5.00; Super Eight, \$20.00; Drop Kick, \$25.00; Jennings Football, \$37.50; Jennings Penny Duke Single Jack, \$22.50; Triple Jack, \$30.00. One-third deposit with order. GERBER & GLASS, DISTRI. CO., 914 Diversey Blvd., Chicago, Ill. x

BROWNIE JACKPOT VENDER NICKEL COLOR Wheel, \$32.50; Mills Nickel Twin Jackpot Front Venders with Pace Jackpots, \$22.00. Third deposit. EDWARDS, 307 South 17th, Wilmington, N. C. fe2

CLOSED TERRITORY—SACRIFICE PIN Games. AUTOMATIC AMUSEMENT CO., 812 Superior, Fort Wayne, Ind. fe2

FIVE MILLS DEWEYS QUARTER PLAY JACK- pots, \$100 each. JOHN QUINN, Elks Club, Newark, N. J. fe2

FLEETS, \$9.90; BLUE RIBBONS, \$9.90; JEN- nings Football, \$39.50; Penny Mills Mystery Blue Front Golden Venders, \$57.50. BOYLE AMUSEMENT CO., Oklahoma City, Okla. fe2

FOR SALE—COMPLETELY RECONDITIONED Diggers below market prices. Model F Iron Claws, \$65.00; Electro-Hoists, \$75.00; Mutoscope Cranes, \$110.00; Merchantmen, early models, \$145.00. BOX No. 499, Billboard, New York. tfn

HIGH-GRADE REBUILT SLOTS, \$7.50 AND up. 25% discount jackpot attachments. Lists free. COLEMAN NOVELTY, Rockford, Ill. fe2

HUNDREDS OF ASSORTED USED PIN GAMES cheap. Write ORIOLE COIN MACHINE CORP., 1410 Fifth Ave., Pittsburgh, Pa. fe2

INDEPENDENT OPERATOR AND MECHANIC with Slot Machines desires territory. Best of equipment. JOHN E. MORRISON, Flanagan, Ill. fe2

MAJIK-KEY JUNIORS, LIKE NEW, \$23.50— IDEAL NOVELTY, 3003 Lemp, St. Louis. fe2

MODEL F IRON CLAWS, \$35.00; 5c MILLS Balls with Simplex Triple J. P. serials over 260,000, \$17.00; Saratoga Sweepstakes, \$6.00. DONALD HECEMAN, Waukon, Ia. fe2

ONE MILLS PUNCHING BAG, \$35.00; ONE Roovers Name Plate Machine, \$40.00. HARRY LAVINE, Oil City, La. fe2

PENNY ARCADE EQUIPMENT—SEND FOR list. IDEAL NOVELTY, 3003 Lemp, St. Louis, Mo. fe2

PENNY ARCADE—40 MACHINES, SEEBURG Electric Piano, Digger, \$225.00 complete. MISS FRANCES ELLMAN, 2239 No. 56th St., Milwaukee, Wis. fe2

PHONOGRAPH—COIN-OPERATED, AMPLI- fied. Selective, all makes, \$95.00 up; re-finished and reconditioned. Write for list. CAPITOL AUTOMATIC MUSIC CO., 460 W. 34th St., New York City. fe2

PINBALL MACHINES, SCALES, SUPPLIES— GOULD NOVELTY CO., 3727 Southport, Chicago. fe2

REAL BARGAINS IN RECONDITIONED MA- chines. Write for our new clearing sale list. We guarantee you will save money. BADGER NOVELTY, 2440 N. 29th, Milwaukee, Wis. fe2

RECONDITIONED ROCKETS, NEWLY PAINT- ed Cabinets, latest Tiltng Device, \$37.50; Champions, \$57.50. 1/3 cash with order. Territory closed. JOHN CARTWRIGHT, Madison, Tenn. fe2

SAVE MONEY ON PEANUT, BALLGUM, CIG- arette Venders, Games, Diggers, NOVIX, 1191 Broadway, New York. fe2

SEND STAMP FOR LIST OF USED MACHINES —Get on our mailing list. You save money on machines and supplies. GOODBODY, 1826 East Main, Rochester, N. Y. fe23

SLOT MACHINES—BOUGHT, SOLD, EX- changed. WESTERN SALES CO., 2576 Harney, Omaha, Neb. fe9

TARGETS—AUTOMATIC PAYOUT COUNTER Pin Games. Cost \$69.50; sacrifice, \$22.50. Will actually pay for itself in one day. 50% deposit. balance C. O. D. Shipped subject inspection. Better hurry! P. K. SALES, Cambridge, O. fe2

SIGNAL JUNIORS, \$27.50; SIGNAL SENIORS, \$40.00; Major League Juniors, \$27.50; Drop Kick, \$17.00; Fleet Juniors, \$15.00; Forward Pass Seniors, \$20.00; Golden Gates, \$15.00; Lightnings, \$16.00; Contract Juniors, \$18.50; Hazards, \$7.00; Magic Clocks, \$3.00; above machines operated two weeks, like new. Auto-counts, \$40.00; Autowhirls, \$45.00; Rockets, \$20.00; Register Juniors, \$20.00; Crusaders, \$16.00; Blue Streak, \$15.00; Marble Jax, \$15.00; Ambassador Seniors, \$14.00; Regents, \$10.00; Lelands, \$10.00; Relay Juniors, \$9.00; Silver Kings, \$8.50; American Beauty Juniors, \$8.00; Blue Ribbons, \$7.50; Jigsaws, \$2.50; Official Sweepstakes, \$4.00; Doyal Venders, \$5.00; Watling-Single Jackpots, \$20.00; Watling Double Jackpots, \$30.00; Jennings Victoria, \$32.50; Jennings Duchess, 1c and 5c, \$35.00; all machines in perfect condition. ALABAMA SPECIALTY COMPANY, 319 46th St., Fairfield, Ala. x

TEN ERIE DIGGERS, USED TWO MONTHS, like new, \$225.00. One-third cash with order. balance C. O. D. E. CROCE, 25 Logan, New Britain, Conn. fe9

WANTED—LATE MODEL SLOT MACHINES and Rockets. BADGER NOVELTY, 2440 N. 29th St., Milwaukee, Wis. fe2

WANTED TO BUY—NOVELTY MERCHANT- men for \$125.00. State serial numbers and meter readings. BOX 500, Billboard, 1564 Broadway, New York. tfn

WANTED—MILLS ESCALATORS, ANY amount. BADGER BAY COMPANY, Green Bay, Wis. fe9

WANTED—TRAVELING CRANES, MER- chantmen, Diggers, Claws, Arcade Fortune Telling and Athletic Machines. Latest Mutoscope Reels. No junk. AUTOMATIC AMUSEMENT CO., 26 Strawberry St., Philadelphia, Pa. fe9

WE ARE TODAY OFFERING TO THE TRADE at ridiculously low prices used machines listed below, reconditioned and all prices F. O. B. Dallas, Tex. Relay Junior, \$9.50; Fleet, \$13.50; Push Over, \$15.00; Jig Saw, \$5.00; Broadcast Special, \$5.00; Brokers Tip, \$5.00; World Series, \$5.00; Relay Senior, \$20.00; Forward Pass, \$20.00; Majik Keys, \$22.50; Blue Ribbon, \$10.00; Broadcast Junior, \$4.00; Speedway Special, \$4.00. GUYTON CO., 2118 Jackson, Dallas, Tex. x

6 IRON CLAWS, MODEL F, EXCELLENT CON- dition. Sacrifice, \$50.00 each. BRINER, 6607 S. Broadway, St. Louis. fe2

1,000 BEAUTIFUL MARBLES AND MARBLE 5 Machines, \$3.50; 5,000 Marbles and 5 Machines, \$15.00. Biggest bargain ever. BLOCK, 4919 Eighth, Philadelphia. fe2

COSTUMES—WARDROBES

MUSICIAN MESS JACKETS, BLACK, PEARL Buttons, \$2.00; Blazer Coats, \$2.50; Tuxedos, Scenery, bargains. WALLACE, 2416 North Halsted, Chicago. fe2

SIoux INDIAN BEADWORK AND COSTUMES —Free catalog. LYON, Clinton, Neb. fe23

55 BAND UNIFORMS, FRENCH BLUE, GOOD condition, reasonable. ROLAND MUELLER, Belleville, Ill. fe23

FOR RENT, LEASE OR SALE

FOR SALE OR LEASE—PARK, 200 AND RUS- tic Theatre in the heart of New England play ground, with two hundred thousand to draw from. Main route to White Mountains. Over three hundred animals and monkeys. Come see for yourself. MANCHESTER 200, INC. 310 Second St., Manchester, N. H. x

FOR SALE—PARK, FULLY EQUIPPED, CAR- nival, Dance Hall, Poodles, Swimming Pool, Coaster, Tilt-A-Whirl, Beer Garden, Midway, Pavilions, etc. 55 acres. MAXAMALA PARK, INC., Zanesville, O. fe2

FORMULAS

FORMULAS—ALL KINDS, GUARANTEED; catalog free. KEMCO, 8-15, Park Ridge, Ill. tfn

FORMULAS—INTERESTING LITERATURE free. M. BELFORD, 4042 N. Keeler, Chicago. fe9x

GREINER'S CHILI IS THE BEST—NO BETTER Chili made. No Chili better made. Make money with Chili retail and wholesale. Formula for sale by retired Chili King. Established 42 years in one place. Price of formula 25c complete. Address GREINER, Box 242-B, Ogden, Utah. fe9

PROVEN FORMULAS—PRACTICAL BUSINESS plans. Big special offer! BARRETT, 4245 Keystone, Chicago. fe23x

RUG CLEANING FORMULA—SELLING PLAN, \$1.00. RIPLEY, 4821 Carvel, Indianapolis.

WOMEN CULTIVATE YOUR BEAUTY—Scherl's System of Beauty Culture shows how to attain beauty.

100 SCIENTIFIC WORKABLE FORMULAS—Simplified, with manufacturing, marketing instructions.

FOR SALE—NEW GOODS

BALL GUM FACTORY FRESH, ORDER DIRECT—AMERICAN CHEWING, Mt. Pleasant, Newark, N. J.

CHAMPION CORN POPPERS AND GASOLINE Burner Supplies, etc.

LADIES' BEAUTIFUL WINTER COATS—Lavishly fur trimmed, newest styles, shades, \$9.98.

PHOTO OUTFIT, 4 FOR DIME STRIPS—Greatest value ever offered. Our new Photo-strip junior model complete, \$140.00.

RAILWAY PASSENGER COACHES AND SLEEPERS and other equipment.

WONDERFUL NEW PHOTO STRIP CAMERA—Complete with extra fast lens, \$25.00; absolutely foolproof.

FOR SALE—SECOND-HAND GOODS

POPORN MACHINES—KETTLES, SUPPLIES. NORTHSIDE CO., 2117 20th, Des Moines, Ia.

STAGE COACH FOR SALE, GOOD CONDITION—W. D. FISHER, Mitchell, S. D.

FOR SALE—SECOND-HAND SHOW PROPERTY

BALLROOM AND STAGE LIGHTING EFFECTS—Crystal Showers, Spotlights, etc.

BARGAIN—PENNY ARCADE, 3 XEEE BALL Alleys, American Box Ball, 16x20.

CARROUSEL—Four-Abreast Park Carrousel, 48-foot platform, 18 sections.

CRISPEY MACHINE AND PEANUT Roaster. CHAS. MACK, Box 933, Springfield, Ohio.

HEADQUARTERS—DILLINGER, FLOYD Shows, Illusions, Curiosities, Tents, Banners.

SACRIFICE GIANT CANNON—HUMAN Projectile. Sell, trade. GREGG, Plymouth, Wis.

SEE OUR ADVERTISEMENT CARNIVAL SECTION, WEIL'S CURIOSITY SHOP, 20 South Second, Philadelphia.

SHOOTING MAN FROM CANNON—SACRIFICE, sell, trade. GREGG, Plymouth, Wis.

STRIP PHOTO MACHINE, COMPLETE, \$450.00 outfit; perfect condition, only \$35.00.

TOP—FORTY-FOOT SIDE WALL TEN FOOT, complete \$50.00.

WAX FIGURES—HUNDREDS OF CHARACTERS. SHAW, 3316 Sidney, St. Louis, Mo.

WURLITZER CALLIOLA—A REAL BARGAIN. STEWART WACHTER, 506 Centre St., Bethlehem, Pa.

HELP WANTED

EXPERIENCED SUBJECTS FOR GENUINE Hypnotic demonstrations. Prefer Chicago talent for local work.

GIRL CONTORTIONIST FOR VAUDEVILLE—Apply VICTORIA MILLER, Fulton Hotel, W. 46th St., New York.

TEACHER—BANJO, HAWAIIAN GUITAR, Straight Guitar. References, photo. A. FERRY, Withers Bldg., Norfolk, Va.

HELP WANTED—MUSICIANS

GIRL SAXOPHONIST, IMMEDIATELY—WRITE description, WATMAN, care Billings, State-Lake Bldg., Chicago, Ill.

WANTED—TENOR SAX MAN, ALL MUSICIANS answer; doubles preferred.

WANTED TRUMPET—HIGH RANGE, TONE, take off essential. Prefer one doubling Violin or Vocalist.

INSTRUCTIONS AND PLANS YOUNG MAN, YOUNG WOMAN, BE YOUR own boss, learn a trade, earn \$30 to \$35 a week.

MAGICAL APPARATUS

MAGIC ILLUSIONS—BARGAINS, WILLIAMS, 30 Mechanic St., Bradford, Pa.

DO YOU BELIEVE YOU COULD TAKE ordinary deck of cards and name every card correctly from the backs?

ENTERTAIN AND MAKE MONEY WITH Madam Henson's Famous Spirit Effects. Great Materialization Secret.

NEW 112-PAGE CATALOGUE, ILLUSTRATED. Mental Magic, Mindreading, Apparatus, Spirit Effects, Books, Horoscopes and 27-page 1935 Astrological Forecasts.

PUNCH—VENTRILOQUIAL AND MARIONETTE Figures. Lists free. PINXY, 62 West Ontario, Chicago.

VENTRILOQUIST, PUNCH FIGURES, ACTS—KENNETH SPENCER, 423 So. 10th St., Minneapolis, Minn.

VENTRILOQUIST—PUNCH, FIGURES, DIALOGUES, \$1.00. FRANK MARSHALL, 5515 So. Loomis, Chicago.

M. P. ACCESSORIES FOR SALE

BURWOOD AND NEW STYLE POWER'S Portable Sound Projectors at bargain prices. Simplex, Holmes, Acme, DeVry; new and used.

UNUSUAL BARGAINS IN USED OPERA Chairs, Sound Equipment, Moving Picture Machines, Screens, Spotlights, Stereopticons, etc.

M. P. FILMS FOR SALE CHEAP—"SAINT PETER AT THE GATE," 18 Slides, cost \$100; eight-minute specialty.

JESUS OF NAZARETH—PASSION PLAY, THE Life of Christ, Sound or Silent, 16 or 35 Mm., Six Reels. SCREENART, 729 7th Ave., New York City.

ROADSHOW SPECIALS—TALKIES, SILENTS; good prints; bargain prices. BOX 1734, Dallas, Tex.

SILENT, TALKIES AND ROAD-SHOW SPECIALS. List free. Write APOLLO EXCHANGE, 117 So. 9th St., Newark, N. J.

M. P. (TALKIES) FILMS

AUTHENTIC "PILGRIMAGE TO ROME"—Greatest Catholic sound on film picture made. Taken in Vatican City.

CLEANUP OF TALKIES AT DEPRESSION prices—Hoot Gibson Westerns, \$25; good 6-Reel Westerns, Actions, \$15; Ten Nights Barrabus, \$50.

WANTED—WALDO FILMS, Suite No. 6, Waldo Bldg., Cincinnati.

OILLINGER TALKIE FEATURE—16 MILLI-meter Club Reels. BLACKSTONE, 515 South Larkin, Chicago.

PARTNERS WANTED

GIRL ASSISTING STRONG MAN ACT—Weight 135 or more; amateur considered; willing to learn; send photo.

WANT LADY OR MAN PARTNER WITH \$500. Miniature steam train concession. Money returned. WHEELER, 3636 W. 26th Ave., Denver, Colo.

SALESMEN WANTED

SELL PROCESS RAISED PRINTING—\$3.95 thousand, with free cut service. Worth \$6.00. Nothing like it! Commission \$1.00; experience unnecessary; outfit furnished free.

UNITED ENGRAVERS, H-8 S. Dearborn, Chicago.

SCENERY AND BANNERS

A-1 SIDESHOW BANNERS—MANUEL, THE ARTIST, 3544 North Halsted, Chicago. fe9

HEADQUARTERS FOR BANNERS—NEW, used, also Curtains. WORLD'S WONDERS, 849 Cornelia, Chicago.

NEW PROCESS DYEDROPS—BRILLIANT, durable, inexpensive. ENKEBOLL STUDIOS, Omaha, Neb.

USED SCENERY BARGAINS—GRAPES AND Tracks. KINGSLEY STUDIOS, Alton, Ill.

TATTOOING SUPPLIES

AMATEURS TATTOOING OUTFITS, FREE list. Removing facts, formulas, 15c. "C-T-3," 651 South State, Chicago. fe2x

TENTS FOR SALE

CENTURY OF PROGRESS TENT BARGAINS—WORLD'S WONDERS, 849 Cornelia, Chicago.

WORLD'S FAIR SKATING RINK TENTS—42x85, 42x110, and others. KERR CO., 1954 Grand Ave., Chicago. fe2

THEATRICAL PRINTING

BEST PRINTING PRICES—FREE SAMPLES. WILLIAMS, 1515 Jackson, Portsmouth, O.

DODGERS, PASSES, 50c PER 1,000—KROY PRESS, 326 N. Queen, York, Pa.

MURD OF HARVEY IN IOWA—FOUR-SHEETS to Letterheads.

NEARGRAVURE—125 2-COLOR LETTER-heads, 125 Envelopes, \$2.29 cash; delivered. SOLLIDAY'S, Knox, Ind.

WINDOW CARDS, 11x14, 100, \$2.10; 14x22, 100, \$3.50. 50% deposit, balance C. O. D., plus postage and fee. BELL PRESS, Winton, Pa.

AT LIBERTY ACROBATS

AT LIBERTY—WIRE WALKER AND JUGGLER. Address CHARLIE BYRD, Scotland Neck, N. C. fe9

AT LIBERTY BANDS AND ORCHESTRAS

FRANK SCHOFIELD AND HIS ORCHESTRA—Available February 1. Unit comprises eleven men, girl vocalist, plenty doubles.

AT LIBERTY—4-piece night club band, with doubles and entertainers. Together seven years.

DOG OOK'S Recording Orchestra—10 men, now available, college, private parties, clubs, hotels.

DON PABLO & His Orchestra—Ten men, want summer location. Now playing Club Lido in Dayton, O., following Paul Specht's World Famous Orchestra.

PAST ELEVEN-PIECE Name Band at liberty immediately. Recently closed six weeks out of St. Louis' foremost ballrooms.

AT LIBERTY—Flashy Orchestra—Smartly uniformed, available for Hotel, Theatre, Club, Hotel, Good instrumentalists, Library, Photos.

NEAL LEBLE'S ORCHESTRA of 11 to 13 men for reviews, night clubs, ballrooms, etc. after January 25th.

4-PIECE ORCHESTRA desires Tavern, ballroom or show engagement. Address DAVIS GOODWIN, 4921 Prairie Ave., Chicago, Ill.

AT LIBERTY CIRCUS AND CARNIVAL

"CAIRO," THE MAGICIAN, LECTURER, ETC. Circuses only. 412 Reservoir Ave., Meriden, Conn. fe2

100 WINDOW CARDS, 14x22, \$4.50; QUICK service. DOC ANCEL, Ex-Troupcr, Box 1002, Leavittsburg, O.

100 WINDOW CARDS, 14x22, 3 COLORS, \$3.75; no C. O. D. BERLIN PRINT, Berlin, Md. fe23

500 GUMMED STICKERS—4 LINES, 25c. Prompt service. Also 2,000 Business Cards, \$1.75, postpaid. Samples, 3c. SEAL, 6457 Eggleston, Chicago.

10,000 MERCHANTS TICKETS, \$4.50; COMPS, \$3.25; 5,000 DODGERS, 3x8, \$2.50; 6x9, \$3.75; 500 Letterheads or Envelopes, \$1.85 postpaid. STUMP PRINT, South Whitley, Ind. x

WANTED TO BUY, LEASE OR RENT

GALLO GLASS JUGS—SCREW NECK. GALLO NOVELTY CO., Castleton, Vt.

R. L. ATTERBURY—ELEPHANT, TRAINED Ponies, Dogs, Monkeys, Light Plant. Will place man with Ponies and Dogs for long season. Address Dakota City, Neb.

WANTED—50 MILLS ESCALATORS FRONT Vender Jackpots or Waiting Front Venders. Give serial numbers, condition, lowest price. WAYNE SALES CO., Greenville, O.

WANTED—USED CIGARETTE MACHINES. Give make, age, condition, price in first letter. SILVER NOVELTY CO., 425 Vine St., Evansville, Ind.

WANTED TO BUY—FERRIS WHEEL, ANY condition. RAY YARMAN, Newton, Ia.

WANTED—MUTUEL AND OTHER WHEELS. Write DEMONEY, care Billboard, Chicago, Ill.

WANTED TO BUY—PAD DOG, BOX 556, care Billboard, 1564 Broadway, New York.

WANTED TO BUY—USED PIN GAMES: LATE models; any quantity. State price. SMY BROS., 1201 W. Mitchell St., Milwaukee, Wis. fe18

At Liberty Advertisements. So WORD, CASE (First Line Large Black Type). 1c WORD, CASE (Small Figure Total of Words at One Rate Only).

THE TALL CLOWN—HIGH STILTS, SIGNS and scenic. DRESSEL, Central Park Station, Houston, Tex. fe9

WOULD LIKE TO CONNECT WITH CARNIVAL, circus side show or museum for summer season. Have good Magic, plenty of flash, versatile performer.

CIRCUS LUNCH STAND—Operated by man and wife, always neat and clean, wants lunch and juice restrooms for evening season on circus that really gets people. Prefer one using merchant's tickets. JEAN MILLER, Hotel St. George, Lancaster, Pa.

SIDE SHOW MANAGER—Strong openings. Punch, Ventriloquist, Write: Musical Act, Golden Crown Circus, Richfield, Pa. Four-to-Five Swiss Balls, Steel Marimbaphone, Trick Violin, Cornet, Bass, Piccolo, GRAM AND KING MUSICAL SHOW, Carrollton, O. fe10

TATTOOED TATTOO ARTIST—At liberty April 1 for contract during 1935 season. Circus or large carnival. Tattooed in heavy colors. Photos on request. Robert, State all LARRY, 1830 College, East St. Louis, Ill. fe16

AT LIBERTY DRAMATIC ARTISTS

FOR STOCK, REPERTORY—J. R. COCCSHALL. Look! Play anything cast. Direct, manage stage, Drums, Teas, Harkness, Juveniles, Trumpet, Single, Double Specialties. Experienced, reliable, sober, wardrobe, car. Reasonable salary. No advance if reliable. 517 E. Park, Olathe, Kan.

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Circus Trombone, season 1935. Railroad and mud experience. ED SHREVE, Cameron, Mo.

TRUMPET—READ, TONE,

heat, range. What have you? Go anywhere. State union or non-union job. MUSICIAN, 112 Abbott, Waterbury, Conn.

BANDMASTER, EXPERIENCED, WANTS PERMANENT location. BANDMASTER, 3001 Beachcamp, Houston, Tex.

DRUMMER—DOUBLE BELLS, SAX DUO, ALTO first or third, Tenor doubling Clarinets. Neat, young, swinging men; sight read. HARRY PREUC, RALPH RENNE, BOLEY PANEK, 222 N. Sixth, Kansas City, Kan.

FINE TROMBONE, DOUBLES FIDDLE, HIGH range, beautiful tone, excellent reading and technique. With many name bands; names furnished on request. Want location job. Cut anything. Address TROMBONIST, 1207 Tweed St., Sault Sainte Marie, Mich.

TRUMPET — DOUBLE VIOLIN, WILL RE-locate. New York only. BOX 502, Billboard, 1564 Broadway, New York.

AT LIBERTY—Rhythm Drummer. Plenty of string. Capable of playing any modern dance music. Young, union, experienced. HAROLD JONER, 306 Quaw St., Wauaua, Wis.

AT STRONG EUPHONIUM—Bartitone Soloist. Repertoire, band and circus. Must clean or director. Plenty references; have diploma. DECARLO, 319 Walnut St., Macon, Ga. fe2

ALTO SAX double Clarinet; some Fiddle. Modern, concert, at night and take off. Play two Clarinets; Sax and Piano; time. Other uptown floor show specialties. D. K. 6712 Deary, E. E., Pittsburgh.

BASS, YOUNG, RELIABLE, thoroly experienced dance and stage. Sing, read, fake. Double Bass, but without fiddle at present. For (usually) will have horn. JOHNNY WILKES, Louisville, Miss. fe2

MODERN STYLE VIOLINIST Doubles Tenor Banjo, Guitars, Read, fake, transpose. Ten years' experience. A-1 leader, young, personality. Write or wire R. S. VOHLES, 127 Church St., Groton, Tompkins County, N. Y.

MUSIC TEACHER—Wishes directorship industrial, municipal, school or Shrine Masonic bands. Best of experience. All letters answered. BOX 6297, Billboard, Cincinnati, O. fe3

RHYTHM DANCE DRUMMER — Young, slight reader, Bella. Complete outfit; go anywhere; furnish references. Write or wire DRUMMER, 208 1/2 8th St., Cairo, Ill.

STRING BASS—Doubles on Tuba. Young, free to travel. Non-union, but will join if job demands it. Can cut, read fast, fake, hot slap-style, also soft strong rhythm style. Prefer South, with room and board. WALTER NAGRODSKY, 188 Grant Ave., Minnola, N. Y.

TENOR SAX CLARINET—Eight years' experience. Good reader. Opening for hotel, night club or beer garden engagements. Write J. LIMA, 76 Wallis Ave., Jersey City, N. J. fe23

TROMBONE—Good tone and range, fair reading. Location desired; will travel; join union. FINLEY WALKER, 2707 Holiday St., Wichita Falls, Tex.

TROMBONIST — Reader, sweet tone, smooth legato, range. Orchestra, band, solo experience. Location desired; will travel; join union. (Omaha territory preferred) Age 27. O. HARRY FREDERICKSON, Ravenna, Neb.

TROMBONE—Itane, tone, read, fake, arrange. Stage experience. Can join at once. Pianic lay off; had plenty. Wire FRED BROEHLIN, 41 Irving, Oakbrook, Wis.

TRUMPET—Thoroughly experienced in all lines. Read, fake, tone and range. Young, single, willing to go anywhere. MUSICIAN, 420 Jefferson Ave., Washington, Pa.

VIOLINIST, Doubling Guitar, Banjo—Desire only high-class orchestra, preferably South for winter. Real musician, union. HARRY HOHENSEL, 1404 N. Baynor Ave., Juliet, Ill.

AT LIBERTY PARKS AND FAIRS

BALLOONISTS AND PARAS

South Jumpers; boys and girls; now on Southern tour. Wire or write for prices. THOMPSON BROS.' BALLOON CO., Aurora, Ill. fe16

AMERICA'S BEST HIGH WIRE — THE Calvert outstanding bit attraction. An act with drawing power. GREAT CALVERT, 164 Averill Ave., Rochester, N. Y. fe16

ARMSTRONG'S FAMOUS COMEDY FORD ACT Well known one other act. Literature. ROSCOE ARMSTRONG, Montezuma, Ind. fe23

AT LIBERTY PIANO PLAYERS

EXPERIENCED PIANIST—

All lines, young, repertoire of Novelty Piano Solos. Played in Europe. Consider only reliable offers. LLOYD JENKINS, 950 College St., Bloifot, Wis. fe2

PIANIST—EXCELLENT OVERTURES, SOLOS, specialties. Experienced appearance, reliable. MAURICE LUCKETT, Eddyville, Ky.

AT LIBERTY—Pianist for well organized dance orchestra. Modern, plenty of rhythm, good reader. Reliable, neat, \$7, union. Experienced hotel, ballroom. Experienced also orchestral work, radio, theatre pit. Prefer New York City. Address WILLIAM W. STEGFRIED, 1134 Main St., Keokuk, Ia.

PIANIST—Dance, concert. Pit or hotel preferred; go anywhere; transportation if far. Can furnish orchestra. GAIL CRIST, 175 North Broadway, Yonkers, N. Y.

YOUNG RHYTHM Dance Pianist—Experienced Young, fab, pit and dance. Caloon, read, fake, improvise, take off, sing, etc. Plenty ride, modern style. Will drive anywhere; prefer South. WAYNE BOHER, Marshall, Mich.

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OLDY, WILL MAKE HERSELF generally useful in beer tavern. Good singer, plays Piano, will also help with cooking and wait on tables. Month contract. Address full particulars to DELIA COSTELLA, Savannah, Ga. fe19

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SISTER TEAM—Featuring Saxophone Duets and Specialties; both Sing; one experienced Soprano Soloist with band or stage unit. Address BOX C-322, care Billboard, Cincinnati, O.

Marcus, A. B., Continental Revue (Orph.) Memphis. Medina & Bobby (Colonial) Dayton, O. Max & Bobby (Chicago) Chicago. McHale, Duke (RKO Albee) Providence. Medley & Dupree (RKO Boston) Boston. Ming & Toy (State-Lake) Chicago. Moran, Polly (State-Lake) Pittsburgh. Moscow Varieties (Earle) Philadelphia.

Nash & Pately (Orph.) New York. Nash, Leon, & St. Moritz Orch. (Pal) New York. Nina, Oypay (Ambassador) St. Louis. Nolan, Paul, & Co. (State) New York. Norman, Duke, & Zara Lee (Plymouth) Worcester, Mass. N. T. G. & Paradise Restaurant Revue (State) Newark, N. J.

Olsen & Johnson (Mainstreet) Kansas City. Olympia Boys; Topeka, Kan.; Salina 4-9. Ozaki & Taki (Plymouth) Worcester, Mass. Osborne, Will, & Orch. (Paradise) New York.

Page, Sid, & Co. (Missouri) St. Louis. Pansy, the Horse (Earle) Washington, D. C. Park & Clifford (Orph.) New York. Parker, Lew, & Co. (Earle) Philadelphia. Peabody, Eddie (Fox) Detroit. Pepper, Jack (Albee) Brooklyn. Peteh & Deauville (Albee) Brooklyn. Petiet & Douglas (Rox) New York. Phillips, Joe, & Co. (State) New York. Picture, Kay (Chicago) Chicago. Purl, Marie, Unit (Embassy) Johnstown, Pa.

R's, Three (Fox) Washington, D. C. Radcliffe & Rogers (Marbro) Chicago. Radio Aces (Earle) Washington, D. C. Ray Leah (Chicago) Chicago. Rimack (Met.) Boston. Rochelle Bros. & Beebe (Harris Alvin) Pittsburgh. Rogers, Jimmy (Rox) New York. Rose, Harry (Orph.) New York. Rose, Irving, & Orch. (Ambassador) St. Louis. Ross, Continuals (Colonial) Dayton, O. Rox Rhythm Orch. (Rox) New York. Rubinoff (Earle) Washington, D. C. Rudie, Ruth (Ambassador) St. Louis. Ruggio, Virginia (Pal.) Minneapolis.

Savo, Jimmy (Met.) Boston. Sherman, Hal (Pal.) New York. Sherman & Macene (Colonial) Dayton, O. Sims, Lee, & Homay Bailey (Albee) Brooklyn. Songwriters of the Gay Nineties (Orph.) New York.

Spies of 1935 (Lyric) Indianapolis. Stanley Brothers (State-Lake) Chicago. Stars of the Future (Missouri) St. Louis. St. Claire & O'Day (RKO Pal.) Rochester, N. Y.; (RKO Proctor) Troy Feb. 1-4. Straton (Ambassador) St. Louis. Stone & Vernon (Met.) Brooklyn. Stuart & Lash (Loew) Jersey City, N. J. Sutton, Paul (Lyric) Indianapolis. Sykes, Harry (Princess) Nashville, Tenn.; (Capitol) Atlanta, Ga., 3-9.

Timblin, Slim (Pal.) Chicago. Tip Top Girls (Ambassador) St. Louis. Trange, Don, Orch. (Fox) Providence. Turrely, Arthur (Tower) Kansas City.

Varieties on Parade (Princess) Nashville, Tenn.; (Capitol) Atlanta, Ga., 4-9. Varsity Eight (Orph.) Minneapolis. Verdi, Al, & Thelma (Pal.) Minneapolis. Vermillion, Irene, & Co. (RKO Boston) Boston. Vespers, Four (RKO Albee) Providence. Vine, Dave (State-Lake) Chicago. Vox & Walkers (Tower) Kansas City.

WABC Kids (Earle) Atlantic City, N. J. Waters, Walter, & Co. (Valencia) Jamaica, N. Y. Wayne, Clifford, & Co. (Pal.) Minneapolis. Weber, Rex (Orph.) Boston. Wheeler, Bert (Pal.) Chicago. Whitman, Paul, & Orch. (Buffalo) Buffalo. Willos, Les (Valencia) Jamaica, N. Y.

VAUDE-PRESENTATIONS

Albertson, Mabel (Fox) Washington, D. C. Althoff, Charles (Riverside) Milwaukee. Annie, Judy & Partners (Chicago) Chicago. Arksy, Four and One-Half (Orph.) Portland, Ore., 1-7. Ates, Roscoe (Orph.) Minneapolis.

Bacon, Virginia, & Co. (Pal.) Chicago. Baker, Phil (Fox) Washington, D. C. Barri, Bebe, Dancers (Albee) Brooklyn. Barri, Bebe, Orlis, Twelve (RKO Albee) Providence. Barry, Joe (Rox) New York. Barstow, Dick & Edith (Orph.) Minneapolis. Beasley, Irene (Fox) Detroit. Beale & Bettle (Fox) Washington, D. C. Belle, Meri (Marbro) Chicago. Belmont Bros. (Gray Wolf Club) Sharon, Pa. Benson, Roy (RKO Albee) Providence. Bernivick, Count (Lyric) Indianapolis. Boles, John (Mich.) Detroit. Bomby Gang (Orph.) Boston. Bowan, Sibly (Pal.) New York. Bowers, Cookie (Century) Baltimore. Bowersy Music Hall Follies (RKO Pal.) Rochester, N. Y. Boyd, Harold, & His Jigsaws (Oriental) Chicago. Bradley, Ruth (Oriental) Chicago. Brian, Meriel (RKO Albee) Providence. Brower, Alfred (Rox) New York. Brown, Russ, & Una Val (Plymouth) Worcester, Mass. Brugie, Charles (State-Lake) Chicago. Burns & Kaye (Oriental) Chicago. Burns & Klisen (RKO Albee) Providence. By-Gosh, Minstrels, Newark, N. J., 30-31; (Tivoli) Jersey City Feb. 1-2. Byrons, Three (Riverside) Milwaukee.

Calloway, Cab, & Orch. (State) New York. Carney, Bob, & Co. (Lyric) Indianapolis. Case Brothers & Marie (Albee) Brooklyn. Cass, Mack, Owen & Topsy (Fox) Detroit. Clifford & Marion (Colonial) Dayton, O. Ching Ling Foo, Joe, (Fox) Washington, D. C. Chuck & Chuckles (Missouri) St. Louis. Clark, Marie & Ann (State-Lake) Chicago. Cliff, Paddy, & Co. (Plymouth) Worcester, Mass. Clymas Troupe (Marbro) Chicago. Cobb's, Gene, Rambles in Rhythm (Emorror) Gallup, N. M., 1-2; (Rialto) Phoenix, Ariz., 3-4; (O. H.) Tucson 5; (Plaza) El Paso, Tex., 6-9. Compton, Helen, & Orch. (Loew) Jersey City, N. J. Counie's Hot Chocolates of 1935 (Academy of Music) New York. Cruick, Harriet (Missouri) St. Louis.

Dore, Danny, Dancers (Century) Baltimore. D'Arcy Girls (Roman Pools) Miami Beach, Fla. Decardos, Six (Colonial) Dayton, O. Decrount & Romaine (Lyric) Indianapolis. Deveraux, Jean (Valencia) Jamaica, N. Y. Dillon, Bobby (Pal.) New York. Donahue, Red, & Co. (Mich.) Detroit. Dormonde, George, (Fox) (Pal.) Chicago. Doro, Grace (RKO Boston) Boston. Douglas, Screwy (Paradise) New York. Drayton Sisters (Princess) Nashville, Tenn.; (Capitol) Atlanta, Ga., 3-9. Dubell's Dogs (Pal.) Minneapolis. Ducky, Romero, Revue (Oriental) Chicago. Duponts (Paradise) New York.

Elaina, Five (Orph.) Minneapolis. El-Meres (Mich.) Detroit. Emmy's, Carl, Pets (Loew) Jersey City, N. J. Enos, Ruc, Trio (Shrine Circus) Topeka, Kan., Salina 4-9. Evers, Steve (Fox) Detroit. Everett & Conway (Shrine Circus) Topeka, Kan.; Salina 4-9.

Fanchon & Marco Show (Fox) Philadelphia. Fish Devils, Four (RKO Boston) Boston. Fonzela, Three (Paradise) New York. Foster, Gae, Girls (Rox) New York.



ROUTE DEPARTMENT

When no date is given the week of January 26-February 1 is to be supplied. In split week houses the acts below play January 30-February 1.

Powder & Tamara (Pal.) New York. France & LaPell (Orph.) New York. Franklin Fantasy Follies (Composmor) Havana, Cuba. Frazer Sisters (Oriental) Chicago. Froos, Sylvia (Mich.) Detroit.

Ganser, Wolf & Hakens (Lyric) Indianapolis. Griffith & Jackson (Riverside) Milwaukee. Gilbert, Bobby, & Girls (State-Lake) Chicago. Givot, George (Marbro) Chicago. Goid, Ray & Cross (Met.) Brooklyn. Gordon, Reid & King (Valencia) Jamaica, N. Y.

Gordon, Vera, & Co. (Loew) Jersey City, N. J. Gory, Gene, & Roberta (Beacon) Vancouver, Can., 1-6. Gwynne & Co. (Met.) Brooklyn.

Hadiji Ali (Tower) Kansas City. Harila, Phil, & His Ambassadors (Chicago) Chicago. Hayworth, Scabee, Edwy, Novelties (Hipp.) Corbin, Ky., 30; (Margie Grand) Harlan 31-Feb. 1. (Cumberland) Cumberland 2-3. Heller, Jackie (Oriental) Chicago. Hite, Sally (Rox) New York.

Hope, Bob (Valencia) Jamaica, N. Y. Hubert, Fritz & Jean (Albee) Brooklyn. Hunter & Percival (Ambassador) St. Louis.

Hutton, Ina Ray, & Melodears (Oriental) Chicago. Hyde, Alex, & Orch. (Century) Baltimore.

Jans & Lynton Revue (Loew) Jersey City, N. J. Jeanette Twins & Cook (Tower) Kansas City. Jerry & Her Baby Orands (Chicago) Chicago. Johnston, Grace, & Co. (State) New York. Johnson, Mr. & Mrs. Martin (Pal.) Cleveland.

Keller, Bill (Rox) New York. Kelly, Billy, & Co. (Orph.) New York. Kemper, Chaz, & Co. (Orph.) Minneapolis. Kirby & Doral (RKO Albee) Providence. Kirkland, Paul (RKO Boston) Boston. Knox & Stetson (Pal.) Minneapolis.

Lamberti (Rox) New York. Lang & Lee (High Hat Club) Minneapolis. Large & Morgner (Pal.) New York. LaVolla, Don (Shrine Circus) Topeka, Kan.; Salina 4-9. Lenny, Jack, Revue (Orph.) Boston. Lewis & Van (Marbro) Chicago. Live, Laugh & Love (Pal.) Albany, N. Y.

Mack, Freddy (Rox) New York. Mann, Robinson & Martin (Earle) Washington, D. O.

Meredith, Fred, & Co. (Pal.) New York. Merriam, Fred, & Co. (Pal.) New York. Merriam, Fred, & Co. (Pal.) New York.

Merrill, Fred, & Co. (Pal.) New York. Merrill, Fred, & Co. (Pal.) New York. Merrill, Fred, & Co. (Pal.) New York.

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BANDS AND ORCHESTRAS

Following each listing in this section of the Route Department appears a symbol. Parsons consulting this list are advised to fill in the designation corresponding to the symbol when addressing bands and orchestras as a means of facilitating delivery of communications.

EXPLANATION OF SYMBOLS

—ballroom, c—cafe, cb—cabaret, cc—country club, h—hotel, nc—night club, re—roadhouse, rc—restaurant, and t—theater.

(Week of January 28)

Adams, John Q. (Rendezvous Gardens) Dayton, O. re. Adcock, Jack (Open Door Cafe) Philadelphia, Pa. re.

Baron, Duke (King Cotton) Greensboro, N. C. re. Baril, Jeno (Ambassador) New York, N. Y. re.

Barnes, Frank (Silver Star) Sulphur Springs, Fla. re. Berger, Jack (Astor) New York, N. Y. re.

Brown, Herb (Vendome, 28 W. 56th St.) New York, N. Y. re. Brown, Ted (Venetian Gardens) Scranton, Pa. re.

Calloway, Cab (Blate) New York, N. Y. re. Campbell, Jimmie (Marquette Club) Chicago, Ill. re.

Coleman, Emil (Piazza) New York, N. Y. re. Collier, Hal (Chase) St. Louis, Mo. re.

Davis, Charlie (Congress) New York, N. Y. re. Dean, Eddie (Como Restaurant) between Asbury Park and Freehold, N. J. re.

Engels, Charlie (Hogan's) Chicago, Ill. re. Evans, Tommy (Gay Nineties Music Hall) Cleveland, N. C. re.

Fairchild, Cooke (Algonquin) New York, N. Y. re. Fallon, Bob (K. of C.) New York, N. Y. re.

Fisher, Mark (Loyd) St. Paul, Minn. re. Fisher, Scott (Park Central) New York, N. Y. re.

Gendron, Henry (Oriental Gardens) Chicago, Ill. re. Gilbert, Jerry (Cornaga) Park Rockaway, L. I., N. Y. re.

Hall, George (Taff) New York, N. Y. re. Hall, James (Club Havana) Chicago, Ill. re.

Hass, Alex (Sherry-Netherland) New York, N. Y. re. Haul, George (Taff) New York, N. Y. re.

Jarrett, Art (Blackhawk) Chicago, Ill. re. Johnson, Johnny (Commodore) New York, N. Y. re.

Kane, Allen (885 Club) Chicago, Ill. re. Karelin, Albert (Lexington) New York, N. Y. re.

Knapp, Orville (Beverly Wilshire) Beverly Hills, Calif. re. Kroll, Nathan (Vanderbilt) New York, N. Y. re.

Lamb, Drexel (Casa Loma) South Bend, Ind. re. Lane, Eddie (Bossert) Brooklyn, N. Y. re.

Lyden, Ralph (Steamship Office) Chicago, Ill. re. Lynn, Correy (White City) Chicago, Ill. re.

McCord, Jack (Coliseum) Billings, Mont. re. McDonald's Music Modern (Sunrise Beer Garden) Danville, Pa. re.

McSherry, Frank (Isa Breeze Swim Club) Daytona Beach, Fla. re. Madrigala, Eric (Weylin) New York, N. Y. re.

Mason, George (Club Carica) Chicago, Ill. re. Mays, Phil (Guller's Music Box) Pittsburgh, Pa. re.

McSherry, Frank (Isa Breeze Swim Club) Daytona Beach, Fla. re. Madrigala, Eric (Weylin) New York, N. Y. re.

Mason, George (Club Carica) Chicago, Ill. re. Mays, Phil (Guller's Music Box) Pittsburgh, Pa. re.

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Mason, George (Club Carica) Chicago, Ill. re. Mays, Phil (Guller's Music Box) Pittsburgh, Pa. re.

Mason, George (Club Carica) Chicago, Ill. re. Mays, Phil (Guller's Music Box) Pittsburgh, Pa. re.

Snyder, Lloyd (National) Amarillo, Tex. re. Snyder, Fred (Embassy Club) Chicago, Ill. re.

Tate, Erskine (Arcadia Gardens) Chicago, Ill. re. Teter, Jack (Wisconsin) Milwaukee, Wis. re.

Tinsley, Bob (Colostom's) Chicago, Ill. re. Todd, Mitch (Subway) Chicago, Ill. re.

Valley, Rudy (Hollywood) New York, N. Y. re. Vagabond, Charles (Voo Doo Tavern) Victoria, Tex. re.

Wagner, Buddy (Stork) New York, N. Y. re. Wallace, Roy (Miller's Tavern) Indianapolis, Ind. re.

Webb, Milton (Edwards) Jackson, Miss. re. Weems, Ted (Palmer House) Chicago, Ill. re.

Woods, Howard (Four Towers) Cedar Grove, N. J. re. Worthington, Duke (Lone Tree Tavern) Chicago, Ill. re.

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Woods, Howard (Four Towers) Cedar Grove, N. J. re. Worthington, Duke (Lone Tree Tavern) Chicago, Ill. re.

Old Opera House

Turn back, turn back, oh! flying Time, to that old op'ra house. Gilbert and Sullivan's star shows and other op'tras played.

Johnson, Jerry (Floridian) Miami Beach, Fla. re. Judd, Magie (State) Columbus, O. re.

Paige's Band (L'Aiglon) Chicago, Ill. re. Panoche (Piers) New York, N. Y. re.

INDEPENDENT BURLESK

Baby Vamps (Howard) Boston 4-9. Sashful Flappers (Howard) Boston 28-Feb. 2.

DRAMATIC AND MUSICAL

Abbey Theater Players (Harris) Chicago 28-Feb. 2. Ah! Wilderness (Sbrine Aud.) Des Moines, Ia. 28.

Carroll, Earl, Vanities (Grand O. H.) Chicago 28-Feb. 2. Carte, D'Orly, Opera Co. (Colonial) Boston 28-Feb. 2.

MISCELLANEOUS

Birch, Magician (Hot Springs, Ark. 30; Pine Bluff 31; High School) Little Rock Feb. 1.

(See ROUTES on page 59)

ROGERS SOLE OWNER

Barnett Under His Direction

Buys two-fifths interest held by William Hamilton in motorized show

COLUMBIA, S. C., Jan. 26.—Ray W. Rogers has become the sole proprietor of the Barnett Bros. Motorized Circus, which heretofore has been owned by Rogers and William Hamilton. Rogers purchased the two-fifths interest held by Hamilton this week.

The circus, which has been on the road for a number of seasons, has its winter quarters at York, S. C., and is known to the people of that city as "York's own show." It is one of the largest truck organizations in the country.

It was stated by Hamilton that he would continue to live at York and later re-enter the show business.

Effort To Stop Savannah Indoor Circus Is Futile

SAVANNAH, Ga., Jan. 26.—As stated in a recent issue of *The Billboard*, a circus will be held in Savannah Auditorium week of February 4 under auspices of the Eagles. When Louis Garfunkle, Auditorium manager and a prominent Eagle, and the Eagles' committee were negotiating for a permit for use of the structure for the circus two members of the Lucas Theater management went to the mayor and members of city council and made a demand that none be granted, also that no shows of any kind be permitted to exhibit in Savannah under auspices. They were very persistent in their demands and inferred that they voiced the attitude of the stagehands' organization, the story goes. The Eagles' local is very strong and a number of members are city and county officials. Mr. Garfunkle stands high in the estimation of the city and county officials, so the effort of the theater management availed nothing.

Injuries Suffered by Two Members of Flying Harolds

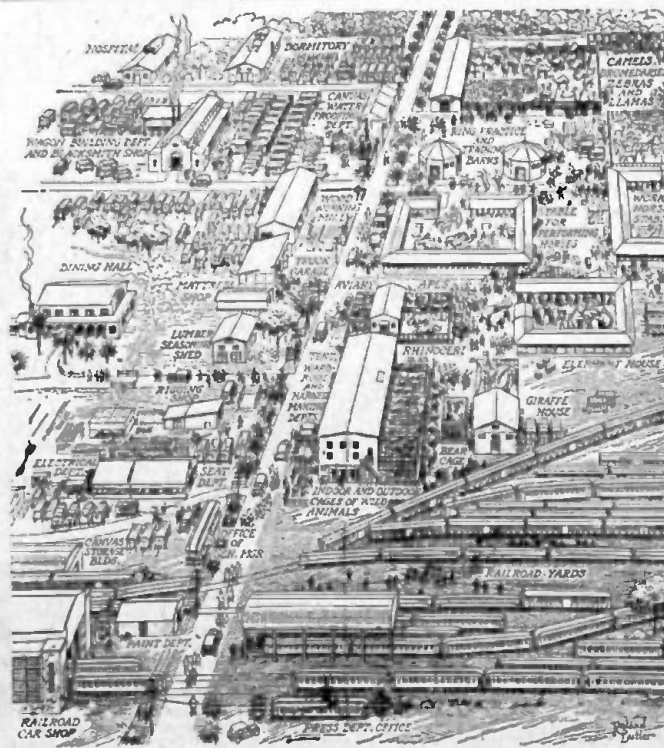
CANTON, O., Jan. 26.—Two members of the Flying Harolds, aerial act with Ringling-Barnum Circus, which has been rehearsing in city auditorium for last two weeks, were recently injured.

Eileen Leary missed her hold on the swinging bar and broke her thumb. Harold Voise, in an attempted triple somersault, ended in a high dive from the auditorium roof to the net below. His weight broke the net and toppled him onto the hardwood floor below, tearing ligaments in his left arm and shoulder. He was able to go on with the act when it opened at Shrine Circus here Monday night, but Miss Leary will be out for several days. Mickey King was rushed here and substituted for Miss Leary during the Canton engagement.

Bary To Discuss R-B Feature With Gumpertz

CINCINNATI, Jan. 26.—A radiogram to *The Billboard* from Howard Y. Bary, of Hagenbeck-Wallace Circus, Thursday afternoon, while on board the S. S. Aquitania, said he would arrive in New York City next Tuesday for a conference with S. W. Gumpertz regarding a feature attraction for the Ringling-Barnum Circus. His wife is not accompanying him. The radiogram reads:

"Arriving New York 29th conference Gumpertz regarding feature Ringling-Barnum. Mrs. Bary remaining London until I return England next week. Starting expedition that will land attraction New York March 30. Best regards."



BIRD'S-EYE VIEW of the Ringling Bros. and Barnum & Bailey Circus winter quarters at Sarasota, Fla., drawn by Roland Butler, general press representative.

Haag Quarters Being Improved

MARIANNA, Fla., Jan. 26.—The winter quarters of the Mighty Haag Shows are being improved under the direction of Mr. and Mrs. Ernest Haag.

A new fence has been placed around the grounds. It is painted white and is of the Old Virginia style, being semi-latticed with wire on the outside. A large galvanized building is being rushed to completion by the carpenters and will house the elephants. Several shop houses have been completed.

Mrs. Haag is landscaping the entrance of the grounds, planting small trees, shrubbery and the like and is installing a small attractive fountain. A number of these plants are brought from the Haag farm, located near Marianna.

The showgrounds are located near the heart of the business section. As the grounds are on the Old Spanish Trail, a large number of tourists pause daily to admire the wild animals. When a crowd gathers Capt. Jack Duncan plays the callopo.

The circus band plays every Sunday afternoon with the Marianna Band in the Confederate Plaza. On January 20 the bands took part in special commemorative services of the birthdays of three great Southern leaders, Robert E. Lee, Stonewall Jackson and Matthew Fontaine Maury.

Books Seils-Sterling

BATON ROUGE, La., Jan. 26.—The South Louisiana State Fair will have the Seils-Sterling Circus as a grand-stand attraction next October. Contracts were signed by R. S. Vickers, secretary of the fair, and the show's representative, J. O. Admire. The show played fairs in this State two years ago.

Brown & Lynn on 2 Trucks

ROCKLAND, Me., Jan. 26.—The Brown & Lynn Dog and Pony Show will travel on two trucks and trailers, playing two and three-day stands in small towns in New England. Concessions will be added this year. Show, in quarters here, added a bear, tropical birds and some rare animals before the close of last season.

Cole Show Receives Goats and More Seals

ROCHESTER, Ind., Jan. 26.—Jess Adkins, of the Cole-Beatty Show, has returned from several days' stay at Providence, R. I., where he was called in the Buck Owens, cowhand, vs. Hagenbeck-Wallace suit.

Six additional seals have been received from the Los Angeles representative of Cole Bros. They are now in charge of E. F. Fifth.

Louise Spellman, European booking agent, was a recent visitor at headquarters here and will sail soon for Paris and Vienna. It is expected that while abroad he will engage several new features for the Cole organization.

Al Steele, advertising manager of Standard Oil (Indiana), was a recent guest of Messrs. Terrell and Adkins.

A shipment of 14 goats from San Angelo, Tex., was received early last week. Besides taking care of Chef Walter Greb's surplus tin cans, they are learning a few tricks from the sleeve of Merritt Belew.

Allen King, of "Live Power" fame, is whipping a new mixed act into shape. Lions, tigers, black and spotted leopards, hyenas and black and polar bears, all new arrivals at the big arena, are included.

The Rochester Kiwanis Club was host Monday evening to several Cole luminaries at a get-together banquet. A clever program with a big top atmosphere was the feature. Jess Adkins, Zack Terrell, Floyd King, Rex de Rosselli and other staff and department heads gave short talks.

Wright-Lining Up Acts

OMAHA, Jan. 26.—Rink Wright and his balancing act, now in the East working in Orrin Davenport Shows, is assembling acts which will appear in Omaha and Denver indoor circuses during March. Wright and Davenport will soon appear in Detroit and while there will build the unit to play the Midwest cities. Acts going thru to Denver for its show around March 24 will stop off to play the week of March 10 of the Omaha show. Possibility that St. Louis and Des Moines may be included in the route of this troupe.

Where's Ripley?

AMSTERDAM, Jan. 14.—The local court was the scene of a novel damage suit brought by a former midget, Pier Moer. Moer, who had a good contract with a circus, caught the gripe and was treated by a doctor, who not only cured the gripe, but thru whose treatment the midget gained normal stature. Moer asked for damages because the circus no longer desired his services now that he is of normal size.

New Elephant House at Zoo

Melvin D. Hildreth to lay first brick at National Park in Washington

WASHINGTON, Jan. 26.—Efforts of Circus Fans of the District of Columbia to bring about an appropriation for a new elephant house at the National Zoological Park met with much greater success than anticipated. The Public Works Administration on January 16 granted \$680,000 for buildings at the National Zoological Park; work to commence at once. Not only is the new elephant house included, but also a sum to complete the beautiful bird house, and to erect a new building for small animals, including great apes.

"It's the biggest thing that ever happened," stated Doctor William M. Mann, who, as director of the Nation's Zoo, has brought to it one of the greatest collections in the world, including some 20 specimens not found in any other zoo. Doctor Mann stated that the first brick of the new elephant house would be laid by Melvin D. Hildreth, chairman of the legislative committee of the Circus Fans' Association, in recognition of the work which he has done in bringing about the appropriation.

The new elephant house will provide quarters for "Babe," presented to the zoo by the Ringling interests last year, as well as the African elephant, "Jumbina," and "Kechill," the Sumatran elephant. In the elephant house will also be provided quarters for giraffes, as well as a museum containing displays of tusks, photographs of well-known elephants, etc.

Construction work will start in a few weeks and it is hoped to have the entire project completed by midsummer. A celebration was held January 16 in the headquarters of the James E. Cooper Top of the Circus Fans' Association, attended by many friends of Doctor Mann, who congratulated him on the fine recognition accorded the Nation's Zoo. Attendance records showed that more than 3,000,000 people visited the zoo last year, and the new buildings will be in harmony with the gigantic building program now under way in the nation's capital.

Twenty-Two Acts Scheduled For Fargo Shrine Circus

FARGO, N. D., Jan. 26.—Twenty-two acts will be at the second annual Shrine Circus in the Fargo Auditorium, February 4 to 9. Fred O. Maage; El Zagal, potentate, and Harry J. Oram, general chairman, are in charge.

Among acts booked by Gil Gray, circus manager, are Snyder's Bears; Kora, in "side of death"; Coriell Troupe, acrobats; Yoshida Troupe, foot juggling; Herberta Benson, wire performer; Cornelia Troupe, comedy acrobats; Mann Brothers, bounding rope; E.Jolin Brothers, hand balancing; Bert Clinton, bar act, and Nolly Tate's canines.

Free dancing will follow each performance as last year. Cash prizes will be offered.

Ira Haynes Re-Engaged

YORK, S. O., Jan. 26.—Ira Haynes, bandmaster, has returned here for the winter after closing a 40-week season with Barnett Bros. Circus. He will again have the band this season, making his fourth year with the Barnett Show.



With the
Circus Fans

By THE RINGMASTER

CFA.

President, FRANK H. HARTLESS, W. M. BUCKINGHAM, 2930 West Lake Street, Chicago, Ill.
Secretary, THOMAS H. NEWBERRY, Norwich, Conn.
(Conducted by JOHN SHEPARD, Editor, "The White Tops," 809 Fulton St., Chicago, Ill.)

We recently received a letter from Col. C. G. Sturtevant, National Historian of CFA, written at Troy, O., stating that his mother passed away on January 7 in that city. The CFA extends to the Colonel its heartfelt sympathy in his loss.

W. L. Montague, of West Hartford, Conn., writes from Bradenton, Fla., that he is stopping there, being only 13 miles from Sarasota. He expected to visit Ringling-Barnum quarters in a few days. After leaving Miami he went to Lake Wales and visited the Mountain Lake Sanctuary, where the Bok "Singing Tower" is located.

P. M. McClintock, of Detroit, has acquired a complete set of old Sells Bros.' one-sheet lithos, also a number of old Forepaugh-Sells lithos from late '90s to 1911. He has started to confine his collection to old circus photos and advertisements—heralds, posters, photos of advance cars and billing stands and copies of *The Billposter*. He still has some 1,400 negatives and almost 4,000 photographs.

Among recent visitors at Hotel Cumberland Circus room, New York City, in charge of Harry Baugh, CFA, have been Mrs. Jenn Levine and John L. Werner, Rye, N. Y.; Fred Mullens, calliope player with Merle Evans Band; Claude W. Boslock, New York City; Peggy Keenan, New York City; Elliott McKnight, CFA, Gardner, Mass.; Chalmers Pincost, New York City; Valma Blair, Boston; Doc Cann and wife, Lynn, Mass.; Albert Sherwin, New York City; and George H. Barlow, Binghamton, N. Y., and chairman of the I. A. Van Amburg Top, of New York State. Baugh reports a fine visit with Barlow, who has some wonderful plans relative to holding a meeting in New York City this spring when the Big One is in the Garden.

CFA J. Edgar Dillard, of Seneca, S. C., chief of Fire Department of that town, writes that he has been ill recently, but is on the mend and ready to add to his already most extensive collection of circus letterheads.

President and Mrs. Hartless left San Antonio and went into Mexico, but wrote that they were to return to the Texas city previous to their journey back home to Chicago.

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Williamsport Elks To Stage First Show

WILLIAMSPORT, Pa., Jan. 26.—All indications point to a huge success for the first annual Elks' Midwinter Circus, which is being sponsored by the local lodge of Elks and under direction of Ben H. Voorheis.

The advance sale has exceeded expectations of the committee. Show will begin on February 4 and continue each evening to the 9th, with a special matinee for children on Saturday afternoon, and will be presented in the Elks' new auditorium. Fifteen acts and two hours of free dancing will be on program.

Acts already engaged by Voorheis include Gus Tramer's dogs, ponies, goats and bucking mule; Avalon Troupe of wire-walkers; Romanoff Troupe of teeter-board acrobats; "Young Tiger Bill's" Circus unit of performers, including his horse "Diamond." Jack Klippel and partner have been engaged to produce the clown numbers. Same acts will also work other dates contracted by Voorheis.

Mrs. Voorheis has a girl's popularity contest under way, with 60 girls entered.

Voorheis is being assisted by his crew of program specialists, and a big book is being prepared by William (Bill) Sigal, Jimmy McGee and Herb Lyons. E. J. Murphy handling the date at Bradford, Pa.

Williamsport has been thoroughly billed, the four newspapers are co-operating, and there are many radio tieups. Events have been carded in for each evening. A public wedding will be held on Thursday night. R. C. Umlauf, exalted ruler, is general chairman of the committee.

New Lot at Crawfordsville

CRAWFORDSVILLE, Ind., Jan. 26.—There will be a new circus and carnival lot at Crawfordsville, just outside the city limits. Leslie A. Lyons, who has been superintendent of parks here for the last 12 years, handling circuses, carnivals and road shows for the city, has resigned from the park commission and purchased 20 acres of land bordering city on the south, which he will convert into a show lot. He expects to build a riding course, furnishing ponies from his pony-breeding farm near by.

Newsboys Guests of Beatty

SOUTH BEND, Ind., Jan. 26.—More than 250 carriers of *The South Bend Tribune* were treated to a visit at the Cole Bros.-Clyde Beatty Show last week when Beatty invited the boys over to the Rochester, Ind., quarters. He invited the boys to join his newly formed Jungle Club.

Leroy Has Miniature Show

DETROIT, Jan. 26.—Gene Leroy has built a miniature circus, which recently played over the Butterfield Circuit in Michigan. The show includes complete tents, rings and even acts, with well-known circus acts such as Clyde Beatty, labeled and recognized by fans. Even small service tents are included.

The miniature has been in windows and store displays of the three leading department stores and is now moving to the Fox Theater lobby in Detroit.

Chi Saints and Sinners Show

CHICAGO, Jan. 26.—The Chicago tent of the Circus Saints and Sinners will stage a "circus" in the Crystal Ballroom of the Blackstone Hotel night of January 31. The event is being planned by F. Darius Benham and promises to be a brilliant affair, in which many well-known Chicagoans will participate. Officers of the local tent have just been elected. They are: President, Thorne Donnelly; secretary, Edward Gorey; treasurer, Edwin Brashears.

Picked Up in Houston

HOUSTON, Jan. 26.—Gertrude Thomas has practically recovered from her recent illness. She was on the staff of Lee Bros.' Circus last season.

Walter Japp, old-time clown, is putting in the winter on the Powers' Dramatic Show, playing an indefinite engagement here.

Walter Hodegon ran over from Beaumont and made the rounds renewing acquaintances.

Davenport Circus Patronage Jumps

CANTON, O., Jan. 26.—Orrin Davenport's winter circus unit, which will play several weeks of indoor dates thru the Midwest, had its premiere here Monday night in city auditorium under auspices of the Shrine Trumdrum.

Davenport has a pretentious array of talent, all standard acts. Majority of trained animal acts, including elephants and seals, were from the new Cole Bros.-Clyde Beatty Circus. L. G. Harman, chairman of local Shrine committee, reported that patronage at the opening was double of that a year ago.

Merle Evans again directed a band of picked Canton musicians, most of whom have had circus-band experience. The Nazir Grotto Band offered concert prior to opening of show. Privileges were handled by Nick Carter. Charles Jones, boss property man, again handled the duties here. More than 400 orphans and crippled children from Canton and near-by towns were guests of Shriners at Tuesday matinee.

This year's show was well balanced, offered plenty of novelty and was dressed up with the most elaborate wardrobe ever seen on a winter show here. Davenport was equestrian director. Good clown numbers were presented by Otto Griebing, Shorty Flemm, Leo Kerns, Charles Bell Trio, Joe Lewis, Earl Shipley, Chesty and Billy Wallett.

Program opened with tournament, followed by the Charles Bell Trio, comedy acrobats; Dorothy Davenport, Charlotte Shive, Ullaine Malloy and Cyse O'Dell, iron jaw; Rose Wallett, principal riding act; clowns; Viola Hauser, head-balancing traps; Cole Bros.' elephants, worked by Eddie Allen and assistants; Charley Bell and clowns; snake dance; Christiansen's Great Danes, closing with hurdles; Carl and Babe Shubert, contortion and balancing; Otto Griebing and Chesty, comedy boxing; Menage, solo horse, presented by Jorgen Christiansen; Carl and Babe Solts, perch; clowns; special announcement and only appearance during program of Mary Ann Robinson, "smallest living woman"; Cole Bros.' trained seals; the Great Shubert, contortionist on trapeze; Ullaine Malloy, arm turns; Rink Wright Duo, novelty ladder balancing; Aerial Solts, double traps; Don Francisco, on the tight wire; Orrin Davenport Troupe, five people, with Joe Hodgini doing comedy riding; clowns; Cyse O'Dell, endurance one-arm throwers; clown band; finale, Christiansen's Cremlone Liberty horses; crazy number by all clowns; Flying Harolds close the show.

Los Angeles Brevities

LOS ANGELES, Jan. 26.—The Hannefords and Clarks are reported to be getting ready for a show to play under auspices and special events.

Dan Dix with William Wellman are up in the snow country, where the film *Call of the Wild* is being shot. Clark Gable, Loretta Young and Jack Oakie are the featured players. Wellman, who developed a case of pneumonia, is reported recovering.

Dolly Jacobs, of the Barnes Show, injured near close of last season, is out of hospital. She is still wearing bandages.

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Under the Marquee

By CIRCUS SOLLY

HOWARD BELL Troupe of acrobats will return to the Tom Mix Circus.

PEWEE and his dog, Rex, are working public schools in Pensacola, Fla.

IMPORTANT—Make it a practice to refer to the Letter List each week. There may be mail for you.

DENNIE CURTIS has signed the Kenneth Waite troupe for his Shrine Circus dates, opening at Minneapolis.

HI BOB RUSSELL JR. postcards that "Red" Harris, who had been ill in a hospital, has recovered.

JETHRO ALMOND Circus, which closed at West Green, Ga., on December 31, went into quarters at Albemarle, N. C.

GOLDIA HAMPTON, head waiter, and Napoleon Reed, cook, are at the quarters of the Haag Show in Marianna, Fla.

J. C. ADMIRE, circus general agent, stopped off at Port Gibson, Miss., en route south, and visited P. S. Wolcott and Mark L. Frisbie, of F. S. Wolcott's Minstrel Show.

LEW GREEN states that he was at Banner Store in Anderson, Ind., for 10 days preceding Christmas, doing juggling, magic and clown comedy turns, also presenting 15 trained Albino rats.

IN A RECENT issue it was stated that Silvers Johnson is appearing in Eastern Ohio theaters with a revue, headed by his wife, Dorothy Franks. Silvers infos that he is not married.

MR. AND MRS. ALLEN, of Central City Hotel, Macon, Ga., have fitted up a good-sized hall, with piano and lights, free for rehearsals of showfolk at all times.

LEW KISH, who has been with the Main, World Bros.' and Gorman Bros.' shows, and his movie dog, Mitzl, are at Orlo Vista, Fla., with I. J. Watkins' Hollywood Dog and Monkey Circus. Will play the Orlando Fair.

CHARLES A. FORREST has recovered from injuries received while with Downie Bros' Circus at Macon, Ga. He

will again be with the Alex Brock troupe, aerial bar act, on the Downie Show.

JEROME T. HARRIMAN and Rex M. Ingham, circus general agents, and Mrs. Harriman and Jerome Jr., were recent dinner guests at home of Richard G. Paine, CFA, and Mrs. Paine at their country home near Washington.

W. P. ANDERSON, balloon man with Hagenbeck-Wallace Circus, was doorman for the Shrine Circus at Canton, O., last week. He plans to join Nick Carter's concessioners and will work several Midwest spots with the Orrin Davenport winter circus unit.

HANK PHILLIPS, wife and son, Edson, who had concessions on Cole & Rogers Circus last season, are at their home in Cawego, N. Y. They are building a house trailer. Will be with the Al Bailey truck show, which will tour New England States and open in April.

EDDIE DE COMA, old-time clown, was prominently featured in a story published in the theatrical section of *The Pittsburgh Press* January 13. Eddie, who was a clown in the big tops for 50 years, has a part in Paramount's production of *Ruggles of Red Gap*.

ARTHUR LANFORD, who has been with John Willander, Harrington's Nickel Plate and other circuses, but who did not troupe last year, expects to be with a tented aggregation this season. He is now window decorator for Levine's Department Store in Gainesville, Tex., his home town.

GEORGE PICKETT is still with the A. F. A. Minstrel Show, doing his comedy contortion act, also a laughing song with the midget, Mareo Gongini. He also is an end man. Show is playing veterans' camps. Pickett expects to clown with one of the big ones this season and also have a pit show.

C. B. COLVIN is now camped at Charley Bernard's place at Savannah, Ga., with a nice traveling outfit. He has a large painting of "The Last Supper" and exhibited it in the Carolinas. He has some engagements booked at Savannah. His wife, daughter and a man assistant are with him.

NICK CARTER, last two seasons in charge of the Fullmans on Hagenbeck-Wallace Circus train, handled the privileges for the Canton (O.) Shrine Circus. Carter organized his butchers after his

arrival in Canton and will use 50 for his string of indoor circuses, which will run into March.

LEW HERSHEY returned to Ft. Scott, Kan., after an engagement at the Newmans Store, Joplin, Mo., clowning in toy department. He was making some prep for coming season but had to suspend operations due to a severe attack of the flu. After a week in bed he is up and around again. Will again be with the Barnes Show.

BERT BACHSTEIN recently showed one section of his miniature circus (Ringling-Barnum) at a hobby show in Decatur, Ill. A train, made up of seven flat cars, horse car, coach, engine, tender and caboose was on display. Wagons were on the flats. He spent four and one-half years building the model during his spare time.

ROY BARRETT is booked solid at indoor circuses at Grand Rapids, Detroit, Cleveland and St. Louis from January 28 until March 10, when he will head west and again be with the Al G. Barnes Circus. He has booked a trio to do clowning on the show. When he concludes his indoor bookings he will have had 11 and one-half weeks' work since returning from the West Coast last fall.

AMONG THE ACTS and clowns engaged for the annual Ak-Sar-Ben Circus week of March 10 are Clyde Bently and his animals, the Orrin Davenport troupe of riders, Christianson's stallions, Don Francisco, Flying Harolds, Charley Bell Trio, Earl Shipley, Shorty Flemm and Otto Griebling. Show is booked and directed by Rink Wright, with J. J. Isaacson, director of activities.

CLARENCE AUSKINGS states that he and Vance M. Kinter closed with Fred R. Harper Circus unit at Golden City, Mo.; that Bert Dearo and wife left for St. Louis and that unit went to Bennett, Neb. Harper's headquarters. Auskings and Kinter are in Joplin, Mo., for a few days. Kinter spent a few days with his old friend, Frank DesRiska, and family in Pittsburg, Kan. They are with Polack Bros' Circus. DesRiska and Kinter were on the Hunt Circus.

CLYDE E. ANDERSON writes that in looking over the 40th Anniversary Number it brought back the days when he was on the No. 1 car of the Great William P. Hall Show in 1905 as boss lithographer. Others on the car were Charles Coleman, manager; Bert (Kid) Wheeler, boss hillposter; Patsy Brush, Zeko Luck-

Peru Pickups

PERU, Ind., Jan. 26.—William Wilno, who had been in Honolulu, arrived here past week. Human projectile states cannon act well received in Islands and booked solid there winter of 1935-36. Is contracted in Central States at parks and fairs coming season. Cannon truck will be given overhauling by Harrison Brothers in effort to obtain 30-foot farther catapult power.

Cheerful Gardner, who has been at Sarasota, Fla., breaking R.-B. elephants to work harness, is back at farm. Virginia Young, featured aerialist with D'Arcy troupe, closed Radio-Keith-Orpheum dates in New York City and arrived here.

Collinsville is name of new suburban home recently purchased by Ray Collins, former H.-W. assistant trainmaster. Farm, situated on State highway, is being worked over by force of men and will be a veritable zoological garden, as Collins is owner of many wild animals.

Mr. and Mrs. Earl McClain, many years off road, said to be rehearsing with intentions of placing one or more acts with circuses coming season. Lou Clayton, who moved 14 elephants to Al G. Barnes winter quarters, Baldwin Park, Calif., in December, is back at farm.

Eddie Burbank, past season in transportation department of H.-W., who has been wintering Los Angeles, arrived here past week. Mrs. Pauline King, of Aerial Kings, has been confined to home here by sickness, causing cancellation of winter dates. William Gibson, elephant worker, many years with old Wallace and other shows, is working Royal Club here.

Seen on downtown streets, Mr. and Mrs. Fred Ledgett. They were last on Sells-Floto. Robert DeLochte, formerly with Sells-Floto, is wintering here.

Spud Kline, at Paramount Club, has recovered from a severe attack of influenza. Dick Benavert, second cook, for many years on circuses, is wintering here. A new chapter of CPO, Ringling Social Club, is being promoted here by Cheerful Gardner, who states final organization with auxiliary will be staged in downtown hotel banquet parlors within several weeks.

Mrs. Fred Young, scheduled for major operation at Dukes Memorial Hospital past week, canceled because of serious illness, will undergo clinic examination, Elgin, Ill., coming week. Stated major operation will be performed which will keep the Youngs off tour indefinitely.

enemeyer, Pud Johnson, Oscar Wiley, Clarence Graves, K. Miller, L. Moore, R. Rippon, Gus Graves, H. Mason, H. Meuth, Bill Miller, L. Schink, E. Hopper, Bill Johnson, P. Worth, C. Baker, B. Jones, James Besant, W. Murry, Red McKinnion and J. Howard.

MYRON ORTON, of the Four Ortons, was seriously injured in a fall while playing Capitol Theater, Trenton, N. J., January 21. The line on which he does the "fly across" with the goose broke and he fell 12 feet, fracturing his right leg just below the hip and breaking his right wrist. He was unconscious for 10 minutes. His leg is in a cast and it will be three or four months before the limb mends. He is at the Orthopaedic Hospital, 177 Brunswick avenue, Trenton, N. J. Letters from friends will help cheer him up. The Ortons recently signed contracts to open in Europe on March 4 and play six weeks in England, with Paris and Berlin to follow, but it was necessary to cancel the trip.

IN THE ANNIVERSARY Number, on page 312 (Events and Happenings) it was stated that a passenger train crashed into a herd of elephants of Hagenbeck-Wallace Circus at Elgin, Ill., July 10, 1927, killing one person and injuring four others, also that all elephants were injured. W. A. Atkins sends a correction on this, saying: "Accident occurred while Cheerful Gardner and wife and other circus employees were taking the elephants from Exposition Park, Aurora, Ill., Saturday night. The C. & N. W. Railway wanted, so I was told, \$125 to move the circus train from North Aurora (near the fairgrounds) to the runs on C. M. & St. P. tracks. This Manager Odum said the trainmaster refused to pay. Shortly after the elephants left the fairgrounds and about a mile out of Aurora, a trolley car came along and struck some of the elephants and injured the Gardners. They were taken to St. Joseph Hospital, Aurora, remained there several weeks and then joined the show. It cost the circus several thousand dollars in loss of elephant, damages, etc."

A Circus Comes to Rochester

(Excerpts from a front-page editorial in *The News-Sentinel*, Rochester Ind., January 22)

Does a circus headquarters help or hinder a city? Is it merely some new, bubbling effervescent, some compound of tinzel and sawdust and spangles?

Does it mean only a different, enigmatic bromide, the principal ingredients of which are life and color and publicity—or is it a new and growing business enterprise that measures its prospects of success upon the same standards of merchandising that any other concern must of necessity recognize?

We are taught that the real definition of business is busy-ness. And if an enterprise, whether it be a circus or a cemetery, is grounded in the fundamentals of busy-ness, its presence in the community spells business.

And in our own city the Indiana Circus Corporation has introduced a new kind of busy-ness. A busy-ness that smacks of color and romance and thrills. A business that has brought with it those fundamentals of management; experience, faith and funds, the three most essential attributes to success.

A new source of income was opened to many families. Busy-ness! Carpenters, masons, plumbers, electricians—the trades as well as the firms who sold the materials profited. The unskilled found a place for their service, too. Almost all was local labor, and local labor will be given more to do next summer and next fall.

And when the quarters had been temporarily finished against the approach of winter weather, equipment, new and old, began to arrive. Freight business jumped. Express receipts doubled; telegraph and telephone tolls were stimulated; lumber and coal men saw sales mount.

Horses came by the car load. Elephants arrived in pairs and herds. They consume hay and grain. The local market supplied the demand insofar as was possible; when that was exhausted, particularly the timothy supply, it became necessary to purchase elsewhere.

A kitchen and dining hall had been provided to care for the regular employees. Grocers, meat men and dairy men reaped profits.

Veterinarians, physicians, druggists, restaurateurs, hotels, hardware, gas and oil vendors, laundry, dry cleaners, printers, dry goods stores, clothiers, bakers, garage men, all have either directly or indirectly benefited. Busy-ness!

And while these many business classifications have felt the soothing touch of this new Midas, empty houses have suddenly taken renewed lease on life. A few months ago one experienced no trouble in securing a rental property. Today houses are at a premium.

A number of local business men have been contacted. They report sales and service improvement of from 10 to as much as 100 per cent above the same months of a year ago; and they graciously credit this improvement to the establishment of the new circus headquarters here.

Does a circus headquarters help this city? We believe it does, and that the help comes from many directions.

It carries the name of our fair city to the four corners of a mighty nation; brings to our midst many new and delightful people; provides our city directory with many illustrious names and gives to us a bigger and broader outlook on life.

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The Corral

By Rowdy Waddy

RED SUBLETTE was recently among "those present" in Los Angeles.

MANY HANDS will soon be heading to the rodeo at Tucson, Ariz., late in February.

GUY SAMPSON, musical cowboy, is with the Cody Sutton Cowboy Band, directing and doing his novelty musical act in Indiana.

CHARLIE ALDRICH has not been heard from in many moons. The readers would appreciate reading some reminiscences from Charlie.

JOHN E. HARTWIG has submitted an article titled "The Rodeo and the Fair" for publication. Will use it in the "column" when space permits.

AT MOST rodeos these days "steer wrestling" replaces "bulldogging" in the billing. Well, the stunt is accomplished much different than when it was originated.

EVERYTHING reported as going along great in preparation for another big and hot contest rodeo in conjunction with the Pat Stock Show at Fort Worth this spring.

ED CONNERY, who made the rounds last fall with Col. W. T. Johnson's Rodeo, is back in El Paso, Tex., his old home town and connected with Hotel Hussmann.

BOBBY GORDON is featured in rope spinning with Snyder Bros.' Circus Revue in the South. Bobby and his brothers, Leon and Arvin, also do double and triple trick with ropes.

WINNERS of "firsts" in the finals of the recent rodeo in connection with the Stock Show at Denver: Bronk Riding, Bob Askin; Bareback Bronk, Andy Curtis; Steer Wrestling, Rube Roberts (also won last year), and Steer Riding, Hoyt Heffner. Names of other winners in events have not yet been received for publication.

MONTANA MEECHY and his nine-piece cowboy band (string and brass) are still broadcasting daily over Station WAU, Columbus, O., and on Saturdays give a "Barn Dance," between 7 and 8 p.m. Meechy, it will be recalled, while broadcasting at that station some years ago (after giving up Wild West shows) let other parties use his outdoor outfit a couple of seasons. He has since concentrated on radio work.

THE FEBRUARY West contains a two-page advance announcement that the first "meeting" of the Range Riders' Club (somewhat along the lines of the Circus Fans' Association and Circus Saints & Sinners Club), which will be conducted by Guy Wedwick, will appear in the March edition of that magazine. Also, incidentally, in the February West Wedwick has a six-page story on the career of Will Rogers, under his series of "Cowboys I Have Known."

DOWN OKLAHOMA WAY—Ted Harmon, bronk and steer rider and bulldogger, is wintering at Guthrie. . . . Near the same city Frank Gardner, bronk rider with the old Sells-Floto Circus concert, has the Shady Rest filling station. . . . Charley Mulhall of the Mulhall Ranch, is in charge of the Federal Emergency Relief Administration stock at the Baker Lake project, west of Guthrie. Has more than 100 horses and mules and 40 oxen. This project when completed will take in about 155 acres. . . . Clarence Kieffer, Ted Harmon and Frank Gardner are erecting an arena and chutes at Kieffer's place near Guthrie where they will work out stock and hold Sunday shows. . . . Clyde and Francis Wiedner, trick riders and ropers, are sojourning in and around Oklahoma City.

PRESIDENT MAXWELL MCNUITT of the Rodeo Association of America had the following notification in a bulletin: "Special trophies have been forwarded to the mayors of the home cities of the following winners for presentation: Earl Thode, Casa Grande, Ariz.; Doff Aber, Laramie, Wyo.; Burrell Mulkey, Salmon City, Ida.; Shorty Ricker, Ranger, Tex.; John Bowman, Trent, Tex.; Irby Mundy,

Uteville, Colo.; Lloyd Saunders, Sonora, Calif.; Jake McClure, Lovington, N. M.; Clay Carr, Visalia, Calif.; Chick Hannon, North Platte, Neb.; Jack Quick, Marland, Okla.; John McEntire, Kiowa, Okla.; Andy Jauregui, Newhall, Calif.; Allen Holder, Midland, Tex.; Carl Arnold, Buckeye, Ariz.; Ray Bartram, Hayward, Calif.; George Marcel, Livermore, Calif.; Howard McCrory, Broadus, Mont.; Frank Schneider, Hanford, Calif.; Herman Linder, Cardston, Can.; Smoky Snyder, Kimberley, B. C. Can.; Johnnie Schneider, Livermore, Calif.; Everett Bowman, Fort Thomas, Ariz.; Joe Welch, Carlsbad, N. M.; Jack Bell, Nampa, Ida.; Hub White-man, Clarksville, Tex.; E. Pardee, La Junta, Colo.; Goldie Butner, Channing, Tex.; Oral Zumwalt, Wolf Creek, Mont.; Pete Knight, Calgary, Alta., Can.; Cleve Kelley, Fort Worth, Tex., and Tommy Zahn, Enterprise, Ore.

Advance Sale at Detroit Much Larger Than Year Ago

DETROIT, Jan. 26.—Advance ticket sale for the Shrine Circus is approximately eight times what it was a year ago, Tunis E. Stinson, who is producing the show, told *The Billboard* representative this week. Distribution is handled thru a wide variety of fraternal and industrial organizations this year.

Acts booked include Donahue and La Salle, and Jung Trio, comedy acrobats; Rose Walleit, Christian Misses and Lulu Davenport, riding acts; Bob Eugene Troupe, aerial bar performers; Elliott, Edward Sisters, Eileen Leary and Viola Barnett, iron-jaw; Merrills, Four Polts and the Solts, perch; Hollis Family, Christian Troupe and Davenport Family, riding act; Merrill Brothers and Sister and Rink Wright, duo, novelty numbers; Emellos, Picchiani and Angelo troupes, acrobats, and Clyde Beatty.

Beatty will be placed in closing spot for the first time, partially to accommodate the taste of patrons who do not like animal acts, and will have this opportunity to leave early. Beatty is bringing Cole's animals and menage to the show. Shorty Fiemm will be one of the clowns.

The show will move practically intact to Cleveland to play for two weeks for the grotto there.

Paris Pickups

PARIS, Jan. 21.—Practically all of the Paris vaudeville and picture houses are featuring circus acts at present. Miss America, trapeze; Cilly Peindt, equestrienne, and Clemens Bellings and his dogs are at the Empire. The Spurgates, contortionists, and Mlay and Brach, cyclists, are at the Moulin Rouge. The Gaumont Palace has the Three Rosettis, wire walkers, and the Seven

Racos, acrobats, while the Rex has the Four Uesems, acrobats. Albert Powell heads next bill at the Gaumont Palace, and Con Colleano, tight-wire ace, opens at the Empire.

Among tent shows readying for the road are Cirque Bouglione, Cirque Bureau, Cirque Pinder and Cirque Moderne. Tent shows still playing are Cirque Amar, Cirque Fourtier and Cirque Olympia. The Cirque Balear is at Palma de Mallorca, Spain. Grock, clown, is at the Vittorio Theater, Turin, Italy.

Here and There

WASHINGTON, D. C., Jan. 26.—The Tierney Troupe, which had out a show early last season and later played a string of other dates, has been spending the winter in Indianapolis.

Ross Shuman, last season drummer with Gentry Brothers, is spending the winter at his home in Muncie, Ind., where he is busy with two of his own orchestras, one playing a theater, the other a cafe. He will troupe again this season.

Doc Palmer's museum has had nice business here. He has entertained all the Circus Fans and circus troupers wintering in and around Washington.

Mighty Marlow Circus is in quarters at Hornersville, Mo., and its owner, Reuben Ray, is busy with plans. Recently purchased a leopard to be added to menagerie. Ray's children are clever performers.

Marjorie Reed, former aerialist, now living at Umatilla, Fla., has opened "Beverly Lodge" there and an attractive little booklet put out by Mrs. Reed describes the wonderful fishing to be enjoyed in that region.

Hector Gaboury has his monkey circus in quarters at fairgrounds in Hagerstown, Md., and is breaking new acts for his program.

Robert Johnson, character clown, recently worked an Order of Eastern Star date with his one-man hillbilly show.

Howe Bros.' Side Show, owned and operated by Billy Dick and Art Powell, and featuring Peggy Waddell, is with Barney Bros.' Circus in Louisiana.

Mighty Haag Circus is in quarters at Marianna, Fla., where Manager Ernest Haag is busy rebuilding, repainting and getting the show spruced up for its 1935 tour.

Leo Snyder (Young Tiger Bill) has his Wild West unit playing picture houses in the Carolinas. Ed and Arlette Woods, who have been with Snyder, have closed and are at their home here.

Bert and Connie Dearo are with Fred Harper Circus unit. Show was the first to play the new theater in Tonkawa, Okla., and also the first in the Community Hall at Lamont, Okla.

REX M. INGHAM.



Circus Saints and Sinners Club

For the Troupers—and a Home

Thissa-and-Thatta: We almost fell off of our swivel chair when we received a special telegram from Thomas Donnelley asking that 200 application blanks be shipped to Chicago pronto. . . . Ray Schindler is a lecturer-detective now and under the title "Real Detective Stories" is booking many clubs, etc.

Jack Colvig is heading up a colossal Boy Scout demonstration in Wheeling, W. Va. . . . Joe Kass, national treasurer, is up and about again. . . . The Fall Guy for today, Arthur (Bugs) Baer, is somewhat skitty and scared as we go to press. . . . Judge Walter Schlessinger, who joined the Dexter Fellows Tent, New York, several weeks ago, is already the legal adviser of the Tent. To celebrate he opened a case that has been hanging around a good many years, and tasted it, too.

Walter Tresckow (Von Tresckow to you) is after Eddie Cantor as the February Fall Guy. . . . Orson Kilborn, general manager of the forthcoming benefit performance at Madison Square Garden, reports progress. . . . Prexy Tony Sarg now writes a letter of welcome to every new member becoming a Dexter Fellow, and for that alone it is worth joining the Tent. . . . A few ace detectives who are now members of the club have been told about phony solicitors going about trying to sell tickets and advertising space in programs for our Big Night.

The following new members were recently taken into the Dexter Fellows

Tent: Raymond J. Burns, president of the William J. Burns International Detective Agency; Meyer Davis, band impresario; William B. Leeds, yachtman; Byrnes MacDonald, who is doing special government work; Leonard Page, J. Louis Reynolds; Philip S. Ridgway, president Newark Emblem Company; Dr. Martin F. Stein, William B. Van Atten, and Chase Mellen Jr., Republican leader.

F. Darius Benham, national CSSCA president, left on an extended visit to several of the larger cities on club matters.

An interesting report was received from General A. F. Lorenzen, of the H. E. Tammen Tent, Chicago. Among other things, he writes: "We held an executive committee meeting on January 18, at which much business was transacted. The notices for our next monthly dinner are in the mail and we expect a tremendous crowd." Lorenzen is chairman of the executive committee.

Judge Walter Schlessinger, of New York City, attended an executive committee meeting of the Fellows Tent on January 23. He presented articles of incorporation for the committee's approval. A lengthy discussion followed and the articles, with slight alterations, were finally approved. It is expected that Judge Schlessinger, one of New York's leading legal lights, will be asked to serve on the executive committee. . . . Ray Schindler, ace detective, is polishing

(See CIRCUS SAINTS on page 58)

Peeping In On the Performers' Club of America

By BERT CLINTON

CHICAGO, Jan. 26.—The Club's large auditorium has been redecorated, and the barroom has been redecorated and made into a cabaret room, modernistic design. The reception room also has been redecorated and is in harmony with the color scheme of the office.

Robert Robinson, of Robinson and Loween, informed the writer that he will work with another partner, as Loween expects the arrival of the stork. Bobby and King visited for a few days and left with the Harry Clark unit to play the Cushman Circuit.

Martin and Mack write from Amarillo, Tex., that they are on their way to the Coast. Have a route up to April 20. Rulon's Dogs and Betty Thomas arrived from the West and will play some vaude dates here.

The Three Cheers, horizontal bar act, met with an accident on their first show at Orpheum Theater in East St. Louis, Ill., when the floor pulled up on their finish routine. Walter Kant broke three ribs. Oscar Haas fractured his ankles and left wrist, and Arthur (Pete) Adair cut his mouth and lost several teeth. They were taken to St. Mary's Hospital in East St. Louis but are now at their homes.

Great Florescu opens on his indoor dates February 4 at Shrine Show in Detroit. After his indoor dates he opens at Madison Square Garden in New York for five weeks with the Ringling Circus.

The following members open for five weeks of indoor circuses for G. G. Gray at Shrine Temple in Fargo, N. D., February 4: President Toby Wells, Chris Cornalla, Herbert Beeson, Carl Marx, Nolly Tate and his comedy canines, Snyder's Bears, Secretary Bert Clinton and the Mann Brothers.

Phil and Dotty Phelps arrived here after closing with a unit in the South. Al Ackermann and his Seven Tiptops, with Happy Harrison's Circus Days unit, are on their way back from the West Coast.

Hazel Cotter is convalescing at her home here, suffering from a broken leg.

The Geddis Trio is playing vaude dates in the Middle West. Fenwick and Kocher, playing in Cleveland are on their way east. Treasurer Harry Sykes is with the Vanities on Parade revue.

Smillett Brothers arrived in city and open shortly on some indoor dates. La Salle and Velly are leaving shortly for Florida to play night-club dates.

At last meeting following applicants were elected to membership in club: Beatrice Black, Frank H. Black, Ruth F. Black, Frank E. Black, Eunice Johnson, Bob Beh and Paul Bogush. Snyder's Bears and Takteta Trio are playing Erie, Pa., this week.

Eileen Carlson and Jackie Teeters are in the club's gym daily rehearsing and will soon open on indoor dates. Esma Wilson visited Wednesday and left for Rochester, Ind., winter quarters of Cele-Beatty show. Cyse O'Dell is leaving this week to open on her indoor circus engagements.

Opal Griffith, Eddie Scweick and Hughie Griffith are rehearsing a new act and will shortly open with a unit going to the West Coast.

Members are urged to look at the membership cards. Don't let them lapse.

Letter From Stanley Dawson

LOS ANGELES, Jan. 26.—When the Japanese mail steamer *Tatsuta Maru* steamed into San Pedro Harbor the writer met Ed Nagle, Mark Kirkendall and Jud Henry awaiting me at the pier, and was soon hurrying into Los Angeles. On January 7 met with the Pacific Coast Showmen's Association and saw installing of new officers. Jim Jeffries was the guest of honor. Brother Hatch and Brother Fink still do their act of friendly enemies. Mr. Kraft extended his annual invitation to the gang to break bread with him at the Orange Show at San Bernardino.

Milt Runkle gave a party to some friends, including the Kirkendalls, Jud Henry and Ed Nagle, in entertainment hall of Balboa Brewery. A number of showmen were present at Eastgate Lodge of Masons on occasion of the initiation of Theo Forstall, Dr. Ralph Smith, trouper and past master

(See LETTER FROM on page 58)

BREAK UP "BOWERY"

Owners in First Move To Raze Portion of A. C. 'Walk Section

Entertainment zone is contemplated with modern, two-story buildings for stores and large bath house—holders of other sector battling condemnation order

ATLANTIC CITY, Jan. 26.—The old "Bowery section" of the Boardwalk, home of wax works, skill games, pennylands, shooting galleries, etc., condemned several months ago and ordered removed until a court fight stopped the city from action, may now disappear thru efforts of its owners. The "Bowery" consists of a string of stands between the \$15,000,000 Auditorium and Young's Million-Dollar Pier, and has been a bone of contention for years, especially in late months in view of Boardwalk Improvement plans. C. J. Adams Company, real estate agents here for the Equitable Life Assurance Society, this week announced that half of this section owned by that society will be entirely replaced with modernistic two-story buildings.

Accommodations will be for stores on the walk, including a large bathing establishment. It is stated that it will be stipulated in all leases that games of all kinds are barred. Building operations are expected to be under way in about a month.

No word has been received about the other section of the "Bowery." Owing to the new worth of this section for amusements because of big programs contemplated by both Auditorium and Pier, and location of the new Union Terminal there, the entire two blocks were condemned, but owners took the matter to court and had the tearing-down order blocked. The new buildings will be brought to attention of amusement enterprises and national exhibitors in an effort to make this section entirely of an entertainment nature.

Ott Staging Pretentious Programs in Miami Pools

MIAMI, Fla., Jan. 26.—Programs put on by Alexander Ott in Miami Biltmore Pools here are drawing capacity crowds thru the showmanship exhibited by this manager. At Sunday shows 4,500 are seated and many have to stand. Admission is 55 cents to \$2 and the elite of visitors are generally present.

The show on January 20 included Tom Sellers, fire dive; Landing the Human Fish; Brother Smith, water clown; Henry Coppinger, wrestling alligators; Captain Montgomery, underwater act; Seven Team Divers, champions; Baby Aquatic Stars, Three Beck Brothers, comics; 40 Roaring Pirates; Willie, foot rhythm; Blanco, water hypnotist; Buddy Newman, "Mile-a-Minute Feet"; Jack Kelley, Erin's silver voice; music, Miami Biltmore Hotel Orchestra.

Thru persuasive powers of Rex D. Billings, a Miami winter resident, Mr. Ott has taken membership in the National Association of Amusement Parks, Pools and Beaches.

Louis Berni, Paris, Opens New Spot in Canary Islands

PARIS, Jan. 21.—Louis Berni, of the JAK firm in the Palais Berlitz, has returned to Paris from a business trip to Italy, Spain and Canary Islands. Berni's firm is now operating a new amusement park, Luna Park, at Las Palmas, popular resort town of the Canary Islands. Park has nine big rides, including Scenic Railway, Auto Scooter, Shimmy and Auto Racers, and several shows and concessions.

While in Italy Mr. Berni visited Milan, where he negotiated for reorganization of the group operating the Lido, one of the finest amusement parks in Italy, with a big swimming pool and pond for boating as well as many big rides and attractions. It is planned to reopen the Lido-Milan this coming season.

Mr. Berni is arranging to visit New York and Chicago next month in search of new rides and amusement devices for Europe.

Lace Swim Suits Are A. C. Vogue

ATLANTIC CITY, Jan. 26.—Very revealing lace bathing suits for women and topsless suits for males have become the vogue in the resort's smart indoor swimming pools, and city rulers are becoming uneasy about next summer's beach attire problem.

Last season Mayor Harry Bacharach ruled that women could wear as much or as little as they chose, within bounds of decency. He banned topsless suits for males, so popular in Southern resorts this winter.

Beach styles always have made their initial appearance in this resort's indoor pools, but a sensation came this week when a model appeared in Ambassador Hotel pool, attired in a lace creation.

To complicate matters, Abe Lubell, local authority on bathing suits, pools, etc., announced that lace suits will be the style here next summer. Mayor Bacharach must first view them before they go on the beaches. There are about 50 applications on hand for assistants in the matter.

Lexington Joyland Has Fire

LEXINGTON, Ky., Jan. 26.—A blaze in Joyland Park last week caused a loss of about \$1,000. Fire broke out in one of the shooting galleries on the midway.

LOUP CITY, Neb.—Because of economic conditions Henry Jenner has cut attractions in Jenner's Zoological and Amusement Park to 39 cages and yards of animals and birds and the museum with 14,000 curios.

Rockaway Beach Biggie Leads Movement for Cheaper Transit

NEW YORK, Jan. 26.—A. Louis Nebenzahl, veteran Far Rockaway merchant and director of civic associations, has sent letters to members of the city board of estimate giving information bearing on the much-fought and much-delayed rapid-transit issue to bring about a popular fare to the Rockaways from New York City.

Mr. Nebenzahl's letter, addressed to Bernard A. Deutch, president board of aldermen, with copies forwarded to board of estimate members, was sent to *The Billboard* here from Miami, where he is vacationing, and reads as follows:

"As a resident of Far Rockaway and one who was identified with its business and civic welfare for upward of 55 years, my interest in rapid transit to the Rockaways is well known.

"Since the matter of acquiring the Rockaway branches of the Long Island Railroad is pending before the board of estimate and it is known that a purchase price is mentioned, I would like to have you know that George Le Bouthillier, their vice-president, has on occasion at his office in the presence of several reputable merchants said to me that his company

Growth Reported In Brookfield Zoo

CHICAGO, Jan. 26.—Clayton F. Smith has been re-elected president of Chicago Zoological Association. John T. McCutcheon, Gen. Abel Davis, Hayden B. Harris, Dr. Wilfred H. Osgood and John R. McGill were elected trustees until 1940.

Edward H. Bean, director of the zoo in Brookfield, reported that it has been successful during the seven months since it has been open. He outlined plans for increasing its facilities. Total number of mammals, birds and reptiles is now 1,335. During 1934 7 lions, 1 yak, 11 kangaroos and a number of monkeys were born.

The zoo has four "fruit bats" on its hands that have been ordered killed by the department of agriculture, as they are considered pests. But zoo authorities hope to obtain a modification of the order.

Sarchet May Quit at Brady

RAVENNA, O., Jan. 26.—Brady Lake Park, near here, once one of the most heavily patronized of Northeastern Ohio amusement parks, is again on the market. C. A. Sarchet, for several years manager of Summit Beach Park, Akron, operated the park last season on lease, but it is understood he will not return this year. The spot for years attracted a heavy Cleveland industrial picnic clientele and is one of the few amusement parks in this area where dancing is permitted on Sundays. In its best days it was under management of Don Wilson.

Billings Wintering in Miami

MIAMI, Fla., Jan. 26.—Rex D. Billings, former manager of Luna Park, Coney Island, N. Y., and Idora Park, Youngstown, O., and widely known in outdoor show circles, is sojourning here on RFD No. 1. He appears to be feeling fit and declared that the latchstring is hanging out for friends who come down this way.

Fansher Has N. E. Program

NEW YORK, Jan. 26.—Fred Fansher is chairman of the committee and is busy on the program for the annual meeting of the New England Division of the National Association of Amusement Parks, Pools and Beaches, to be held in the New Bedford Hotel, New Bedford, Mass., on February 26 and 27.

would be glad to relinquish these branches free of charge to the city if the city would accept.

"I am revealing this now for the reason that much as I am known heartily to favor rapid transit and realize that thru it only can the Rockaways prosper as other sections tapped by transit have, I fail to see it ever fulfilled if pursued along the lines of the dilatory tactics of the self-appointed leaders of civic groups.

"May I add that it would seem that this much-needed relief to the Rockaways could gain speedy results if taken out of the hands of self-seekers and placed under a new leadership, and a mass movement aroused to bring it about by a popular referendum of the people of Rockaway for the benefit of all?"

A. Edward Allee, Rockaway Beach amusement promoter, publisher and pageant director, also in Miami, states that the matter of rapid transit to the Rockaways means to that section what cheap fare means to Coney Island.

Mr. Nebenzahl conducted a leading department store in Far Rock and is a director of the Chamber of Commerce there.

Standing Pat

ATLANTIC CITY, Jan. 26.—You can't beat these press agents. On Wednesday the city was hit by the worst blizzard in years, with a four-inch snowfall and temperature dropping to 10 degrees. With snow piled high around his office, Harry Resnick, publicity man for Atlantic City, spent the day mailing pictures of bathing beauties and bathing scenes. Br-r-r-r!

Mutual Insurance

By A. JOSEPH GEIST

This address by A. Joseph Geist, president of Rockaways' Playland, Rockaway Beach, N. Y., caused considerable discussion in Toronto, where it was delivered before a session of the National Association of Amusement Parks, Pools and Beaches on November 27. The talk won the Dentzel Memorial Award for the best one delivered at the convention.

(Continued from last week)

We found this to be the situation: If the casualty company has charge of any of these cases, if they are on the risk, as soon as a claim comes in they must immediately set up a reserve as a liability covering that particular claim, and if suit is brought upon that claim they must set up an appropriate liability based upon whatever is sought to be recovered in the suit. A man may have a slight cut upon his ankle, and he may sue for \$10,000 damages. The suit may never be brought to trial, or if it is ever brought to trial there could not possibly be a verdict of more than \$100 or \$150 allowed. Nevertheless, the insurance company which is on the risk and is subject to this liability claim of \$10,000 would have to set up an appropriate reserve.

Now it is against those reserves that the companies found much objection, and in order to remove these large reserve liabilities it would follow that if they did not seek to settle these cases as they came along, and seek to settle them in the best way possible, the result would be that they would not be able to operate as extensively as they do operate.

The consequence was, so far as we were concerned, that we found a large part of our cases were settled, and claims were adjusted where there was no reason to make any payment of any kind, character or description to those claimants; and the consequence was that our place was the free subject of attack by local lawyers in the district, who, as soon as they would hear about any slight sort of an accident, would make a mountain out of a molehill and get the insurance companies to make pretty substantial settlements.

We also found out in the preparation of the trials of cases that the insurance company undertook to take care of, where they could not make a settlement, that the preparations were made so lackadaisically, naturally, without a personal interest that follows where the management itself has its own attorneys on its own pay roll and selects the people that they want to represent them, and makes the selection of the investigators to investigate the accidents—that the result was that when some of these cases came to trial the verdicts were most outrageous, without there being any reason or justice for them to happen.

Now it was either a case of where there was incompetency on the part of the insurance companies or that there was general injustice done by our courts, and I take it, my friends, that you will agree with me that there are a large number of cases that come into the courts of this country of ours, and I mean now not only this country, but in America, and I find that justice is substantially done. According to our trial jury system it is presumed that people who have no interest in a controversy submitted to them that the jury will render a verdict impartially and fairly and based upon the evidence and the law of the case as it is submitted to them. So there was no reason in these particular cases why these verdicts should have been so outrageous and unsatisfactory, as we came to the conclusion that there was complete incompetency and complete inability of the casualty companies properly to take care of these things.

(Continued next week)



The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, care of New York Office, The Billboard.)

A most interesting letter was received by this department last week from Capt. Bob Rodger, P. O. 221, Ralford, Fla., which I'm taking the liberty of printing. In part, for I'm sure Captain Rodger would have no objections to operators learning of his views on the swimming-pool business.

He writes: "For the last 15 years I have been a reader of *The Billboard* and have watched your column grow, watched the Parks-Pools Department come up from a few remarks to its present department. It seems that outdoor pool operators argue among themselves, everyone giving advice on what to do with their pool thru winter, but still no solution as yet.

"Now comes the cry, how are they going to compete with municipally operated tanks? You should ask every outdoor pool operator to send you their names, then in return send them your largest crying towel. The trouble with most of the operators of outdoor pools is that they cannot swim themselves. They never enter their own pool but stand around all dressed up like Beau Brummell waiting for the sun. They don't know how to talk swimming and don't know what service means.

"If they did enter a pool as patrons they would want a dozen towels, the largest dressing room in the building and then they'd probably want the pool water at about 86 degrees among many other things. Still at their own pools today, what do we see? Nothing but a lot of 'don't' signs and very little real high-class service.

"My answer to the private pool owners on how to operate successfully against the city-run natoriums is with SERVICE, and service with a smile. They shouldn't tell the people who pay their money for some entertainment what they can do. They should try to teach the public to enjoy themselves without antagonizing them.

"Then, too, there is too much of this business of sloppy bathhouses, messy attendants, small bath towels or dirty locker rooms. If this keeps up there wouldn't be much cry from commercial pools about the city opposition, for there wouldn't be so many commercial pools.

"Possibly when you read this you'll wonder where I get the nerve to give advice to pool owners. Well, here is my alibi. For the last 12 years I have been fortunate enough to make a pretty fair living around pools and beaches. I have worked in all capacities from Atlantic City to the Birmn Baths in Los Angeles; from the municipal pools in Cleveland to the big Elite pool of the Roman Baths in Miami. I have been life guard, manager, locker boy, scrub man, operator of filters and laundry keeper.

"Have been a high-diving clown, being of the old school at which time I competed with and against such divers as 'Up High' Billy Klein; Peejay Ringens, now in Europe, and all of the newcomers now in the game.

"Hope this letter will interest you. One thing more—please continue to give your advice to pool owners. They certainly need it."

Had quite a talk last week with my friend Sammy Andre, ace sports photographer for *The New York American*. Sammy was telling about trials and tribulations of his clan when it came to snapping good swimming shots and how it would help cameramen on assignments and also pools running swim meets if operators of those tanks or promoters conducting meets would give more consideration to the lens boys. Dailies throuout the country are only too glad to run swimming pictures, especially shots of pretty mermaids, for it helps dress up newspaper pages, and commercial tanks can cash in on this publicity if only more consideration is given to photos. As it is today, according to the focus man, cameramen dread getting a swimming-pool assignment, for they know they will have the time of their lives getting just the pictures they want. So pool owners are urged to re-

member the cameramen the next time they run a meet.

DOTS AND DASHES—John Williams, who formerly ran the Van Cortland outdoor tank, Bronx, New York, is out of the pool business for all time, but they tell me it gets in your blood—Who was the first exhibition diver in America, the granddaddy of them all, as it were, or don't you know? . . . And there's a swell high-diving job open in the New York territory next summer; those interested should write this column at once—Miami-Biltmore (Fla.) tank having its annual fashion display of next summer's bathing apparel. . . . Capt. Bob Rodger, whose letter you've probably just read, claims to hold the record of owning the first diving show ever to be broadcast over the air, being etherized over WFFN in Philly in 1930—Greenbrier outdoor tank, White Sulphur Springs, had the honor of entertaining their old prodigy, Martha Norclius, former Olympic star and Wrigley marathon winner, last week, who returned for her annual visit, this time with her young daughter. . . . Harry Geist is said to be doing swell down Florida way, and he may reamp his Prospect pool, Bronx, New York, next summer to look like his Miami Park tank.

NAAPPB

Manufacturers and Dealers' Section

By R. S. UZZELL

Somebody is reading this column. Here is evidence. He is well known. Fred W. Pearce, Detroit, writes as follows:

"Dear R. S.: I want to compliment you on your column in *The Billboard* of January 19 wherein you give us a brief outline of the life of P. T. Barnum.

"Why don't you give us a series of articles on this master showman, emphasizing anything that you know of his life that is of special interest to park men? I am sure that everybody connected with the park business would enjoy learning more of the man who had the courage to go thru five fires and three financial failures and end up with a fortune.

"In times such as these we can get a great deal of comfort out of reading the life of a fellow showman who passed thru so many depressing periods and still had the courage to 'buckle his belt and go to it.'

"Will you please be good enough to send me a copy of the book *The Unknown Barnum*, by Harvey Root? I will, of course, reimburse you immediately upon learning of its cost. May the coming season be a very profitable and happy one for you.

"Yours very truly,
"FRED W. PEARCE."

The book comes to you, Fred, with no charge. My compliments. Glad to do it for you.

History in Doses

I will think about the series of articles. I must be sure they are wanted. You see, I have, in the past, overdone the history. Once I thought everybody in the business was as much interested in the history of the business as I am, so made the grievous error of giving entirely too much at one time. While I am as much devoted to the history as ever, I have learned prudence in putting it out in homeopathic doses.

At our convention in New York in the Pennsylvania Hotel I gave them a Barnum Interlude, and had Harvey Root and Earl Chapin May there. I thought this a superior substitute to doing it myself. It was only because of the movie doing such an injustice to Barnum that I took up the subject again. After reading the book, will you give me your impressions of its value to a park man now?

A lumberman, D. Bierbrauer, of Coldwater, N. Y., writes in to know where he can obtain the book. No one in this depression has been more completely wiped out than Barnum was after the big fire and failure of the Jerome Clock Works.

It is hard enough to be broke, but add to that indorsements of \$1,500,000 and you appreciate the crushing defeat he had. He was no longer a young man for those days. He could have been justified in devoting himself the remainder of his life to growing vegetables



AUTO SKOOTER.

1935
Auto-SKOOTER-Water

THE RIDE THAT ENJOYED GREATEST POPULARITY AND BIGGEST NET PROFITS AT "A CENTURY OF PROGRESS," CHICAGO, ILL.

LUSSE BROS., INC., 289 North Fairhill Street, Philadelphia, Pa., U. S. A.
LUSSE BROS., LTD., Central House, 41 Kingway, London W. C. 2, England.



WATER SKOOTER.

SALE OR RENT
SILVER LAKE PARK—CLEMENTON, N. J.

PLAYGROUND OF SOUTHERN NEW JERSEY.

12 Miles from Philadelphia, Towards Atlantic City, N. J., on the Famous "White Horse Pike," The World's Most Traveled Highway.

Owners will sacrifice Park in perfect condition and ready to open, complete with Bath House (2,500 capacity), Dance Floor 80'x120', Boats, Canoes, Picnic Groves and Tables (5,000 capacity) and fully equipped Kiddies' Playground. Beautiful cedar water lake, Favorite spot of all Sunday-School Picnics in the Philadelphia area. Excellent season last year. Write

in the back yard. Like Phil Sheridan after that complete rout at Winchester, Va., he turned the retreat and led the charge himself.

Schenck Is Needed

It is time to right-about-face and lead the charge. We are looking for the leaders. Fred Pearce is one of them. Otto Wells and George Schott are also in that advance guard. I will name others later.

There is a strong possibility of Nicholas Schenck coming back into the park business. He is really needed to put Palisade Park back on the front page. February may bring some very definite announcements concerning this park which overlooks the Hudson. A lot of us, who know them well, would join the Schenck Brothers in an amusement park. Here again is a pair who have come up from the bottom and have known adversity.

John J. Carlin, Baltimore, was just here. Stopped on the way to Boston, where he hopes to extend the games of his hockey team, the Orioles. He is now one of our leaders in amateur hockey. Having become successful, he seeks to widen the tour of his team. He surely does know how to find players. Just now he is trying to work out some form of ice toboggan. Those profitable winter sports of Canada are surely crossing the line. There is room and a demand for them in our country.

Seashore Breezes

By WILLIAM H. McMAHON

ATLANTIC CITY, Jan. 26.—With biz in general slow, but above this time for last five years, center of interest is the plan under way for big advertising and publicity campaign for the city, starting Easter, and which is to have a \$100,000 appropriation from the city, with additional help from hotel associations and amusement interests. Weekly meetings are being held, with representatives of all biz and attractions present.

Battle of flesh still going at top speed, with new Earle scoring with big unit, *Radio City Follics*, headed by Fred Lightner, Rocky Quartet and Roscella, while Steel Pier counteracted with all-star bill headed by Nick Lucas—pier still lone flesh spot of 'Walk' . . . Auditorium ice rink pulling good one for cash on usually lost rink time—Saturday mornings—Auditorium rink now clicking with children's matinees. Hot lunches are served as added attraction to youngsters. Manager Phil Thompson announced arrangements are under way for ice carnival in March.

Million-Dollar Pier sports arrangements seems to have hit a winning streak in public approval, and basket ball and dancing there last week pulled in 2,100 actual admissions, largest crowd ever to attend a basket-ball game in the resort. . . . Atlantic City put 1,500 in line to greet Governor Harold G. Hoffman at inauguration in Trenton on January 15. . . . Week of May 6 set for 17th annual Spring Hotel Exhibition in the Ambassador Hotel—show comeback is seen in a demand for 20 per cent more space.

Resort had first snow of season this week, completely covering city, while snow plows kept 'walk clear for any who ventured to amusements. . . . Despite storm, however, Million-Dollar Pier drew 900 on basketball. . . . Al Skean, of Convention Bureau, in Washington, making strong bid for Road Builders' convention

SPACES TO LET AT REVERE BEACH

The Playground of New England.

One Lot 150 feet by 100 feet, and another 100 by 100 feet. On the Boulevard facing the Ocean. Suitable for any legitimate device for Summer Amusement. Rents reasonable. Apply at 409 6th Ave., N. E., St. Petersburg, Fla., or JOHN OROVIAN, Derby Beach, Revere Beach, Mass.

next year. . . . Frank Duke, yodeler of Frank Elliott's Steel-Pier Minstrels, here on sick list.

Long Island Patter

By ALFRED FRIEDMAN

FROM ALL AROUND: Snow has come as a holdback for amusement folks planning pre-spring conditioning. . . . Frank (Sunrise) Holly has gone south with his retinue. . . . Henry (Arverne) Prince, hotel and swimming pool biggie, is spending the largest part of the winter in Atlantic City. . . . We wonder how fancy the Jones Beach employes' uniforms will be next summer. Plenty of advance ballyhoo. . . . I. Walter Godnick is making things hum around Valley Stream.

Sammy Cohen and Leo Shepaky, Island pool life guards, are pro wrestlers during winter. A little harder than life guarding, but there's much more money attached to it. . . . Belle Terre Lodge, which burned to the ground to the tune of \$250,000, will be reconstructed, Stephen Fallon announces.

Benny (Hollis) Bluth, who planned to purchase items used as State's evidence in the Hauptmann-Lindbergh from New Jersey and exhibit them at Island beaches next summer, says the proposition is out. Jersey won't sell. . . . Paul (Lawrence) Webster will head for Hollywood soon. Federal authorities list 30 Boardwalks on Long Island; about 20 more than we can count.

ROCKAWAY BEACH: John Wainwright, four decades in amusement biz here, may construct that small arena next summer. He intended to last year, but a last-minute snag altered plans. . . . Speedboating, at half a buck a ride, may be sponsored on Jamaica Bay next summer. It's an okch proposition at Long Beach, so the would-be sponsors think it may go here.

The local citizenry will be contented with a 10-cent fare to Manhattan. They've been waiting for the five-cent trip so long, now the dime trip is their bargain.

LONG BEACH: Long Beach paid more than \$250,000 in taxes during 1934 to Nassau County. . . . The "Cohens" will outnumber all other monikers on the Boardwalk this summer. There were 21 last year, including a few "Ehohns, etc. . . . Seid's was the scene of the annual police shindig, and what a crowd! . . . Willie Mallon is at the Rooney-Plaza, Miami Beach.

PARIS. — Zoological Gardens of the Bois de Vincennes received a big shipment, including two handsome royal penguins, two grizzly bears, three Barbican bears, male Hartmann zebra, female zebra from Grey, female hippopotamus and midget hippopotamus from Liberia.

NEW ORLEANS—Frank E. Neelis was re-elected superintendent of Audubon Park Commission. In his annual report he announced plans for improving the memorial grounds, making a new playground and picnic spot and erecting a comfort station in the Soldiers' memorial area.

MICHIGAN SHOWS UP IN 1935

About a Dozen Fairs on Revival List and New Ones Are Carded

Big improvement reported last year and prospects for coming season seen as bright—Chapman and Howell are re-elected—sessions in 1936 scheduled for Detroit

DETROIT, Jan. 26.—Indicative of the spirit of optimism with which fair men of Michigan are starting the new year was announcement of Chester M. Howell, secretary of Michigan Association of Fairs, in convention here, that there will be about a dozen more fairs in 1935 than were held in the State in 1934. Fairs are to be revived in Grand Rapids, St. Johns, Kalamazoo, Hastings, Davison, Bay City, Sault Ste. Marie, Menominee and Newberry. In addition several new fairs are to be established. Improved business conditions are chiefly responsible for renewed activities among fairs, it was indicated by expressions from many secretaries. A distinct improvement was noticeable during 1934, they said, and all indications point to a continued upward trend during the coming year.

The 23d annual convention of the association opened at the Fort Shelby Hotel Wednesday afternoon, with 27 fairs responding to roll call. This was a larger number than last year. Attendance of attractions people was, perhaps, a little lighter than last year, due to the fact that the Illinois meeting was held on the same dates.

Praise From Chapman

In his annual address Fred A. Chapman, Ionia, president of the association, paid a tribute to the spirit of the fair men of Michigan in carrying on thru trying depression years and pointed to their splendid showing as an indication of the underlying strength and courage of the country's agricultural and industrial leaders.

"A very valuable contribution to fairs and the outdoor show world was the 40th Anniversary Number of *The Billboard*," declared President Chapman. "I wish to express the appreciation of the members of the Michigan Association of Fairs to the officers of *The Billboard* for their generous attitude and liberality in publishing news of our fairs and to congratulate them on their 40th anniversary as a worth-while publication of immeasurable value to every fair secretary and to every member of the outdoor show world."

Fairs on Increase

James B. Jones, president Michigan State Fair, who was to have spoken on *The State Fair in 1934*, was unable to be present. A. C. Carton, State Department of Agriculture, gave a resume of 1934 fair activities especially with regard to disbursements of the State appropriation for fairs. Total money allocated to fairs in 1934 for premiums was \$68,191.61, and for 4-H Club work \$34,772.72. (See MICHIGAN SHOWS on page 46)

Substitute Bill Is Put in Ruling Mutuels in Indiana

INDIANAPOLIS, Jan. 26.—A substitute measure to legalize pari-mutuels has been offered in the House of Representatives and is said to have approval of the board of agriculture. It provides for a commission of three, one member to be named by the governor, one by the board of agriculture and one by the commissioner of agriculture.

It also provides for a license fee of \$100 a day except for county fairs, where the fee would be \$10, and permits racing syndicates to retain 10 per cent of the wagers, plus "breaks." The State also would collect a 10-cent tax on all admissions except at races of the State and recognized local fairs, plus 2.5 per cent of wagers. A total of 96 days of racing each year would be permitted.

After expenses of the racing commission are paid half the State's bit would be used to retire outstanding bonds of the State board of agriculture, a fourth to fairs and remainder to the State general fund.

SLIVERS JOHNSON with his Punniest Ford act, in the East the past two seasons, will play parks and fairs in the Northwest this year.

Nearly 20 Grand Cleared in York

YORK, Pa., Jan. 26.—The York Fair Association reported a profit for 1934 of \$19,237.88 following its annual meeting.

"Our profit would have been larger but for the fact that we were rained out Friday night and Saturday during the fair," said Herbert D. Smyser, manager of amusements. "We believe this cost us 25,000 admissions and loss of \$5,000 in grand-stand receipts."

Mr. Smyser was authorized to again engage James F. Murphy as censor of all concession games, it being declared that he did a "great job" last year and that much clamor against the fair has subsided since operation of the 1934 midway. Dates for 1935 are October 1-5, with a night fair on Tuesday, Wednesday, Thursday and Friday, and six running races and a steeplechase and stellar vaude and circus acts on Saturday.

Deficit May Stop Halifax

HALIFAX, N. S., Jan. 26.—Halifax may be without its annual 8 to 10 days' fair this year. At annual meeting of Nova Scotia Exhibition Commission, sponsor, Secretary-Manager H. D. Bidden reported a deficit of \$28,000 on the 1934 fair. The commission adjourned without deciding on a fair for this year, and some members said they would propose a suspension for several years. Manager Bidden blames most of the big deficit onto top-heavy carrying charges.

Enthusiastic Managers in Illinois Hear Gov. Horner Praise Annuals

SPRINGFIELD, Ill., Jan. 26.—With attendance cut because of sub-zero weather, ice and snow, the 25th annual meeting of Illinois Association of Agricultural Fairs was held here on Wednesday and Thursday with representatives from 40 counties present. Enthusiasm and optimism evidenced made it one of the best meetings held by the association.

S. B. Vick, Marion, outgoing secretary-treasurer, was named president, succeeding C. E. Walker, Shelbyville. Harry J. Conrad, Monee, was elected vice-president, and J. H. Metten, Duquoin, secretary-treasurer.

Board of directors: Will Hays, Duquoin, re-elected; C. E. Walker, Shelbyville; R. B. Rosenbraugh, Charleston, re-elected; J. Fred Temple, Galesburg, re-elected; A. W. Grunz, Breeze, re-elected, and Courtney Willetts, Alledo. The board will meet in this city within 10 days to discuss legislation.

A legislative committee, Will Hays, Duquoin, and Mr. Walker, appointed by President Vick, was instructed to call on the State department regarding more appropriations for county fairs.

A highlight of the banquet Wednesday night in the St. Nicholas Hotel, with State Treasurer John Stelle as toastmaster, was an address by Governor Henry Horner, who declared agricultural fairs of great value to communities and said



J. B. KUSKA, secretary Thomas County Fair, Colby, Kan., who was elected president of the State Association of Kansas Fairs at its recent annual meeting in Topeka.

Drive Started To Retain Ackerman in Syracuse Job

SYRACUSE, Jan. 26.—Altho Democrats have picked a successor to J. Dan Ackerman as secretary of New York State Fair, *The Syracuse Journal* launched a drive for his retention, starting with a two-column editorial, captioned "Go Slow, Governor."

Mr. Ackerman's friends are putting up a strong fight for him. He refused to close any dates last week when Ralph A. Hankinson, auto race impresario of 1934; George Hamid, who furnished last year's acts, and Max Linderman, World of Mirth Shows, came to talk business. Mr. Ackerman told them he would not close for anything until the present situation is settled.

Shryock Quits in Mansfield

MANSFIELD, O., Jan. 26.—William E. Shryock has resigned as secretary of Richland County Fair after serving 23 years. Widely known in fair circles, he will be 77 on February 12. He has been a guiding figure in agriculture events since 1897 and was president of the fair board eight years before he became secretary.

Canada Loops Ask R. R. Aid

Associations in Winnipeg seek waiver of charge on storage and lower rates

WINNIPEG, Jan. 26.—Besides awarding contracts for midways, grand-stand shows and concessions, Western Canada Association of Exhibitions, A Circuit, and Western Canada Fairs Association, B Circuit, took action to urge railroads to co-operate in next season's fairs during their sessions in the Fort Garry Hotel here on January 21-23.

Royal American Shows were again awarded the midway contract for the A Circuit, and grand-stand acts again went to Barnes-Carruthers. Henry Meyerhoff, Crescent Shows, was given the midway contract for B Circuit. Goodman Concession Company, Inc., was again given the A Circuit contract for concessions.

Dates set for 1935 exhibitions are Brandon, July 1-5; Calgary, July 8-13; Edmonton, July 15-20; Saskatoon, July 22-27, and Regina, July 29-August 3.

The association passed resolutions that the Board of Railway Commissioners be asked to change the regulation permitting only one attendant for each car of exhibition live stock, maintaining that two men were necessary; that the commissioners be urged to again offer low passenger rates in force during the past two seasons, with a single fare return rate during exhibition dates and, on two selling dates at each fair, a rate of one cent a mile each way; that the Federal Department of Agriculture be asked to resume the practice of providing judges for live-stock exhibits at its own expense; that the recent regulation providing a charge of \$1 a day against exhibition cars while on sidings be removed in connection with Canadian exhibitors, at least. Financial difficulties of agricultural bodies and exhibitors is such that a charge of this nature would be onerous, it was held.

Trenton Plans Sunday Auto Races; Incumbents Renamed

TRENTON, N. J., Jan. 26.—Stockholders and directors of Trenton Fair re-elected Samuel T. Atchley, president; F. W. Roebing Jr. and Arthur F. Foran, vice-presidents; Gen. M. R. Margerum, secretary-treasurer; Helen G. Laffan, assistant, and Col. J. Fred Margerum, general manager.

Plan is to have auto races on Sunday, September 29, day to be devoted exclusively to the speedsters. Dates of the fair are September 24-28, Sunday to be "thrown in." Previous gate admission of 25 cents will hold, and grand-stand prices also remain the same.

Manager Margerum has signed with Max Linderman, World of Mirth Shows, for the midway and exclusive game concessions. Mr. Margerum stated that, altho no definite plans have been made for the grand-stand attractions, he personally feels that a repeat rodeo and stampeede will most likely be the ultimate choice.

Frost Michigan Race Head

DETROIT, Jan. 26.—Joseph D. Frost, Saginaw broker, was appointed Michigan State racing commissioner this week by Governor Fitzgerald to succeed Mark Hanna. He will have charge of racing on Michigan State Fair grounds track, which finished its first full season last year.

CRAWFORDSVILLE, Ind. — Mr. and Mrs. Ward McClelland, secretary and assistant secretary of Montgomery County Fair here, are spending remainder of the winter in Orlando and Longwood, Fla., paying special attention to fast trotters in training there.

Ban on Beer Seen in N. D.

Managers fear financial effect of possible bill—no action taken on mutuels

FARGO, Jan. 26.—Selection of dates for two A circuit fairs and the complete B circuit, together with election of officers of North Dakota Association of Fairs, constituted major business at the annual meeting here on January 15-17. Illness, combined with inability of Grand Forks to choose a date, left some features unsettled.

Minot fair is set for July 1-6, with Fargo following, July 8-13. Grand Forks will take in the third week in July or last week in June, depending upon date of the State American Legion convention, as the city wishes the fair during this time.

B circuit fairs open with Stutsman County, Jamestown, July 2-5; Wells County, Fessenden, July 9-12; Cavalier County, Langdon, July 15-17; Pembina County, Hamilton, July 18-20.

Talcott Is Head

Frank Talcott, secretary of North Dakota State Fair for Fargo, was elected president of the association; Dick Forkner, Langdon, vice-president, with H. L. Finke, Minot, re-elected secretary. Outgoing President Dr. A. G. Ottinger, Jamestown, becomes a member of the board directors.

Discussion of possible legislation to prohibit sale of beer on fairgrounds outside of city limits came early in the session. A bill may be presented in the Legislature prohibiting sale outside of city limits, and general feeling is that prohibition of sale on fairgrounds outside of city limits would have considerable financial effect on the fair, inasmuch as sale would be allowed in the city, which, in the case of county fairs, would be close at hand. Jamestown and Langdon fairs allowed no sale of beer last year. Other fairs operated sales from one or several concessions.

In his annual address Mr. Ottinger urged cleaner fairs for 1935. From concession operators he asked adherence to contracts, from horsemen a better brand of grand-stand racing rather than hippodrome type, and from live-stock people more competition between entries.

Book United Shows of America

Regarding pari-mutuels Mr. Ottinger held that as long as this feature could be optional with fairs, it would be advisable to have legislative action making it possible. B. E. Groom, Langdon Fair, contended mutuels would be of no benefit to smaller fairs. No definite action was taken.

Edward W. VanCura, Fessenden, commented on achievements with CWA help in rearranging and reconditioning buildings. Mr. Finke talked on Minot's plans for a coliseum for events in bad weather and to serve for all-year activities. Mr. Ottinger asked the legislative committee to try for action which would guarantee fair amusement concerns reliable information concerning trucking rates thru the State and fair rates in conformance with regulations in other States.

Because of illness of Mr. Talcott and Grand Forks' indefinite stand, revue and other contracts for the A circuit were held up. Signed were the United Shows of America and the Max Goodman concessions. The B circuit will have Henries Bros.' Shows.

Banquet Drms 150

Representatives of attractions included Ernie Young, Ernie Young Revue; Earl Taylor, Earl Taylor Revue; Mrs. Jules Miller, Leo Semb, Miller Entertainment; Mrs. Billy Williams, Williams and Lee; Mrs. Dyette Brenely, Minneapolis; L. S. Hogan, Beckmann & Cerety Shows; Orville Hennies, Hennies Bros.' Shows; Lew Rosenthal, Billy Williams, Rosenthal Enterprises; John R. Castle, Robert L. Lohmar, United Shows of America; Al Lawson, Lawson Attractions; Roy Willatt, Dick Randlett, Logan Sizemore, WDAY Entertainers; Max Goodman, concessions; Rube Liebman, E. P. Carruthers, Barnes-Carruthers; Mr. and Mrs. M. H. Vaught, Harry L. Gordon,

Fair Meetings

Wisconsin Association of Fairs, January 30-February 1, Hotel Schroeder, Milwaukee. J. P. Malone, secretary, Beaver Dam.
Association of Tennessee Fairs, February 5, Noel Hotel, Nashville.
O. D. Massa, secretary, Cookeville.
New York State Association of County Agricultural Societies, February 19, Ten Eyck Hotel, Albany.
G. W. Harrison, secretary, Albany.

SECRETARIES of associations should send in their dates, as inquiries are being made.

State Fair Shows; Charles Ehr, Western Redco.

Banquet in the Waldorf Hotel was attended by about 150. Mr. Finke, emcee, introduced a program of dancing and musical numbers by pupils of Marie Early School of Dance, Fargo, and Abbie Andrews Orchestra. Rube Liebman led community singing to orchestra accompaniment. Cy Monley, Grand Forks, entertained with vocal numbers, playing ukulele accompaniment. There was a group of vocal numbers by Mrs. Brenely.

Shaw Sees Pickup in Biz

SPRINGFIELD, O., Jan. 26.—Outdoor attraction business, such as parks and State and county fairs, is on the increase in the opinion of Bob Shaw, general manager Gus Sun Booking Exchange. "At the meeting of Ohio fair managers in Columbus," says Shaw, "it was gratifying to hear practically all of them say business was much better in 1934 than the previous year. In fact, at the banquet of 1933 we had only 300 and this year there were 560. That tells something, doesn't it? We are booking more units than ever before. Especially is this true in Ohio, Pennsylvania, Illinois and Indiana. We recently booked the Franklin *Fantasies Revue*, a unit of 26 people, for the Teatro Compompor in Havana, Cuba. It is now playing there and will be for the next five weeks."

Orlando Building Is Ready

ORLANDO, Fla., Jan. 26.—Crawford T. Blackford, general manager of Central Florida Exposition, February 19-23, Silver Jubilee, said that due to the policy of expanding and doing permanent work, the concrete-block fair building is ready for occupancy. Management is building a concrete-block administration building, 28x40 feet; inclosed concrete duck pool, pheasant yard and spending hundreds of dollars on beautification thruout the grounds.

AMONG fair contracts signed by Jones-Williamson Rodeo, Hippodrome and Circus Attractions Combined is one with Cantus (O.) Fair, September 3-6.

Agricultural Conditions

Condensed Data From January Summary by U. S. Department of Agriculture, Washington, D. C.

YEAR'S OUTPUT SMALL

Nature and man combined to shrink agricultural production this last year to the smallest volume in more than 40 years. The acreage of crops harvested was about 19 per cent below the average of the previous 10 years. Then nature showed what she really could do by cutting the country's total output of crops 32 per cent below average.

Corn, the mainstay of our animal industries, husked out a little over a billion bushels, the smallest crop in 60 years. Oats yielded only half a billion bushels, the smallest since 1881. The four feed grains—corn, oats, barley and sorghum—together turned out half a crop—50,000,000 tons as compared with the average total of 100,000,000 tons.

In the case of cotton and tobacco, the cut was in acreage, not in yield per acre. The yield per acre of each was about 8 per cent above the average. But the harvested acreage of cotton was down some 30 per cent, and tobacco 23 per cent below the average.

INCOME IS LARGER

Crop production per capita of the country's population was by far the lowest this last season since 1866, the first year for which estimates are available. The trend of per capita produc-

S. C. Floor Show Sponsored

ANDERSON, S. C., Jan. 26.—Manager J. A. Mitchell, Anderson Fair, and secretary-treasurer of South Carolina Association of Fairs, said that a report that E. Lawrence Phillips was host at the dinner of the association at the annual meeting in Columbia on January 7 was erroneous. In that it had been a Dutch treat affair. The floor show, he said, was sponsored by A. T. Vitale, Ohio Display Fireworks Company; M. B. Howard, George A. Hamid, Inc.; John M. Sheesley, Mighty Sheesley-Midway, and E. Lawrence Phillips, Johnny J. Jones Exposition.



Fair Grounds

WOODSTOCK, N. B.—Board of Woodstock Fair, which has been held without suspension for 40 years, reported a surplus of \$200 from the 1934 event.

CHARDON, O.—Gauga County commissioners will take over grounds of the county's 102-year-old fair, it was agreed at a meeting with Gauga County Agricultural Society. The fair, oldest in Ohio, has a deficit of \$7,000, but can now continue. Grounds are at Burton, east of here.

BLUEHILL, Me.—Treasurer's report on Blue Hill Fair for 1934 showed a gain of about \$3,000, best year in the fair's history, according to Secretary E. G. Williams. The 1935 fair will open on Labor Day with two night shows. There is an increased budget and plans for more extensive racing, fireworks and free acts.

GREEN BAY, Wis.—The city has been awarded a State appropriation of \$4,250 to help defray the Tercentennial deficit, this amount contingent upon the city's appropriating a like sum. In addition officers of Tercentennial, Inc., pledged themselves to raise \$2,500 by popular subscription. This will bring total finances available to \$11,000, or within about \$2,000 of the deficit.

MILLERSBURG, O.—Holmes County Agricultural Society agreed to purchase five acres adjacent to the fairgrounds as site for a grand stand which will be erected for the 1935 fair. New members are Jonathan Mullet, Harry L. Goodman and William Shutt.

FORT LAUDERDALE, Fla.—Broward County Fair will be held here on February 25-March 2 under sponsorship of William C. Morris Post, American Legion.

AUBURN, N. Y.—Establishment of a circuit, bringing together Canandaigua, Naples, Hemlock, Palmyra, Waterloo, Trumansburg and Cortland county fairs, is under way by officials of these fairs. (See FAIR GROUNDS on page 47)

Fair Elections

BLUEHILL, Me.—Bluehill Fair Association re-elected Dr. E. V. Bliss, president; W. Blisset, vice-president; M. R. Hinkley, treasurer; E. O. Williams, secretary.

YORK, Pa.—York Fair Association re-elected Samuel S. Lewis, president; Herbert D. Smyser, vice-president; John H. Rutter, secretary; D. Eugene Frey, treasurer; William O. Thompson, racing secretary; manager of amusements, Herbert D. Smyser.

WOODSTOCK, N. B.—Woodstock Fair organization re-elected William Hay, president, and E. W. Maxwell, secretary-treasurer.

STANBORO, Pa.—Stanboro Fair Association re-elected William McIntyre, president; George McIntyre, treasurer; Walter B. Parker, secretary.

TERRYVILLE, Conn.—Litchfield County League of Fairs elected: President, J. Francis Ryan, Terryville; vice-president, Herman Walters, Goshen; secretary, Jesse Morse, Northfield; treasurer, Donald Peck, Litchfield; directors, K. K. Kinberly, Goshen; George Bailey, Litchfield; Norse Seely, Northfield; George Deming, Riverton, and Marion C. Mattoon, Terryville.

KEARNEY, Neb.—Buffalo County Fair Association elected Fred Knoble, president; W. W. Campbell, vice-president; Allen Cook, secretary; Wallace Thornton, treasurer.

LAGRANGE, Tex.—Dr. B. Schmidt was elected president of Fayette County Fair Association, succeeding H. W. P. Meyer, who declined re-election.

MARYSVILLE, O.—Richwood Tri-County Fair Association elected: President, Carl Allgwer, vice-president, Walter Hartman; treasurer, D. K. Davis; secretary for three years, O. E. Stout.

WINFIELD, Ia.—Winfield Fair Association elected Luther Lowe, president; Lambert Estel, vice-president; J. Russell, secretary; Jess Clark, treasurer.

DOVER, O.—Tuscarawas County Fair re-elected E. D. Fisher, president; Harold E. Boltz, vice-president; G. E. Hirsch, treasurer; J. D. Craig, secretary.

HUNTINGBURG, Ind.—Southern Indiana Fair Circuit, meeting here, elected W. E. Struckman, of this city, president; C. H. Taylor, Boonville, vice-president; (See FAIR ELECTIONS on page 47)

ANNUAL Meetings

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Dufour & Rogers Set in Brussels

Four shows booked for big exposition — letter gives facts about 1935 fair

CINCINNATI, Jan. 26.—An interesting letter regarding the Exposition Universelle, the World's Fair to be held in Brussels, Belgium, opening on April 25, 1935, was received by *The Billboard* from Lew Dufour, of Dufour & Rogers, of Chicago. A Century of Progress note, it having been mailed just prior to his departure for America with Mrs. Dufour after a tour of several European countries.

Mr. Dufour said that he and Joe Rogers, Chicago, will have four shows at the exposition, contracts having been let and construction to begin immediately.

Traver Has Rides

Regarding the big fair, he wrote: "So far 31 foreign countries have signified intention of exhibiting. Exposition architecture is of Roman, Gothic and modern types. Grounds are in the city of Brussels. Transportation arrangements are excellent, taxi fare being 40 cents from center of the city, and there will be five-cent street car and bus service to the grounds.

"Entrance fee will be 25 cents, with season tickets \$5. Up to January 1 \$1,000,000 of season tickets had been sold. Harry Traver started construction on December 15 with 100 men, installing a Giant Coaster, Seaplanes, Auto Skooter, Water Ride, Tumble Bug, Cuddle-Up, Auto Racer, Noah's Ark, Whip, Laff-in-the-Dark and a walkthru show.

Berni Is Building

"Louis Berni, former organ manufacturer in New York, now of Paris, is constructing a scenic coaster ride, Thru-the-Italian-Alps, and a water ride. Mr. Schaffer is constructing a Lilliputian Village and will have about 100 midgets. Francis G. Lefebvre is installing an Auto Skooter. There is also a Boat Ride and an Autodrome.

"Village of Old Brussels, completed, is a masterpiece. Practically all major buildings are completed. The stadium, with 35,000 seating capacity, has been ready for some time and is all of concrete and steel. Inside the main entrance, approaching the buildings are beautiful landscaped gardens of flowers and shrubs and fountains."

Horsemen of Michigan Hold Meet in Detroit

DETROIT, Jan. 26.—Members of the Trotting Club of Michigan met here on Tuesday and elected: President, D. A. Hamm, Port Huron; vice-president, George Slaughter, Ypsilanti; treasurer, Dan McDuff, Port Huron; secretary, Andy Adams, Litchfield.

Plans for futurities for 2 and 3-year-old colts to be raced in 1936 were discussed, also the stake races for the Southern Michigan Race Circuit.

Southern Michigan Fair and Racing Circuit also held its annual meeting and elected: President, Fred Green, Ionia; vice-president, Frank Bradish, Adrian; secretary-treasurer, Harry B. Kelly, Hillsdale, speed secretary, Andy Adams, Litchfield. Plans were laid for this year's racing. Purses will be as large as last year and in some instances larger.

Leek Starting Ninth Year

VANCOUVER, B. C., Jan. 26.—Walter Leek was unanimously re-elected president of Vancouver Exhibition Association. This is the ninth year of his incumbency and during that period developments in exhibition work have been numerous and substantial. F. D. Gross was re-elected first vice-president; Ed Lipscomb, second vice-president; Willis Dalton, honorary treasurer. General manager is J. E. Matheson and G. S. Hockley assistant. Twenty-one committees were named.

FLYING MELZORAS, after spending the holidays at their home in Saginaw, Mich., have been vacationing in El Joban, Fla., and will open at Sanford (Fla.) Fair on February 11 with Krause Greater Shows.

Centennial for Shreveport Tied in With La. State Fair

SHREVEPORT, La., Jan. 26.—Directors of the State Fair of Louisiana re-elected George Freeman, president; R. T. Carr and S. H. Bolinger, vice-presidents; Andrew Querbes, treasurer, and W. R. Hirsch, secretary-manager. The city of Shreveport, being founded in 1835, is celebrating its 100th anniversary, and the 1935 State fair will be known as Louisiana State Fair and Shreveport Centennial. Special committees have been appointed to promote features appropriate.

Altho there was more than \$110,000 expended for improvements on the fairgrounds in 1934, building committee was instructed to ascertain cost of five major improvements to be completed preparatory to the 1935 exposition, October 19-27.

Football games at the fair were contracted for several months ago. Louisiana State University will play Arkansas University on Saturday, opening day, and Centenary College will play Texas Christian University on Saturday, October 26.

MICHIGAN SHOWS

(Continued from page 44)

There are now 133 organizations in the State authorized to hold fairs, he said. Some of these are flower shows and potato shows rather than fairs. In 1934 79 fairs were held in the State as compared with 69 in 1920. This would seem to give the lie to the occasional assertion that interest in fairs is dying out.

The fairs have not only increased in number, but also in scope, in attendance and in receipts. In 1934 seven associations reorganized. They were Big Rapids, Bear Lake, Carson City, Eagle, Imlay City, Mantion and Lansing. Attendance at the county fairs of the State was well over 1,000,000.

Following Mr. Carton's talk there was general discussion under the head of Some Successes in 1934. Arnold Engstrom, Traverse City, said their fair shows an operating profit every year and the money is put right back into various improvements. In this way the fair has been steadily built up. Last year it had a 35-cent gate and 25-cent grand stand. Grand-stand price probably will be raised to 35 or 50 cents this year, Mr. Engstrom said.

Credit to Buckley

W. F. (Bill) Jahnke, Saginaw, stated that 1934 was about the first time in eight years that the Saginaw Fair had had good weather, and they cleared \$6,500 of old debts and still had a nice sum in the bank. A beer garden operated by the fair was a big money maker, Mr. Jahnke said, and as it was operated upon a high plane there was no objection to it. A farm queen contest was one of the big factors in drawing large attendance. For the first time the fair opened on Sunday and it was so successful the Sunday opening will be continued. All exhibit buildings were filled, he said, there being 707 exhibitors in the farm products departments and over 1,600 exhibitors in all.

Bob Buckley, Bad Axe, reported that with a population of 30,000 in the county they had an attendance of 29,999 at the fair. The Bean Queen contest and giving away three autos largely stimulated attendance, he said. The fair had receipts of \$18,250 and has several thousand dollars in the bank after having paid all bills. Mr. Buckley credited success of the fair to splendid co-operation given by its directors. The directors came right back with the assertion that Bob Buckley does most of the work and planning and the lion's share of the credit should go to him.

The morning session closed with the introduction of attractions people present.

Banquet and Entertainment

About 200 attended the banquet and entertainment Wednesday night in the Spanish Grillroom of the Port Shelby. President Chapman presided, and Fred W. Green, former governor of Michigan, was toastmaster. As always, Governor Green was quite felicitous in his remarks, and his quips kept the guests in a hilarious mood. Frank D. Fitzgerald, governor of Michigan, was unable to be present because of an attack of flu and filed regrets. There were brief talks by James B. Jones, Michigan State Fair, and James F. Thomson, director of agriculture.

Before start of the evening's program guests stood for a moment in silence as

a mark of respect to two members who recently passed on, John Leidlein, Saginaw, and John T. McNamara, Marquette.

Mr. Thomson declared his department is heart and soul for the fairs and will be as generous as possible with them. The 4-H clubs, he said, are one of the chief means by which the State may increase the quality of its farm products, and the State should be very generous with the 4-H clubs in considering the distribution of State money, he said. Mr. Thomson expressed the belief that perhaps the State has too many fairs. Some of the weaker ones, in territory where other fairs serve them well, might be eliminated with profit to all, he thought. As to the policy of the department for 1935, Mr. Thomson said: "We are going to be guided by what you (the fair men) want us to do."

There was an excellent entertainment bill. Sam J. Levy was emcee, a job he fills to perfection. Bert Thomas furnished a loud-speaker system that enabled everyone in the banquet hall to hear the program distinctly. The bill included Edna Ray, accomplished vocalist, presented thru courtesy of the Hudson Fireworks Company; Inez and De Winn, clever acrobatic team, thru Gus Sun Exchange; Miss Pat McFarren, dainty little tap dancer, thru Betty Bryden and E. B. Worman; Robert Pryal, Swedish dialect stories that convulsed the audience; Flying Howards, talented roller-skating trio, thru Farm Crest P.-A. System; Glyde Snyder, m. c., and Lucile Johnson, prima donna of the show at Oriole Terrace, thru Ernie Young Agency; Ben Tahar and Company, whirlwind acrobats and dancers, thru Barnes-Carruthers.

Session on Thursday

Harry B. Kelley, Hillsdale, was first speaker at the closing session, his topic being *Successful Fair Advertising*. Mr. Kelley said that while his fair uses many kinds of advertising—road signs, tire covers, pole cards, etc.—the main advertising medium is the county newspapers. About 50 are used by Hillsdale Fair, covering a radius of some 40 to 75 miles. One of the best ads for the fair is its Children's Day, Mr. Kelley said. It is held on Monday and makes a big day of what used to be a flop. Mr. Kelley paid a tribute to the value of *The Billboard* and *The Horseman* to fair men and urged all fair officials to read and use these publications.

W. F. Jahnke, on the same topic, told the fair men they should make liberal use of newspaper space. Newspapers, he said, will give fairs more advertising than any other medium. Last year, he said, Saginaw Fair successfully used signs placed in front of the homes of 4-H Club members throughout the territory. Each member was furnished a card reading, "I intend to exhibit at the Saginaw County Fair," and these signs, displayed at the entrance to farm homes where they could be read by passing motorists, were most effective advertising. Secretary Chet Howell also called attention to the fact that Mr. Jahnke lands a larger percentage of his newspaper stories than most secretaries because he injects plenty of human interest.

John N. Anhut, president of the Trotting Club of Michigan, was unable to be present and in his stead Andy Adams, secretary of the club, spoke briefly on racing plans for 1935. "If we can better racing conditions," he said, "we will benefit both the horsemen and the fairs." Mr. Adams declared that in his opinion trotting and pacing are some of the major attractions of a fair. He said the trotting association will use every effort to obtain a part of the State appropriation for fairs to help pay race purses.

Frank Rathburg, Imlay City, led a round-table discussion on pertinent topics. Mr. Jahnke, chairman of the resolutions committee, made his report verbally. The committee extended greetings and good wishes to *The Billboard* and *The Horseman*, and especially thanked Nat Green and Fred Terry for the fine publicity they have given and are giving the fairs. Officers of the association were thanked for their efficient work; Paul Van Deine for his comprehensive agricultural report; the hotel management was commended for its efficient handling of the convention, and a resolution of sympathy on the death of John Leidlein and John McNamara was adopted.

Fred A. Chapman and Chester M. Howell were unanimously re-elected president and secretary-treasurer, respectively. The following vice-presidents were elected: First vice-president, Frank Bradish, Adrian; second, Bob Buckley, Bad Axe; third, Arnold Engstrom,

Traverse City; fourth, W. F. Jahnke, Saginaw; fifth, Mrs. Harvey Woodruff.

It was voted to hold the next meeting in the Port Shelby Hotel, Detroit. On suggestion of Secretary Howell, membership in the International Association of Fairs and Exposition was renewed.

It was also suggested by Secretary Howell that the association offer some sort of a reward to the fair bringing the most members of its board to the annual convention. T. P. Eichelsdoerfer, Regalia Manufacturing Company, offered to donate a suitable loving cup and his offer was accepted. The first award will be made at the 1936 meeting.

Notes of the Sessions

Jerry Moore, genial assistant manager of the Port Shelby Hotel, put one over on the boys by quietly slipping away Saturday and getting married. The girl who said "I do" for better or worse (we're sure it is for "better") was Mae Laurie, a charming miss.

Tim Doolittle and his Hillbilly Band from WJR went over big when they entertained the horsemen at the Trotting Club banquet. The members of Tim's outfit are the original flying mountaineers, each and every one being a full-fledged aviator.

Bert Thomas (Farm Crest P.-A. System), who furnished the public-address system, signed Hillsdale Fair for the third year. He also has Adrian signed for the second time, and Crossville and Northville each for the fourth time.

Leo Lipka, who used to be in the outdoor show game, is now an investigator in the Detroit prosecutor's office, in addition to publishing *The Wayne County Democrat*.

Barney Ransford, one of the real vets of the fair game, is back in the thick of activities at Caro, which means that fair will be very definitely on the map.

Bob Buckley, who has done wonders with Bad Axe Fair, brought his charming daughter along with him this year and she got a big kick out of everything.

In his closing remarks President Fred Chapman urged all fair men to make use of the splendid opportunity for publicity that is offered by *The Billboard*. The information carried in its columns and the constant exchange of ideas are of inestimable value, he said.

The hotel management co-operated to the fullest extent with officers of the association to make the stay of the fair men at the Port Shelby a pleasant one. And they succeeded most admirably. President Chapman and Secretary Howell saw to it that every detail of the meeting was properly taken care of and the result was everything ran smoothly.

"Quality" seems always to have been the watchword of the Duffield boys and, as usual, the guests of these genial hosts were the "class" of the convention.

Attractions Representatives

Among attractions people in attendance were Floyd Gooding, Gooding Greater Shows; W. C. (Bill) Flening, Pollock Poster Print; C. W. Cracraft, Mighty Sheesley Midway; Whitey Tate, old-time outdoor showman; W. G. Wade, W. G. Wade Shows; Sam J. Levy, Jack Champion, Barnes-Carruthers; Gus, Pete and Jack Sun, George Puget, L. Dickstein, Val Campbell, Gus Sun Exchange; Charles, Frank and Jack Duffield, Thearle-Duffield Fireworks Company; Mrs. Ernie Young, Ernie Young Agency; Frank Taylor, Earl Taylor Enterprises; F. M. Woods, Knapp & Dehnert; John B. Rogers Producing Company, pageants; Hank Leuders, United Booking Office; Pete Iodice, Harold Brow, American Booking Service; R. J. Vitale, P. J. Vitale, D. A. Ross, Edw. Gennock, Sam Orrico, Ohio Display Fireworks Company; Betty Bryden, E. B. Worman, booking office; W. G. Dumas, John F. Reid, Happyland Shows; Harry B. Leasinger, A. D. Michele, Hudson Fireworks Company; Sam Morris, exalted ruler of Elks, Monroe, Mich.; Oscar Bloom, Mr. and Mrs. Al Wagner, Gold Medal Shows; T. P. Eichelsdoerfer, Regalia Manufacturing Company; Mr. and Mrs. Bert Thomas, Farm Crest P.-A. System; Al Gatewood, Earl Evans, Flying K Rodeo; A. E. Selden, Selden Attractions; L. E. Holt, American Fireworks Display Company; Lou Henry, Leo Lipka, Frank Pilebeam, Joe Bennett, Lew Marcus, Frank Allen, Mr. and Mrs. J. Mulder, Billy Malone, J. C. Weer, Johnny Quinn, Floyd Mellon, W. H. Green, J. G. Kelly and Del Madison.

BAY CITY, Mich.—Bay County board of supervisors leased the fairgrounds to Northwestern Michigan Fair Association. A summer racing program has been planned.



By CLAUDE R. ELLIS
(Cincinnati Office)

BUSINESS is good in Cer-Gal Roller Rink, Cermak road and California avenue, Chicago, says Manager Dan Rosenberg. Rink is 110 by 80 feet. Staff comprises Harriett Spera, Mrs. F. Grybeck, checkroom; Louise Brooks, cashier; Frank Grybeck, skateroom; Frank Jonas, Walter Walenga, skate boys; Stanley Swikia, John Walenga, Tom Brooks, Roy Turner, organist. Manager Rosenberg noted in the rink columns of January 12 that the Riverview Park Rink organist, Joe Spring, has been having trouble getting new music from publishers and advises that Organist Turner reports the same situation regarding himself.

THREE BLUE STREAKS, skating act, confide from Portland, Ore., that while they doff their hats to the feminine managers of Chez Vous Rink, Philadelphia, and the Rollerdrome, Culver City, Calif., recently mentioned in these columns, they think the Culver City management has a point to learn, that being not to refuse professional skaters entry to that rink. They contend that pro skaters always entertain patrons to good advantage in any rink and they declare the Culver City spot to be the first that ever refused them admission. They remark that "old-time rink men never fail to give a professional skater the glad hand."

A MODERN roller-skating rink was opened week before last in Pythian Temple, Pittsburgh, 500 attending on opening night, with succeeding nights bringing favorable biz. Sessions are held every afternoon from 2 to 4:30 and every evening from 8 to 10:30. Music and skates are free. Sell Hall is manager.

LEO MAYTNER, Akron, O., identified with amusement park roller rinks for several years, has taken a lease on the Land o' Dance building, Canton, O., and has inaugurated a winter season of roller skating. Much equipment is new. Policy will be six nights a week and Saturday afternoons. Russ Golden, many years identified with Akron rinks and a veteran rink operator, is in charge.

EARL J. FRYE, veteran Canton, O., roller-rink operator, who for several seasons has operated the roller rink in Meyers Lake Park, Canton, has acquired a large pavilion in Liberty Park, near Salem, O., and is operating it as a roller rink, with sessions seven nights a week. Grady Odum, Canton, is in charge of the spot, which is reported doing nicely.

ROLLER rink in Rock Springs Park, Chester, W. Va., is maintaining a regular winter schedule, according to C. C. Macdonald, park operator. The spot has been going in strong for private parties, and a recent benefit skate party for Chester High School Band attracted a capacity crowd. Mr. Macdonald has been successful in landing a number of private skate sessions to be sponsored by

major pottery concerns later in the season. Rink is one of the oldest in upper Ohio valley.

AMATEUR basket-ball games are being held every Sunday afternoon in Fordham Rink, Bronx, New York, in conjunction with roller-skating sessions. This venture has stimulated gate receipts. Management says it also helps convert basket-ball followers into roller skaters. A few dance numbers are also provided. Manager John Beckman reports Fordham gate receipts took a decided jump after the expected holiday lull and attendance record this season is running far ahead of figures a year ago. Newspaper advertising is being used as an additional means of bringing Fordham Rink to attention of the New York public.

PLANS for reorganization of the In-terboro Club in New York are in progress, and Isalah Preger, director of publicity, reports greatly increased interest. Training of amateur racers will be one of the principal objects. Applications for membership have come from New York, New Jersey, Pennsylvania, Massachusetts and Connecticut.

A NEW roller rink opened in South Bend, Ind., at 226 1/2 South Lafayette boulevard. Advertising in daily sheets stresses children's special skating at 10 cents.

FIRST of a series of one-mile roller speed races will be held soon in Bell's Rink, Lincoln highway, Port Wayne, Ind. Ten races will be run on Tuesday nights, skater who compiles the greatest number of points in the 10 weeks to be winner. Last week in an exhibition race Erwin Beyer took first place, Jess Blesieda second and Bill Hines third; time, 3 minutes and 27 seconds. Sundays will be Waltz Nights for professionals and amateurs.

"THE OLD West Side in New York, where once the Hudson Dusters and the Gopher Gang tossed pavers at one another, is in the throes of a new warfare," reads a news clipping sent to Robert R. Ware, Chicago Roller Skate Company, by Frank MacMillan, Port Lee, N. J. "This time it is roller-skate hockey, a scarcely recognizable offspring of the 'shiny' of other years. The rivalry among the 26 teams of the Roller Skate Hockey League, recruited by the Hudson Guild and Crime Prevention Bureau of the Police Department, is bitter but sporting, and the league, which has 300 players enlisted, has turned the midway mark in its fifth season. More than 100 games have been played, and with 105 to go, the Condors, of West 55th street, are leading the senior division. The Dragons, of West 65th street, and the Acme sextet, representing West 58th street, are tied for intermediate honors, while the Panthers, who practice in 60th street around Madison Square Garden, are much the best among the juniors."

RECREATION PARK, Tallahassee, Fla., has reopened its skating rink for two days each week. Rink had been closed since early in the winter to give floor space to other amusements.

AT THE French figure-skating championship matches in Jeff Dickson's Palais des Sports Rink, Paris, winners were Mme. Clericot, women's; M. Hennion, men's, and M. and Mme. Brunet-Joly, couples'. Reator is presenting his roller-skating number at the Kaiserhof, Cologne, Germany.

FAIR GROUNDS

(Continued from page 45)

It is pointed out that in previous years conflicting dates have caused disadvantages and kept exhibits at a minimum and attendance down.

DOVER, Del.—State Treasurer Warren T. Moore, vice-president of Kent-Sussex Fair Association, Harrington, appearing before the Delaware Legislative budget committee, asked that a \$7,000 annual appropriation allowed that association for several years be continued during the next fiscal biennium.

ENTHUSIASTIC

(Continued from page 44)

chestra, presented by Armbruster Tent Company; Marie Walker, blues singer, presented by Edna Deal Agencies; Four Clefs, hot rhythm boys, and Sterling and Silver in glass tops, courtesy of Miss Valencia; Burveted Twins, daphne xylophonists, presented by Sidney Belmont Fair Attractions; Mickey Freeman,

Irish tenor, and Dale and Dale, novelty steppers, courtesy of Moonlight Gardens; Ted and Mickie, presented by Ray G. Shute; Raydelle and Joe Anne, acrobatic routine, presented by E. C. Cunningham; Phil Clark, radio tenor, furnished by Barnes-Carruthers.

Attractions Folk Present

Attractions and concessions people included Lew M. Goldberg Productions; Hindert's Sound Equipment; Virgil Stapp, rodeo; Illinois Fireworks Company; H. Wilbur Johnson; W. F. Weary, Regalia Manufacturing Company; Armbruster Tent Company; Chance's Educated Horses; Graham Western Riders, Ole Graham; L. Edward Chance, Larry B. Chance; Sidney Belmont; Sonny Berne; Ed Collins, Ohio Valley Sound Company; E. E. Smith, E. G. Staats & Company; Mrs. C. E. Pearson, E. Sims, Pearson Shows; the St. Julians; Dee Lang Shows; Desplenter Bros., E. J. Desplenter; E. R. Gray, R. W. Anderson, Billy J. Collins; Hartzler, public-address system; Barnes-Carruthers, M. H. Barnes; R. J. Cousins, Great American Shows; Edna Deal, Chester Deal, Ray G. Shute; Grace Goss, Bess Goss, Charles Goss; Larry S. Hogan, Beckmann & Gerety's Shows; W. C. (Billy) Senior, Gus Sun Booking Exchange; Herbert George, Denie Curtis.

Resolutions extended to the governor, director of agriculture and assistant director thanks for co-operation during the past year, appreciation to outgoing officers, condolences on the death of Edward S. Collins, former manager of Illinois State Fair, and sympathy on the illness of Charles Easter and to Mrs. C. E. Pearson on the death of her husband. Annual meeting next year will be in Springfield at a date to be set later.

FAIR ELECTIONS

(Continued from page 45)

Dr. Wolfe, Corydon, secretary-treasurer, and these directors: Charles Steele, Princeton; A. L. Miles, Corydon; Albert Derr, Boonville; Bert Stanley, Salem, and J. Frank Overbeck, Huntington.

NORTHWOOD, Ia. — Worth County Fair Society re-elected H. E. Douglas, president; George Stoeker, vice-president; W. R. Johnson, treasurer; R. T. Nelson, secretary.

IOWA FALLS, Ia.—Central Iowa Agricultural Association re-elected J. D. Taylor, president; E. H. Kaufman, vice-president; E. O. Ellsworth, treasurer.

BALSAM LAKE, Wis.—J. A. Mack was elected president of Polk County Fair, succeeding James Frokjer; Conway Stannard, vice-president; Dave Young, secretary; N. J. Larson, treasurer.

YAZOO CITY, Miss.—Yazoo County Fair Association elected F. H. Jenne, president; Dr. J. T. Rainer, vice-president; W. A. Steinriede, secretary-treasurer; D. Welterstein, acting secretary.

COLUMBUS, Ind. — Bartholomew County Fair Association re-elected Ed Redman, president; Frank Clark, vice-president; Frank P. Brockman, treasurer; Francis M. Overstreet, secretary.

ALBEMARLE, N. C. — Stanly County Agricultural Fair Association, composed of members of Stanly Post, Veterans of Foreign Wars, elected M. R. Lambert, president; W. C. Byrd, H. C. Turner, vice-presidents; A. W. King, secretary-treasurer.

NEW LONDON, Wis.—Frank Winkewerder was re-elected president of Outagamie County Agricultural Association; Harry Jack, vice-president; Milford L. Steffen, secretary; Ben A. Rideout, treasurer; Edward Wiesler, marshal. The 1935 fair will be free for the first time.

NASHVILLE, Tenn.—John Sloan was unanimously elected by the County Court as a member of the board of fair commissioners for six years, succeeding

Bay State Fairs

By L. B. BOSTON, Director Division of Reclamation Soil Survey and Fairs, State Department of Agriculture. A. W. LOMBARD, Asst. Director. EDGAR L. GILLET, Commissioner of Agriculture.

We are happy to announce to all agricultural organizations in Massachusetts that our newly appointed commissioner of agriculture, Edgar L. Gillett, is a "fair" man of experience who is 100 per cent back of every fair official in his desire to promote the development of agriculture by means of exhibits, demonstrations and contests at agricultural fairs.

Commissioner Gillett was one of the original backers of the Eastern States Exposition and is at the present time on its board of directors. He was one of the original group who went to Chicago in 1916 and succeeded in getting the National Dairy Show to hold in Massachusetts. He has been an extensive exhibitor of cattle for a number of years at many of the leading fairs in the East and has been and still is a loyal worker and whole-hearted co-operator of agricultural fairs and exhibitions.

It is the desire of the commissioner that all officials of associations or societies holding agricultural fairs in 1935 will feel free to consult with him personally and that under his leadership the department may continue to serve the agricultural interests of the Commonwealth to the welfare of all.

Several new ideas were presented at the 86th annual Boston Poultry Show which were apparently well appreciated by the general public. The crowing contest in particular was of special interest, in which some three dozen lusty crows all but strained a larynx in trying to outdo one another. Records of the various birds were followed closely from day to day, and while the contest as such may not have added much to the scientific knowledge of poultry husbandry, it at least was an interesting pastime and a form of competition entirely understandable by the general public.

The egg-laying contest, while less spectacular, had a large entry and was a novel feature of the show. The commercial egg display, of which there were more than 300 dozen, was without doubt the largest lot of eggs ever shown at one time in New England. Each of the New England States contributed entries in this egg show in addition to six cooperative egg auctions and two wholesale dealers.

The Commonwealth of Massachusetts has been assisting agricultural societies in one way or another for 126 years. Last year more than 100 organizations, including agricultural and horticultural societies, grange and community fairs and poultry and rabbit shows, received financial assistance from the Commonwealth. Nearly 80 per cent of all agricultural premiums was paid by the Commonwealth, in addition to financing numerous special exhibitions, the distribution of State award ribbons, medals, trophies and certificates. We challenge any State government in the Union to show a more general or helpful way of using public funds for the encouragement of agriculture, or any other State department a more general distribution of State funds that goes directly back into the pockets of the taxpayers.

Rogers Caldwell. Mr. Sloan's interest in Tennessee State Fair is said to have been responsible for development of one of the best Horse Shows in the South.

GONZALES, Tex. — Gonzales County Fair Association elected G. Burgess Robertson, president; S. M. Ainsworth, vice-president; Claud Holley, secretary; R. A. Renschel, general manager; J. F. Renschel, treasurer.

The First Best Skate

QUALITY

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RAS, CRESCENT, GOODMAN WIN

Awards Made at Winnipeg Meets

Class A Fairs repeat for Sedlmayr-Velare, Goodman—Class B to Meyerhoff

WINNIPEG, Can., Jan. 26.—During the meetings of the Western Canada Fairs' Association and the Western Canada Association of Exhibitions here this week, the following amusement contracts were awarded:

What is referred to as the "Class A Circuit"—Brandon, Calgary, Edmonton, Saskatoon and Regina—again went to Royal American Shows, which prominent organization played the same circuit last year. Manager C. J. Sedlmayr, of this company, who attended the meetings, advised that he was also given contract for the Canadian Lakehead Exhibition at Port William.

The Goodman Concession Company was again given contracts to furnish concessions at all the "Class A" fairs. This firm has operated the concessions over this circuit for a number of consecutive years. The Goodman company has also received contract for concessions at the Vancouver Exhibition, and in the United States over circuit of fairs in North Dakota, and at Billings and Great Falls, Mont.

Henry Meyerhoff, of the Crescent Shows, was awarded the "Class B" circuit, which comprises the exhibitions at Carman, Estavan, Weyburn, Portage La Prairie, Dauphin, Yorktown, Melford, Lethbridge, Red Deer, Camrose, Vermillion, Lloydminster, North Battleford and Prince Albert.

Murray Again With Krause

ATLANTA, Ga., Jan. 26.—William C. Murray, special agent and publicist, will again be with Krause Greater Shows this season, his sixth with the Ben Krause organization, and left this city a few days ago to take up his duties. He was formerly on the staffs of the old Smith Greater Shows, Dykeman & Joyce, Galler, Great Middle West, Via-Ken and Washburn's Mighty Midway carnivals. While with Washburn in Canada in 1914 he enlisted in the Canadian Army and had four years' service overseas.

Friendly Opposition

CINCINNATI, Jan. 26.—The following account of two kinds of tent shows day-and-dating and closely located at Titusville, Fla., last week is provided by W. L. Fyke, of Bar-Brown Shows:

"Monday night was light but every night picked up and we closed Saturday night to a very fair week. Friday night Billroy's Comedians played directly across the street from us. They showed to a full house. During their show our midway was blank but after their show our midway was packed until midnight. The result was that both shows did a very nice business, whereas, if the lots had been separated by much distance neither would have had very much.

"It pays to be agreeable and we have nothing but commendation for Billroy's."

Dodsons To Make Return Eastward

RICHMOND, Va., Jan. 26.—Dodson's World's Fair Shows will return to this section of the country this year after an absence of more than a decade. During late years this amusement organization has operated exclusively in the Central States and Middle West and in States south of those areas.

C. G. and Mel Dodson, of the shows bearing their name, attended the fairmen's meeting here and were awarded contracts to furnish midway amusements at a number of fairs in Virginia and West Virginia this year.

Six Staging Comeback

BRYAN, O., Jan. 26.—J. Harry Six, owner-manager of J. Harry Six Attractions, who has been in ill health and has held his organization to small proportions the last couple of years, has recovered his health and plans getting back to his former stride the coming season.

Marks Lands Six Fairs

RICHMOND, Va., Jan. 26.—Manager John H. Marks advises that Marks Shows have added the following fairs in North Carolina to their list of engagements for this year: Wilkes County Fair, North Wilkesboro; Six-County Fair, Mebane; Roberson County Fair, Lumberton; Cumberland County Fair, Fayetteville; Halifax County Fair, Weldon, and Ten-County Fair, Wilmington.

Newly Elected Officers Of MSWC Are Installed

ST. LOUIS, Jan. 26.—At a recent meeting of Missouri Show Women's Club the newly elected officers for this year were installed. They include Catherine Oliver, president; Grace Goss, secretary, and Norma Lang, treasurer. The complete list was given in the January 12 issue. All of retiring officers received gifts as tokens of appreciation of their untiring efforts the past year.

Beautiful flowers were received from the Ladies' Auxiliary, Heart of America Showman's Club, Kansas City, and from Mrs. Sam Solomon and Mrs. Harold Barlow. After the installations a banquet was held at American Annex Hotel. Mrs. Eddie Vaughan made an attractive cake for the occasion, the decorations being a miniature show layout. Betty McKee, mascot of the club, cut the first slice of cake. The following were present: Catherine Oliver, Grace Goss, Norma Lang, Mayetta Vaughan, Elizabeth (Bess) Anderson, Lulu Dunn, Vera Hancock, Daisy Davis, Elizabeth Sims, Daisy Barry, Cloia Jacobson, Millicent Navarro, Mabel Pierson, Jane Pierson, Anna Porter, Gertrude Lang, Kathleen Reibe and Betty McKee.

Charles Hatch Under Knife

LOS ANGELES, Jan. 26.—Charles Hatch, former trouper and now connected with the Bernard-Meikeljohn Agency, who has been ill for some time, underwent an operation for ruptured appendix at Alvarado Hospital recently. At last report from Dr. Ralph E. Smith Mr. Hatch's condition was considered satisfactory.

HOUSTON, Jan. 26.—The local representative of *The Billboard* was a visitor to the "Spring street hall" of the Southern Exposition Shows' winter quarters and found a number of men at work. Mostly at this time work consists of repairs to tent equipment. A new Minstrel Show top is being made in quarters for the minstrel troupe now on the road. Incidentally, the minstrels stood 'em up in Port Arthur last Saturday night, turned 'em away Sunday matinee and night in Beaumont and opened to capacity here Monday night. Manager John Francis and wife have left their hotel quarters and have leased a beautiful apartment. Mr. Francis left for northern points Monday.

No Assistance, Says P. Martin

CINCINNATI, Jan. 26.—The following was received by *The Billboard* this week from Percy Martin, general representative Gruberg's World's Exposition Shows, from Charleston, W. Va.:

"Regarding the carnival license situation in West Virginia and the appeal made thru the columns of *The Billboard* recently for funds to carry the fight to the Legislature, which is now in session, to lower the tax on carnivals in this State, especially on amusement-game concessions—which is now \$10 per day for each concession—and with the assurance . . . that the said taxes could be lowered providing parties interested would present a bill covering same, I regret to announce that neither Robert W. Chidester nor myself, who have been and are willing to give our time and work in the interest of the said bill without pay, failed to receive one cent from showmen toward defraying the expenses of the said legislation. In fact, we did not even receive one letter or telegram from those who should be interested in the matter.

"Until the time comes when showmen will co-operate in these vital matters, and until and unless carnival managers get behind some central organization that can and will handle matters of this kind, like the present tax situation in this State, there is no hope for equality and equitable tax laws governing our business. . . . I sometimes doubt that carnival owners and managers will ever get together on this important matter of organization. Possibly the last chance we will ever have along this line of co-operation now exists in the American

(See NO ASSISTANCE on page 51)

Copping and Bantly Injured

REYNOLDSVILLE, Pa., Jan. 26.—Harry Copping and Harry Bantly, the latter Mr. Copping's son-in-law, were in an auto mishap while returning from Chicago where they purchased two rides for H. Bantly's Shows, which will be launched this season under Mr. Copping's management. Their car, a new "Airdow," was wrecked and burned. Copping and Bantly were injured about the legs and arms, but are getting along okeh and will soon be active again in preparing the show for the road.



THE 13TH ANNUAL BANQUET AND BALL of Pacific Coast Showmen's Association, held recently at Biltmore Hotel, Los Angeles. Many guests stood in the floor show space for the photo (try to count 'em).

Showmen's League of America

CHICAGO, Jan. 26.—In the absence of President Conklin, Vice-President Joe Rogers presided at the Thursday meeting. The cold weather, together with the various fair meetings now in session, somewhat curtailed the attendance but not the interest.

Brothers Murray Lorber and Arthur Radcliff were present for their first meeting. . . . Brother Sam Solomon arrived back in town in time for the meeting, as also did Past President Eric A. Young. . . . The cold weather kept Brother Harry Coddington at home, the first meeting he has missed in a very long time.

A big smoker for members and their friends is the next social affair of the season, to be held February 2. Past President Sam J. Levy and Brother Sam Bloom are in charge of arrangements.

Brothers J. C. Simpson and Carl J. Sedlmayr dropped in for a call on their return from Canada.

Brother C. D. Odum spent an evening with the boys at the rooms. Dan said the soup was okay and he left a donation for the commissary fund.

Past presidents E. F. Carruthers and Edward A. Hoch and Brother Max Goodman have been attending Canadian fair meetings.

Received the sad news of the death of the mother of Brother A. F. Beard. The League's sympathies are extended.

Brother Lou Leonard has departed for Tampa. Said he did not know how long he would be away.

Another new member, Arthur E. Radcliff, has been added to the roster.

Notices of dues have been mailed. When yours arrives kindly attend to it at once. This is an important duty and one that you owe not only to the League but also yourself.

A letter from Chaplain Tom Rankins, who is wintering in Florida, asks that he be sent some application blanks. This is a good example to follow. Let's have others do the same?

The Ladies' Auxiliary will hold a party in the league rooms on February 9.

George Pryal, fair executive of Escanaba, Mich., was the guest of Past President Sam J. Levy at the league rooms.

The big date to keep in mind is March 4. This is the date of the big Theatrical Night to be held in College Inn, Hotel Sherman. Put it down in your date book. And if possible, be there.

CHICAGO, Jan. 26.—The Ladies' Auxiliary, Showmen's League of America, held its regular meeting Thursday evening at its quarters in Hotel Sherman, Mrs. Lew Keller presiding. . . . After the usual order of business, plans were completed for the big annual party to be held in the rooms of the Showmen's League on February 9. . . . Cake and coffee were served at the close of the meeting. . . . Those present: Mrs. Lew Keller, Mrs. Ed Hock, Mrs. Al Latta, Mrs. Henry T. Belden, Mrs. Cora Yeldham, Mrs. J. Chase, Mrs. M. Crosby, Mrs. M. Murdock, Mrs. M. Brown, Mrs. J. Streibich, Alice Rose Streibich and Mrs. P. Karsky.

Heart of America Showmen's Club

KANSAS CITY, Mo., Jan. 26.—The clubrooms are a sight to behold. Newly painted and redecorated with drapes, etc., and newly carpeted, it makes a pleasant place to spend the hours.

Dave Stevens is in Menorah Hospital, this city. Will probably remain there for several weeks. Drop him a line.

It's now Grandma and Grandpa White. Ellis and Lettie White were reminded of their age on Thursday evening of this week when their daughter gave birth to a boy, named Charles Ellis Shafer.

Mr. and Mrs. J. L. Landes, of the J. L. Landes Shows, are leaving Monday for Hot Springs, Ark., for the remainder of the winter.

R. E. Haney left Friday morning for Cincinnati and other Ohio points. Expects to be gone for several weeks.

Fuzzy Hughes and George Kogman, ride owners, are recent arrivals from Texas. They visited Golden West Shows.

management Toney Kitterman and Browale Miller, and routed to New Mexico.

Mel Vaught, Vaught's United Shows, was a brief visitor here after attending the fair men's meeting at Lincoln, Neb. He was en route to his home in California.

Jack Ruback, manager Western States Shows, returned to his winter quarters at San Antonio, Tex., after several weeks here with his folks.

Dave Lachman is promoting an indoor circus at the Shrine Temple in Leavenworth, and Mr. and Mrs. Manny Gunn, last season with C. F. Zeiger Shows, are working the program and banners.

Jack Moon left early this week for medical treatment at the Veterans' Hospital at Leavenworth, Kan.

Pacific Coast Showmen's Assn.

LOS ANGELES, Jan. 26. — Monday night's meeting drew 73 members. President Clark presided, with John T. Backmann, secretary. It is noted that at these weekly meetings there are representatives from practically every branch of the amusement field. The financial report is always of special interest, and the latest reading showed a new high.

The program for Past Presidents' Night is being handled by Harry Fink said he promises a lot of entertainment.

Will Wright, chairman of the HI Jinks, said the ticket sale was measuring up to expectations, and that there would be a fine dance orchestra and floor show, and added that the committee had decided to cut the Ladies Auxiliary in on 50-50 basis for the aid that the ladies would give the project. This will be the last of this winter's entertainments, as the membership will be thinning out soon, to the openings of carnivals and circuses.

Orrville Crafts announced that for his Showmen's Day, February 26, at the Orange Show, there would be provided plenty, including cookhouse dinner and liquors refreshments.

J. W. (Paddy) Conkling, president Showmen's League and past president of PCSA, made a fine talk, stressing the fine work done by this organization and the SLA, also that the splendid growth of these two organizations was due to the fact that showmen were realizing more what it means to have an organization that unselfishly works for the good of all.

Much regret was expressed at information of the operation and condition of Charles Hatch.

The clubrooms have many visitors. Stanley Dawson dropped in several times this week with Ed Nagel, Eddie Brown in for a moment, then on his way. George Genac, Will Wright, Felix Burk, Sam Brown, Harry Rawlings, Mel Smith, and Jules Griffel are among the regulars.

The plan of C. F. (Doc) Zeiger for the purpose of raising extra funds was discussed with members, and Committeeman Harry Fink and Roy Ludington are to confer with Doc and have a definite decision at next meeting.

The absence of Charles Hatch and failure of Ed Maxwell and Mel Smith to take advantage of Harry Fink (single-handed as he was) prevented the "Grid Club" from functioning.

After the meeting a fine buffet luncheon was served by George Tipton.

President Archie Clark has a "Welv come" on the doormat for all eligible trouper, and membership in the PCSA is an investment that one can sure cash in on, so trouper should think this over this season when the oconuts are being gathered.

Los Angeles

LOS ANGELES, Jan. 26.—Archie Clark, of Clark's Greater Shows, is augmenting his force at winter quarters. . . . Phil Williams back in town—will be with the C. H. Stephan Show. . . . C. F. (Doc) Zeiger is leaving for El Paso, Tex., to start on details of opening his shows, which will be on rail again this season.

Clyde Gooding has been assembling a group of midgets for a tour of the Islands and the Orient. Has engaged 22 for the promoters of the venture. Topsy Gooding will be in the party. . . . Will Wright reports splendid progress with his promotion. He is being assisted by Jules Griffel.

Al (Big Hat) Fisher playing two the-



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KEY-OEY — RIDE-O — LINDY LOOP — CAROUSSELLES of All Sizes—MAGIC CARPET, Send Us Your Expectations for 1935. Get Our Quotations.
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50 Allan Herschell Kiddie Auto Rides sold in the last two seasons. Three Standard Sizes: 8-Car, 16 ft. diam.; 8-Car, 20-ft. diam., and 10-Car, 24 ft. diam. Seats 16 large children. All cars in one continuous line. Outside loading. Smooth action clutch and cut steel gears permit the use of either electric motor or gasoline engine. Write for 1935 circular and new low prices.
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Philadelphia Pickups
PHILADELPHIA, Jan. 26.—Dave Endy, of the Endy Bros.' Shows, is now a resident here, having taken an apartment with his family, and this will be his headquarters for a while. He has just returned from a trip to fair meetings in the South.
Max Gruberg and Harry Ramish, his show manager, returned the first of the week from Southern fair meetings and report satisfactory results in booking of fairs.

Blue Ribbon Shows in Southeast This Year
COLUMBUS, Ind., Jan. 26.—L. E. Roth, general manager Blue Ribbon Shows, arrived back here a few days ago from attending some fair meetings in the Southeast, including at Raleigh, N. C. Mr. Roth, who has played his organization over practically established territory in the Central States for some years, will take it to the Southeast this year. He advises that the following fairs in North Carolina have been contracted for next fall, additional to Wayne County Fair, which was announced in last issue: High Point Fair; High Point, Tri-County Fair, Littleton; Rutherford County Fair, and Henderson County Fair, Henderson.

William R. Hicks, who accompanied Mr. Roth on the trip, is remaining in the South relative to some additional engagements.

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 By THE MIXER

Experiences Abroad" (written while they were across the big pond), which appears in this issue.

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SEVERAL Middle-West Shows are routing eastward this year.

MARY CASEY, of Cetlin & Wilson Shows, was among visitors to Royal American Shows at Winter Haven, Fla.

AMONG concessioners slated to again be with West Coast Amusement Company are Mr. and Mrs. Charles Walpert and Harry (Polish) Fisher.

Snow in Alabama? Joe Kerr postcarded: "If looks like my Blue Eagle (SHOW) has turned to a Snow Bird!"

JOE GALLER, instead of launching his complete carnival, plans operating some rides and concessions in the South for the early season.

HARRY A. ILLIONS is glad he is thru with all the grief of the World's Fair. He is now at San Antonio, Tex., where he says he will open in April.

GEORGE C. WEAVER postcards that overhauling and painting of Sam Mehan's rides and concessions in quarters at Brunswick, Ga., has started.

EUGENE C. COOK advised from Memphis that he had severed his connection with Barker Shows, which he was active in various capacities the last six years.

Billy Land and Babe McCarthy, the former two years and the latter three years with Burns' show.

AMONG CONCESSIONERS booked with New Deal Shows for coming season are E. W. Turner with his new and flashy frozen custard outfit and Larry Hogan with corn game.

FRANK P. TURLEY (the Buckeye Rube—"O-o-h Elmer, where are you?") was seen hobnobbing among showmen and fairmen acquaintances during the fair meetings at Columbus, O.

JACK L. OLIVER, business manager Famous Dixie Shows, who had been with a winter show in Mississippi, returned to winter quarters at Memphis to assist Manager F. E. Farrow in planning the season's route.

THE VETERAN SHOWMAN W. H. (Bill) Davis was recently discharged from hospital and is recuperating at home in Brooklyn. He will soon be headed back to Mighty Shesley Midway quarters at Statesville, N. C.

GEORGE GORDON JOHNSON, front talker with Cash Miller's Oddities, is among the sorrowed friends of the late George M. Bistany. "He was a wonderful man, I cannot realize that he has passed on," said Johnson.

DEL CROUCH was preparing last week to ship his Motordrome from Houston to winter quarters of New Deal Shows at Starkville, Miss. Says Del: "I am still, from time to time, looking over the 40th Anniversary Number of *The Billboard* for references to certain happenings."

Attaches of about a half dozen carnivals last season had financial aid clubs—entertainment and assistance for sick or injured members of the companies in need of finances. One of them was Kaut United Shows (read their show letter). And remember the "Sob Sisters" with the Castle-Ehrlich-Misch Shows a few years ago? A most worthy undertaking. Each carnival should have such an association.

THE FOLLOWING information was received from Mrs. Joe Miller, from Meridian, Miss., last week: Mrs. "Dutch" Ward, who has been sick for 14 months, is again in hospital and would appreciate receiving letters from her showfolk acquaintances. She is in the Matta Hersee Hospital, Meridian.

J. A. THOMPSON, who has been off the road with his big dog and little horse show last four years, will again be trouping this year. J. A. is singing praises of the Midwest Shows, which recently played his residence town, Port Isabel, Tex., with 4 shows, 3 rides and 12 concessions.

RUSSELL R. BENTON, many years a parachute jumper and airplane daredevil (made his first balloon ascension when 15 years of age, under direction of Walter Taub), is operating a sporting goods store in North Hollywood. In the film *Fighting Americans* Benton did a wing-to-wing swing, doubling for Raymond Hatton.

Question: "Are individual show owners who provide their own outfits (lights, fronts, electrical fixtures, etc.) and pay for the upkeep entitled to reduced percentage (of the gross) consideration on the part of company managements?"

CLYDE A. SPRINGER, former electrician with Bill H. Humes Shows and last season with Greater United Shows (George Loos), is in the State Sanatorium (Dormitory No. 5), Sanatorium, Tex. This information is provided by I. McLeMore, who further states that Springer would appreciate receiving letters from his showfolk acquaintances.

BERNIE AND MARIE SMUCKLER have assumed another obligation. But it is giving them pleasure and is an incentive to keep busy. Little Ronald Travis, nine years old, a lovable youngster and known to many showfolks, has been annexed by Bernie and Marie, who

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 116 Pages. 2 Sets Numbers. Clearing and Policy. 1200 Dreams, bound in Heavy Gold Paper Covers. Good Quality Paper. Sample \$0.12. EGYPTIAN DREAM BOOK, Small Size. 64 Pages. No Numbers. Sample. .05. HOW TO WIN AT ANY KIND OF SPECULATION, 24-Page Booklet. Beautifully Bound. Sample. 25c. FORTUNE TELLING WITH CARDS. Same Binding. 24 Pages. Sample. 25c. HOW TO BECOME A MEDIUM. Same Binding. 30 Pages. Sample. 30c. ZODIAC FORTUNE CARDS. Fine Set of 30 Cards. 35c. Shipments Made to Your Customers Under Your Label. Our name or ads do not appear in any book.
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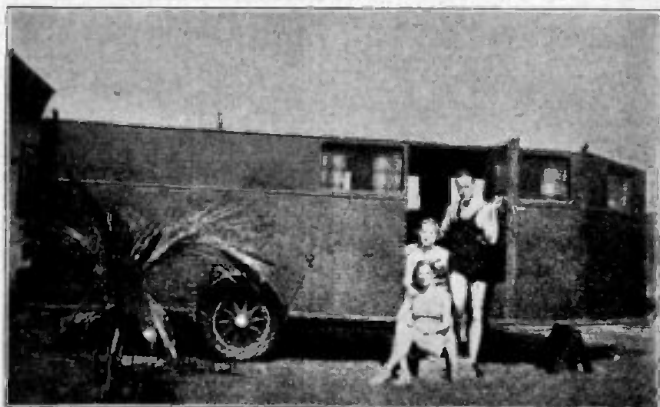
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WANTED
 Cook House Help of all kinds. Juice and Grab Agents, Show and Percentage Dealers. State who you worked for before. Those that can drive trucks say so. Booked with Loos Greater United Shows, opening at Celebration at Laredo, Texas, February 12, and until closed. Rate salary expected. Must be small, but sure. Address: **LEONARD McLEMORE**, Route No. 2, Box No. 65, Corpus Christi, Tex.



THE NIFTY HOUSECAR of Ed and Stella O'Leary (frozen custard) parked at Little River, Fla. In doorway, Mr. and Mrs. O'Leary; seated in front, Evelyn Hays, whose hubby (Albert) snapped the photo.

JOHN W. WILSON and Harry Dunkel were visitors to George A. Hamid's Pittsburgh office while in the "Smoky City" recently. That territory was Dunkel's stomping grounds for years.

J. W. CONKLIN is holidaying on the Pacific Coast. He left Seattle January 15 for San Francisco and after spending three days there went to Los Angeles for a stay of about a month.

THOMAS AND ALICE BURNS are located in Richmond, Va., where Thomas has charge of the Richmond office of a delivery service, which includes service to moving picture houses in that city.

SPORTING a new Plymouth coupe, is F. W. Paul, last three seasons electrician and lot man with Curtis L. Bockus Shows, who is spending the winter in Florida.

NICK PATRINOS and the missus are back in Birmingham, Ala., and Nick is building a new and larger cookhouse and will start the season with Royal Palm Shows.

J. FRANK BURNS has booked Irene and Her Dancing Girls with C. F. Zelyer Shows for the coming season, opening at El Paso, Tex., in March. Besides Irene (Mrs. Burns) the cast will again include

The carnival editor would appreciate receiving confirmation from all carnivals that will travel overland (completely—all on trucks, no equipment on railroads) the coming season.

ED HARPER postcards that he has not been "missing any meals" this winter, as Randy Webb has been holding down a chef job at a cafe in Indianapolis. Also says that Grover Bozell has been in town a few times.

JOHN THRASHER, NOTICE: A letter from Mrs. George T. Mabou, Box 112, Route 1, El Paso, Tex., informs that the father and mother of John Thrasher (concessioner) have both died since John was last heard from in St. Louis about seven years ago.

PAUL HEROLD (of much height) and Winsome Winnie (of much weight), after closing an engagement at Pittsburgh, joined Sam Houston's traveling museum in Pennsylvania (those folks pull some crackerjack cross-fire comedy after the emcees finish announcing them).

WAXIMO, billed as the Spanish Miracle Man, who received a fractured leg when struck by an automobile some time ago, is now getting around on crutches at his home in Manchester, Conn. Says he will be "oked by the time the bluebirds sing."

TWAS POSTCARDED from Greenwood, S. C., that J. E. Griggs, Earl Thompson and Floyd Smith, concessioners, and E. L. Ramsey's Night in Paris Show booked with Carolina Amusement Company, and were at Greenwood awaiting the opening.

THERE'S a coincidence to Law and Ada Dufour returning from their trip abroad last week. They arrived before publication of Lew's "episode" of "Our

AMPLE POWER

For operating your Riding Device makes the task easy and gives your engine longer life.
 An ELI POWER UNIT is powerful, economical and easy to operate.
ELI BRIDGE COMPANY
 Northwest St., JACKSONVILLE, ILL.

FAIRWAY SHOWS
 WANT for 1935 Season, Athletic Man, Hawaiian Group and any high-class Show, Corn Game, Cook House, Mitt Camp, Diggers and legitimate Concessions, Little Beauty M. G. R. Foreman and other Ride Help. **EMIL J. ZIRBES**, 19 East 10th St., St. Paul, Minn.

FOR SALE
 9-Car Tilt-a-Whirl. Bargain for cash. Address: **L. P. McDERMOTT**, 218 Marshall Ave., St. Paul, Minn.

SHOOTING GALLERIES AND SUPPLIES.
 Write for Circular Real Targets. **G. W. TERPERING**, 418 Marine St., Ocean Park, Calif.

BRIGHT LIGHT SHOWS
 Opens April 20. Booking Shows, Rides, Concessions. Free Acts, Band. Address **JOHN GEDOMA**, Manager, 82 Roberts St., Pittsburgh, Pa.

plan placing him in a good school and will supervise his manly training.

C. W. CRACRAFT had a fall recently that resulted in several cracked ribs for the Sheesley g. a. But the injury did not stop "Cray's" booking activities. With "grin and bear it" fortitude he kept continuously attending fair meetings. By the way, Mrs. Cracraft has almost recovered from her broken ankle, received in a fall at their home in Covington, Ky., some weeks ago.

ARTHUR MOORE would like receiving letters from his showfolk acquaintances (107 West 12th street, Tyrone, Pa.). Arthur was injured while helping to handle a Merry-Go-Round organ and states that he has been in bed most of the time the past year, and that it will be necessary for him to go to some hospital for an operation.

IN THE Oakland (Calif.) Post-Enquirer appeared two full columns of reproduced photos relative to Foley & Burk Shows—L. G. Chapman, general agent, and Lee Brandon, assistant manager, at a desk; F. E. Fuller upholstering Whip seats, Wyatt Shepherd (with Ring, canine mascot) working on Hey-Dee seats and James Asher applying color touches to Ferris Wheel carriages. A story on the show, by Jane Eshleman, accompanied the pictures.

There's vitamin "A."
There's vitamin "B."
And other vitamins—
An absence of which
Causes "sicks."

There's concession "G."
There's concession "6."
And other concessions—
So many, in fact,
It's a "mix."

But concessioning
Without getting hale
To buy vitamins
Puts a fellow in an
"El" of a "fix."

The "co-operation wanted" incident at Charleston, W. Va. (Howard getting exorbitant carnival license fees lowered in that State), in which interested showmen's aid was not forthcoming, reminds one of many former similar cases. One of these was a tax case in Kentucky a few years ago, with F. H. Bee going to the front and requesting (in this publication) co-operative aid, including finances, from other showmen. None received, Mr. Bee reported. During several weeks later The Billboard received a number of inquiries from shows in the South, one of which read "How did that tax case in Kentucky come out? We would like to make a few stands in that State on our trip north," and the others were similar. Shades of "let George do it," and we'll cash in on his efforts!

GEORGIA "HASH" (Made at Augusta)—Great Superior Shows building and painting up. Manager Beatie enlarging his show. . . . The Jones train being painted. Reports take the Jones Exposition to Indiana fairs this year. General Manager Phillips and General Agent Lyles registered at Hotel Richmond. General Agent Simpson expected daily. . . . C. D. Scott, Great Superior Shows, with Mae McCarter in Tennessee. . . . Otis L. Smith in and out, with his daughter, Maybelle, and Phil O'Neil; all tramping in near-by South Carolina spots on winter show. . . . An old trouper, Al Walker, running fights here for Legion. . . . Dodson's Shows will invade the East this year. Have been away from Virginia and West Virginia fairs since 1922. . . . Terminal Hotel a meeting place for troupers. Seen in the lobby: Tom Terrill and Janette, Bobby Berkshire, Ted Underwood; that old-timer, Myer Lane; that ace of concession agents, Nooney; and a host of others. . . . Janette Terrill running two promotions, a baby show for the Daughters of America and a George Washington's Birthday Ball at the Partridge Inn Ball-room for the Legion Auxiliary. . . . William Jennings O'Brien reported here a few days ago. . . . Troupers in from Florida report that "hokum" law on carnivals broke wide open due to the fighting showman, Bob Milligan, of Jacksonville, and Royal Palm Shows. . . . Georgia law enforced during late showings last fall. Expect spring birds to sing sweeter songs for openings in the State. . . . Pop Stebler in town. Wintering his rides here. Says Stebler Shows a possibility.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Jan. 26.—Interest in the growth of the association's membership has been increasing, we are gratified to report. During the past week we were able to welcome into full membership in American Carnivals Association, Inc., Reid Greater Shows, which filed their membership application thru Earl A. Reid, manager.

We have also had correspondence with O. J. Bach, president and manager of O. J. Bach Shows, and Mrs. C. E. Pearson, owner and manager of C. E. Pearson Shows, both of whom inquired as to the activities of the association with a view to becoming members of it. Mrs. Pearson, in writing us, said, in part: "I am very much interested and wish to be a part in the activities" of the ACA.

It will be greatly appreciated by the ACA office if the shows interested in coming into membership, or desire information about it, will communicate at once, as the directory of membership is being held up along with the association's printing until all have had a reasonable opportunity to make their intentions known.

It has been suggested that we publish a weekly business index in this column of conditions as they are found by the various shows which are interested. This weekly report, if issued, will not give the names of the shows reporting the information, but will simply give such general information as is not confidential.

During the last few days we have been informed that our article in the 40th Anniversary Number of The Billboard, viz: "Ye Olde Tyme Fallacies Again Exploded," is to be reprinted and copies made available to all carnivals whose present winter quarters are known. Copies will be sent to each show by The Billboard, and additional copies will be on hand at the ACA office.

It will be expected that each show receiving the quota of these reprints will send them to such persons as can use them to good advantage. The article contains an answer to all of the usual arguments raised against the carnival.

In offering the co-operation of The

Our Experiences Abroad

By LEW DUFOUR

Have been making our headquarters at the Atlanta Hotel, Brussels. Have signed contracts and will participate at the Brussels World's Fair, 1935. After construction contract and other deals made we will be on our way. Enjoying ourselves here in Belgium. Have practically toured the entire country by auto. We were the guests of Mr. and Mrs. Harry Travers. We motored over to Liege. While en route we stopped in Louvain and visited the world-famous library. The previous library was destroyed by the Germans and rebuilt by an American architect with money contributed by children in American public schools and our high schools and universities. Each column of the building bears the inscription of some American school or college. Found Liege a very beautiful modern city. Visited Fort de Loncin. This is the fort that succeeded in holding the German army at Liege until August 15 in 1914.

Find the Belgian people congenial, well dressed and great lovers of music and entertainment. They seem to be very determined. No wonder 100,000 Belgians held back 1,000,000 Germans for 21 days.

Spent two days in Antwerp as guests of Mr. and Mrs. George Patie (Mr. Patie the builder of the Belgian Village at A Century of Progress). Antwerp, a seaport, is a very good business center. Saw a 30-story building there, the only skyscraper in Europe. Visited all the places of interest and went slumming. Counted 21 dance halls on one street operated similar to our '49 camp. They held a fair in 1930 and it was very successful. Antwerp is only a 40-minute drive from Brussels.

G. A.'s, take notice (I hope you won't get angry at me!) There is a great big street fair taking place in Brussels. Location in front of the South Station on the main thoroughfare. Two auto shooters, several children's rides, midget show, au-

FAIRS—FLORIDA—FAIRS ROYAL PALM SHOWS

Positively hold contracts to furnish the amusements and concessions on the Midways of the following Fairs, opening at Martin Co. Fair, Stuart, Fla., Feb. 4; S. West Fla. Fair, Ft. Myers, Feb. 11; Fla. Fruit Festival, Homestead, Feb. 18; Hardee Co. Free Fair and Strawberry Festival, Bowling Green, Feb. 25; Strawberry Festival, Plant City, March 4; Volusia Co. Fair, De Land, March 11. Two others to be announced later.

The above is one of the best Fair Routes in Florida and all are bona-fide Fairs. WANTED—CONCESSIONS—WANTED—Legitimate Concessions of all kinds, Cigarette Gallery, Lead Gallery, Hoop-La, Popcorn and Peanuts, Frozen Custard, Palmistry, Country Store, Scales, Fish Pond, Floss Candy, Stock Wheels only; positively no C Wheels, Coupon Stores or Buy-Backs; this means everybody. Cook House exclusive sold. Several good grab locations open. Can use one or two Shows of merit with own outfit. Will buy or rent 500 feet not less than 9-foot Side Wall. If for sale must be in good condition and cheap for cash. Write or wire BERNEY SMUCKLER, De Land, Fla.

WANT REID GREATER SHOWS WANT

Organized Minstrel Show with good Wardrobe and Band. I have complete new outfit. Grand Shows. Large 10-ft-1. Deep Sea Show, Athletic, or any good money-making Show with good outfits. Cook House for sale, \$200.00 cash, will book on show. We will book legitimate Concessions of all kinds—Frozen Custard, Corn Game, Cook House, Grab Joint, Straight Stock Wheels that throw out merchandise. Show opens March 15 in South Carolina, and have a very good Spring and Fall Route. Want to hear from Ride Help, also Paul Engineer, Blacky Robbins, Seymour, Barth and Barth, James Paden and Rucker Minstrel Shows. Committees and Fair Secretaries desiring a high-class Show carries 8 Rides, 10 Shows and legitimate Concessions, Band, and Free Acts, have a few open dates. Winterquarters at Denmark, S. C., open to all joining show. Write EARL A. REID, Manager, Gibston, Fla.

Bullock, A. C. Hartmann, outdoor editor, explained that 5,000 reprints of the article would be made and about 25 sent to each show which is represented in The Billboard's winter-quarters list. A letter will accompany the reprints calling attention to the purpose for which they are intended, and requesting that they be mailed to persons in whose hands they will do the most good, such as auspices, city officials and others, and especially to members of city councils who are favorable to carnivals but are in the minority.

It will likewise be greatly appreciated by the ACA office if any of our members who have suggestions for the dissemination of favorable propaganda in behalf of the industry would submit the same.

The date for the hearing in connection with the application for railroad rate reductions has not yet been determined. We rather anticipate that it will be held some time about the middle of February. At any rate, we shall make an effort to hold it at such a time that it will suit the convenience of the usual large number of showmen who attend the annual fair meeting at Albany, N. Y.

Ladies' Auxiliary, PCSA

LOS ANGELES, Jan. 26 — Monday's meeting, with President Martha Levine presiding, and First Vice-President Florence Webber and Secretary Vera Downie also at the table, had a nice attendance. Several reported on sick list. Edith Bullock, Ada Mae Moore and Maxine Ellison victims of colds.

President Levine is whipping into her work and it is gratifying to see the interest taken in the club with the support of her committees and members. This is the fifth year of the organization and every year it has gone forward until it has become an outstanding factor in the show world. The Auxiliary welcomes show women from every branch of the business. The slogan has always been "Showfolks, First and Always."

Rose Clark was hostess meeting night to all the ladies, serving lunches and a keg of "German champagne." . . . Mrs. S. L. Cronin was a late comer. The Penny March was on the job. . . . The writer commented on Blossom Robinson not being late last week, and now Blossom paid off again—and how late! . . . Past President Mabel Crafts enjoying herself as "a member" again. Says there are many tribulations of a president. . . . Clara Zeiger's absence noted—Clara is generally the life of a party. . . . A nice talk was made by Minnie Fisher, mother of the Auxiliary, in regard to the circus and carnival women in general, also by Ruby Kirkendall and Nina Rodgers.

First Vice-President Florence Webber seems to think the word "dishwasher" was mild, should have been "laundry queen" or "ball game executive." However, Florence is now off the house committee and her troubles are ended. . . . Door prize last week, donated by Pearl Runkle, was won by the writer, and this week's prize was won by Nina Rodgers. . . . Seems that Topsy Gooding is planning a Far East trip—will be missed around the club; Pearl Breshele is leaving soon for Arizona—another vacant space. . . . Edith Bullock entertained a few members at her apartment in Venice last week. Everything lovely but the water, which, according to Grace McIntyre, was cold for January, and Blossom remarks: "Why isn't the ocean steam-heated?"

A motion was made to send forget-me-nots to Dorothy Denny and Edith Redrick, and orchids to Mabel Stark as the most absent member. . . . Jenny Rawlings donated the club a dozen steins, another way of expressing thanks for the party that Rose Clark gave the girls. . . . Ever since the installation dinner the ladies have been inspired from one party to another. . . . Dues are \$5 for first year and \$3 thereafter, so if you are a show woman of the West Coast you should be a member. LUCILLE KING.

NO ASSISTANCE

(Continued from page 48)
Carnivals Association. What are we going to do about it?
Our World's Exposition Shows have already booked a number of dates in West Virginia, including Charleston, for this year. Of course, we do not expect to carry any \$10-per-day concessions. We will depend on our gate receipts and the shows and rides, same as we did last year when we played the State.

Royal Palm Shows

DE LAND, Fla., Jan. 26.—After playing a successful engagement at the Lake County Fair, Eustis, Royal Palm Shows returned to winter quarters here to complete rebuilding the show and have it ready for the opening, February 4, at the Martin County Fair at Stuart, Fla., going on thru seven fairs in Florida. The new fronts, built to harmonize with the name of the show, have huge Royal Palms to support all banner lines, and the midway entrance is of similar design. The midway will be brilliantly illuminated. All paraphernalia is being rebuilt and decorated, including the motor equipment. All tractors and trailers have been painted a brilliant orange and silver combination, striped in dark green, and each cab displays the emblem of the show.

The management has secured the services of Zachiani, the Human Cannon Ball and his troupe of entertainers, who will present the feature show, the Royal Palm Hippodrome. Special advertising paper is being used to exploit this attraction. Mabel Mack's Wild West and Circus has been rebuilt. Spillman's Mickey Mouse Show is new and different. Richard Scott will be back with his entire troupe, to open at Stuart, after playing one-night stands in theaters since closing in Eustis. Barney Lamb's Jungle Land has been rebuilt by Tom Salmon. Pat DeLaney, who was winner at the spellers' contest at A Century of Progress in 1933, has been contracted to present his Congress of Oddities and Illusions. Nick Petrenis' new cookhouse will join when the show leaves Florida. C. H. Pettit and family, concessioners, are spending a few days in Tampa. Messrs. Millican and Smuckler are attending the meeting of the Southeastern States Fair Managers' Association. Leo Bistany, manager, and William Jennings O'Brien, agent of Mahawk Valley Shows, visited winter quarters last week. The writer and H. B. Saunders have just returned from Orlando, where an exhibit top (60x130) was purchased, to be used at some of the Florida fairs. General Agent R. A. Kline has been in the North since January 1 looking after the spring bookings. **MARIE K. SMUCKLER.**

Bar-Brown Shows

Titusville, Fla. Week ended January 19. Auspices, Firemen. Location, heart of town. Business, fair.

This show, which closed its regular season at Cairo, Ga., the week ending December 2, opened its winter unit tour the following week at High Springs, Fla., with only rides and concessions. Gainesville, Fla., was the next stand for three weeks. Then to Melbourne, and Cocoa was the stand for week ending January 12. Business at Cocoa was good, at the other spots fair. The roster for the trip into Florida: C. E. Barfield and F. Z. Vasche, owners and managers; Thomas Alton, special agent. Rides, Merry-Go-Round, Eli Wheel, Chairplane, L. C. Connelly's Kiddie Auto Ride, M. Martin manager the Merry-Go-Round, assisted by Russell Gafford; J. T. Poes, Eli Wheel, assisted by Bob Meyers; Whitey (Sailor) Williams, Chairplane, assisted by George Florey and the writer (also painter, decorator, salesman *The Billboard* and what have you). Concessioners: Mrs. Barfield, assisted by Mabel Wyatt and Billy Davis; Mrs. Vasche, assisted by C. J. (Red) Huffman; Mr. and Mrs. Otis

Decker, Mr. and Mrs. Walter Anthony, Mr. and Mrs. Roy VanSycle and Bud Bowen, Mr. and Mrs. George Curtiss, Mr. and Mrs. George Burke, Mr. and Mrs. Clyde Howey (had Hawaiian Show), Mr. and Mrs. Red Lunsford and son (had Wild West Show), L. C. Connelly. Before Christmas Mr. and Mrs. Vasche went to Cincinnati to take care of their candy business. Mrs. Barfield, who went to Galveston, Tex., to book attractions for Derby Park and rent their beach property for the coming season, has returned to the show. **W. L. FYKE.**

Crowley's United Shows

RICHMOND, Mo., Jan. 26.—Without specifically going into long details and repetitions as to items, the work of repairing, building, painting, etc., continues progressing in this show's winter quarters. C. S. Neal left this week for Milwaukee to attend the fair meeting. Nightly sessions of bridge games hold interest among the personnel here, also, in contrast to many theater managers. P. G. Weary, owner the moving picture theater bearing his name, has issued comps to all connected with the show and each night some of them are in attendance. Roy Goldstone returned from a few days' stay in Kansas City, buying stock for the coming season. R. B. Thompson is expected to arrive daily to start work on the electrical equipment. Severe cold weather this week (Tuesday the thermometer registered 15 below zero) kept most of the people indoors. **WALTER DALE.**

Dodson's World Fair Shows

EAST ST. LOUIS, Ill., Jan. 26.—The real touch of winter is holding back operations at the big barns—no painting can be done with the thermometer mercury close to zero. However, Henry (Pat) MacCauley is still plodding away at the motors in the machine shop. Bill Harvey and his crew have moved all the woodwork of the rides to the carpenter shop and are getting it in shape for the repainting and redecorating. Red Bell getting his show ready and working on several new ideas he will try out this season. George Roy, at San Antonio, Tex., says that he will be on hand with several new features to build into his two funhouses. Ed Bruer is at Dallas, visiting his brother, who met with a severe accident. Paul Osborne informs from Ft. Myers, Fla., that the entire "Dodson Colony" is having a wonderful time, and with only two more weeks to go before moving to St. Louis everyone is taking advantage of the picnicking and fishing. Included in the colony are Scout Younger and daughter, Mr. and Mrs. Guy Dodson and daughter, Ruby; Mr. and Mrs. Mel Dodson and Melvin Jr., Jack Ballie, Mr. and Mrs. Paul Osborne and son, Doc. The writer will motor to Ft. Myers and spend a few days at the colony. **MARK BRYAN.**

Winters Exposition Shows

JOHNSTOWN, Pa., Jan. 26.—No work is being done in winter quarters of this show at present, but Owner H. H. Winters is attending to business matters while in the South, and Manager Chester Calhoun in looking after the show's affairs in the North. Frenchy Trivendy has built a new cookhouse, a beauty, and Samuel Davis, who has the Chairplane, has purchased a new No. 12 Eli

Wheel from the factory and probably will also buy a kiddie ride. The following members of this show are sojourning in Florida: Mr. and Mrs. Harry H. Winters and son, Jimmy; Frenchy Trivendy and wife, Walter Culbertson, Wally Blair, Chuck Hull and Alfred Trivendy and wife. The lineup this year will have 10 shows, 5 rides and about 30 concessions, and the show will play Ohio and Pennsylvania. Winter quarters at Beaver Falls will open about April 1. All of which is from an executive of the show.

Crafts 20 Big Shows

LOS ANGELES, Jan. 26.—Everything is reported nearing completion at San Bernardino winter quarters of Crafts 20 Big Shows for opening February 21. All of the rolling equipment has been turned out in its new colors. Twelve riding devices have been completed, every one in new color scheme. Sam Hinson, master mechanic, with assistance of Jake Boyd and crew, has overhauled all the motorized equipment, which has been changed over to pneumatic tires. The four semi-trailer trucks are near completion and look like box cars, as they will measure 40 feet over-all. All motor equipment will have special air brakes on trucks and trailers. The traffic service car and mechanics will have a long caravan to look after, as the California State highway laws now require all units to be two blocks apart—this will make a parade of trucks and trailers almost five miles in length. The following are at quarters: Jack Selt, Ray Koppelman, W. S. Hanna, A. Lombardi, J. J. Boyd, Steve Lancaster, Paul Bailey, Homer Rees, J. D. Fitzgerald, A. Aldrich, Herman Prebble, John Fleck, George Snyder, Oscar Leppa, R. J. Webb, Roy Slaton, N. Broleus, Eddie Bliss, Harry Harris, John Hixon, Sam Hinson, W. H. McCormick, George Hafer, W. Cooper, Joe Duran, Mack Doman,

N. C. Mote, Bud Burke, J. Rummond, Mike Murphy, Adrian Mann and Nat Bruger. Tommy Myers is in the wagon and Roy Ludington has opened an office in one of the buildings on the grounds. Orville Crafts has personally supervised most of the work. A novel feature of the midway this year, Twin Ferris Wheels, Twin Loop-o-Planes and Twin Merry-Go-Rounds.

Steffens Superior Shows

INGLEWOOD, Calif., Jan. 26.—Activities at winter quarters are in full blast preparing for the new season, which will start here February 16. The staff of the show is about the same as last year. Charles H. Steffens is owner-manager; Mrs. C. H. Steffens, treasurer; Mrs. Margie Mason, secretary; the writer, Phil H. Williams, general agent; Frank Cadwell, lot superintendent; George Weaver, mechanic. The following regular employees are at work getting the equipment into shape: George Weaver, Frank Cadwell, Floyd Murphy, Clayton McDonald, C. L. Taylor and Dick Johnstone. The show will have Merry-Go-Round, Ferris Wheel, Whip, Mixup, Kiddie Auto Ride, Kiddie Airplane, with the usual shows and concessions that go with a six-ride carnival. The show will move in baggage cars as it is being routed interstate.

West Bros.' Amusement Co.

SIKESTON, Mo., Jan. 26.—Five men have been added to the working crew at quarters and the work is progressing nicely. The motors of the trucks are being overhauled. J. W. Laughlin and the writer have been attending fair meetings. It is planned to have a new entrance this season with the shows title thereon. Jake Moore was a visitor at quarters recently. The management has booked Moore's Kiddie Ride, Athletic Show and Freak Show. **DOC DECKER.**



MUSEUMS

Philadelphia Houses

PHILADELPHIA, Jan. 26.—The blizzard and severe weather of this week has played havoc with business at the museums.

The bill at Eighth Street Museum this week is composed of Miss E. Darling, in a novelty act—being only a little over four feet tall—and in cowboy costume, she presents some singing while doing rope spinning that is cleverly executed; Broadway, ventriloquist; Dolly, dog-faced girl; poses plastique, living models; Man Who Makes People Think, illusion, and Mickey Mouse Circus. The annex still has dancing girls.

South Street Museum has a change of bill this week as follows: Chief White Eagle and Princess Iona, impalemet act; Chmako, fire worshiper; Stanly Cory, Boy Wonder; Bob Clark, Man Who Grows; Capt. Sig, jig-saw puzzle man; Ray Sheldon, expose of chain gang; Mme. Verona, mentalist; Chief Oshwa, African pygmy. Teddy Worry is now on the front. Girls are still in the annex.

The Austin & Kuntz Palace of Wonders continues to click with the same line of attractions as previous week.

Cash Miller's Oddities

CINCINNATI, Jan. 26.—Cash Miller's Oddities concludes its four weeks' stay here today and moves to South Bend, Ind., for a week's engagement in that city. Contingents of six and seven of the entertainers (because of lack of space on the platform here, many of them have alternated as to day and evening shows) have appeared as added attractions at several of the neighborhood theaters this week.

Manager Cash Miller and his personnel were shocked at the sudden death of Paul Whitaker (Popeye, colored, who "popped out" his right eye), who was found dead, seated and leaning over a table in his room at a hotel Wednesday morning.

Business at the museum has averaged fair during the engagement here.

Harden's, Traveling

LA GRANGE, Ga., Jan. 26.—The L. H. Harden managed World of Wonders Traveling Museum is exhibiting here this week. The previous week, at Opelika, Ala., was not so good, with exorbi-

tant State license laws. Two trucks are used to transport the equipment, and the company travels in cars and a large bus owned and operated by the management. The front and interior displays are very attractive.

The roster: L. H. Harden, manager; B. E. Mueller, advance agent; Mary Webb, secretary; Sailor Harris, emcee; Jess Morris, orchestra leader, with five-piece band. Johnnie and Mary Webb, fat people; Alice Grey, human snake, illusion; Pearl Harris, sword box, assisted by Maxine Thompson; Chief Najo, tortures; Capt. Dan Mowery, deep-sea oddities and tropical birds and monkeys; Bettie Belle Muse, juvenile acrobat and contortionist; Micky, trained dog; the Hudspaths, mentalists; Dolores, electric lady and prison and chain-gang tortures; Bert Walton, freak animal and Baby with one head and two bodies exhibits; Jess Morris, novelty musical act; Professor Eubanks, magic; Sailor Jack, tattoo artist; Captain Mack, jungle oddities; JoAnn featured in the annex. **JESS MORRIS.**

Hopi Village at Phoenix

PHOENIX, Ariz., Jan. 26.—Bill Billingsley, formerly at Rye, N. Y., has opened a storeroom here fitted up as a Hopi Village, giving five shows daily in Hopi dances, rug weaving and Indian lore, thus saving visitors a 200-mile trek to the reservations, which at this time of year are snow-covered.

PITTSBURGH, Jan. 26.—With Walter L. Main Jr.'s museum closed since last week, the Scully-Omar-Este Show moved into the former's location and is reporting an improvement in business. It's been near zero weather the last few days, necessitating a free show in the lobby of the store to induce passers-by to step inside. The museum will remain in this location indefinitely.

CINCINNATI, Jan. 26.—Under its "Turning Back the Clock," *The Cincinnati Times-Star*, Thursday, had a reproduction of a photo in connection with the old Kohl & Middleton's Vine Street Dime Museum in this city many years ago. It showed Mr. and Mrs. John Deitel, well-known fat folks in museums those days, and a line on the reproduction read "The fat bride and groom will hold their honeymoon in the Curio Hall."

RUBIN & CHERRY EXPOSITION

Opens at Montgomery, Ala., April 15

AMERICAN MODEL SHOWS

Opens at Jacksonville, Fla., Fair April 12

Can place Shows of merit with both units. Want to hear from Freaks suitable for high-class Side Show. Can use two sober Ride Foremen. Address J. C. McCaffery, General Manager, at 58 Davis Blvd., Tampa, Fla., until February 12, after that date address Montgomery, Ala.



AS MANY of our readers will no doubt recall, Max Cohen, general counsel of the American Carnivals Association, Inc., had an article in our 40th Anniversary Number entitled "Ye Olde Tyme Fallacies Again Exploded," in which he forcefully answered that old, old cry about carnivals taking money out of town. Reprints have been made of this article and 25 of them last week were sent to each carnival manager whose address or route was in our possession at the time. The reprints were accompanied by a letter, in which carnival managers were asked to see that they are placed in the hands of the proper people, such as auspices, city officials, and especially members of city councils who are favorable to carnivals but who are in the minority, so that they will be better enlightened on the true situation. Each manager was urged to do this work in the territory which he covers during his operating season and to act immediately in getting the reprints mailed out. It was also pointed out that more could be had for the asking.

If you are a carnival manager and failed to receive a letter and reprints of the Cohen article, get in touch with us at once. It is very urgent that this matter be given the personal attention of each and every manager. Placing these reprints in the proper hands should have material effect in getting ordinances against carnivals repealed, and in other cases high or exorbitant licenses reduced to within reason.

Let's have some real action, Mr. Carnival Manager.

NO SOONER, it seemed, had the letter and reprints just referred to gone out than a reply came from K. H. Garman, manager of the Sunset Amusement Company, of Danville, Ill. "Received your letter and the 25 copies of Mr. Max Cohen's article, 'Ye Olde Tyme Fallacies Again Exploded,'" writes K. H. "We are very thankful indeed to receive them and have started most of them on their mission of enlightening certain city officials thru ones who can see our side of the business. Even if only one city is opened by the copies we sent out something will have been accomplished. "When all other carnivals have been supplied with copies would appreciate receiving about 25 more if the supply lasts.

"Thanking you for *The Billboard's* interest in the matter and also for Mr. Cohen's efforts."

That's what we call action. Thanks, K. H.

ON MANY occasions we argued about the value of a circus having its route in *The Billboard* each week. One of our many free services, but some owners prefer to go along without wanting anybody but their own people and relatives and close friends to know where they are. Of course, they have their reasons—some say opposition, others to avoid hangers-on and pickpockets (where parades are given), etc.—but they do not seem to fully realize what business they are losing by withholding route information from publication. Then, too, they do not realize—or maybe they don't give a continental—that one of the first suspicions our readers have when not finding a circus routed in *The Billboard* is that it carries "grift" and therefore must keep under cover. And the suspicion is correct in some cases.

Circus fans will travel miles and miles to see a good circus, some going in groups ranging from 5 to 50 or more people. Take C. H. Jacoby, of Shippensburg, Pa., for instance. In *The Forum* of this issue you will find a letter from him in which he says he has taken as many as 60 people from his home town to a circus 50 miles away. There were occasions, too, when he missed a circus because the route information was kept secret, and not until the show had moved on did he know it was in near-by territory.

It seems to us to be a lame excuse for a circus owner to say that his route is not furnished for publication because of opposition and then refuse to at least

give the dates for the week in which *The Billboard* makes its appearance, when it would be impossible for another show to jump in ahead of his.

Outside of bringing additional business to a circus, publication of a route is of great value to those readers who want to get in touch with people with the show in case of sickness, accident or death, or for the purpose of exchanging business or personal correspondence. Too, there have been numerous instances where circuses lost contracts from committees or tips from others by not having their routes published in *The Billboard*.

Big State Shows

HOUSTON, Jan. 26.—Bill Hames visited winter quarters recently while in this city on business. Durman Mack was also a visitor, going to Galveston. Louis Bright, show secretary, left his Mt. Pleasant (N. C.) home in his new roadster for Dallas fair meeting. Director General Roy Gray, Manager Jesse Wrigley and the writer back from conferences at Conroe, Crockett, Huntsville, Madisonville, Palestine and other Texas spots; Louisiana fair meeting at Baton Rouge and South Texas fair meeting at Gonzales. Painting, gilding and decorating the big Merry-Go-Round concludes this week. Great job. Plumes to W. H. Gambien and son. Leo Fine and wife (Peggy) here with new auto and living car and await call to start season. Hardy Boyet in from Dallas and Corsicana to work in ride department. His wife spent last week-end with him. Dolly Dixon, the Doll Lady, dicked with her singing at a banquet for showfolk and friends arranged by Rev. Airey, chaplain Circus Fans and rector St. Andrew's Church. George Roy, fun-house builder, after visit to Earl Stroud (his brother-in-law), of Hennes Bros.' Shows, and the writer making ready to drive north for another season on Dodson's Shows. Arthur Koch, superintendent light plants, tagged for "benedict" row. Shorty Havens, having defeated all comers at dominoes, trying same capers with pasteboards—unbeatable the "Leonard" way. Tom Hill, Bill Norman and Harry Steidler "neck and neck" at checkers. Red Rogers and wife entertained, initiating new housecar. Mr. and Mrs. Bob Young and their card-twilight luncheons charming hit. Kelley Boyer figuring on ideas for Crime Show. Charleston (Yellow) Winters has floors of receiving and recreation rooms at quarters snow white. Jim Bailey custodian. John Zybyako, manager dining room, reports many Great Danes born—30 pups now on hand. Pat Ryan lectures on "naval" and taxi-driving.

DOC WADDELL.

Crews Are Busy At Barnes Quarters

LOS ANGELES, Jan. 26.—E. L. Burnett and crew of Al G. Barnes Circus in paint shops have turned out 18 baggage wagons and will have another crew doing over seats, poles and other equipment. Theo. Forstall and Jack Youden are at the office in uptown Baldwin Park.

Work is going on in wardrobe department and some flashy stuff is promised. Capt. Bill Curtis is expected soon. Jack Grimes is getting out new press stuff. Bernie Head and Cliff McDougall also in press department.

J. Ben Austin, back from Texas, is getting advance ready. Mel Smith will manage sideshow. Will have charge of inside, with Al (Big Hat) Fisher assisting and in charge of the front.

Bill Denny is slowly recovering from recent illness and is at quarters every day. The cookhouse is feeding 175 men. Mabel Stark and Capt. Jacobs are working the cats. The specs will again be one of the features of the show.

Advance Sale Big For Savannah Show

SAVANNAH, Ga., Jan. 26.—The program of the Eagles' Indoor Circus, which will be staged here February 4-7, will go to press on Monday, all filled a week ahead of time. Entire membership of 1,500, with wives and daughters, is selling tickets and advance sale is big. Walter D. Nealand tied up with the Rogers groceries and market chain stores, 14 of them in town and vicinity, to distribute 25,000 of the 10-cent kid matinee tickets and also to advertise the 10-cent tickets over Station WTOG and

(See ADVANCE SALE on page 58)



By LEONARD TRAUBE
(New York Office)

Around the Whirl

LEW DUFOUR, the Chicago World's Fair and carnival showman, is back from Europe with the missus, who immediately took a solo trip to the Adirondacks to visit some friends. She entrained the night that New York was on its first lap of a minor blizzard: lucky girl.—Ed Kelly, the redoubtable photographer of circuses and pageants, has moved into new flashlight headquarters on West 46th street, having discovered that one can raise more ale on that thoroughfare. . . . W. A. Thomas, well settled at the Boca Raton (Fla.) Club, sneaked into Miami to visit with the midway boys and girls.—Who is that New York concessioner who had that big Tango concession in Jacksonville? . . . Tiny Kline, best known for her slide for life on cable apparatus, is in San Francisco waitin' for the fleet (please don't delete, Mr. Editor, 'cause Tiny says so herself).—Frank Wirth is having a rare time in Miami, where he is vacationing with Mrs. (May) Wirth. Plenty golf, fishing. No night clubs. Bed at 10:30. Miami packed. Ed Ballard arrived. No ceiling to prices. Please see if my office is still there. Pauline Miller, his sec at this end, says it is. Back middle February to ready for Hartford and Waterbury (Conn.) indoor shows.

The Public Prints . . . Illness cost her 100 pounds, but Mrs. Ruth Pontko, fat lady, hopes to get back to her normal 700 pounds this winter in Florida, she stated on her arrival in Sarasota, says *The American*. Six hundred pounds would hardly get her a contract, it is inferred. . . . An item in a Texas newspaper states that the rodeo as a frequent sports event instead of an annual celebration has won such popularity in the Longhorn State that nine "plants" erected especially for such contests have sprung up within 30 miles of Gainesville, with rodeos held weekly and semi-weekly. Business men are financing the projects, which are expected to bring hordes of tourists. Pros are barred, as only cowboys who ride the ranges for a livelihood are wanted. . . . And now we take a ride ourselves to—see below.

Bulletins

NORTHAMPTON, Mass., Jan. 26.—Bay State is believed to be the only one of the four dozen in the Union to be protected from the competition of running, harness and dog racing during the fair season, August 15 to September 30. This was brought out at the annual

meeting here on Thursday and Friday of the Massachusetts Agricultural Fairs Association.

George Hamid, president of George A. Hamid, Inc., created a sensation when he booked himself instead of booking others. He booked himself into the "bridal suite" of the hotel, obtaining two Colonial beds with canopies. Henry Rapp, the fireworks man and perennial wag, placed a sign on the "big top" of the unoccupied bed, stating that a blushing bride was wanted. Mrs. Katherine Fallenberg, Clinton (Conn.) wit, pushed her Alaskan bear into the bed, Hamid discovering the bruin during the night when the pet screamed for his vegetarian meal. Hamid couldn't bear it, so he slept outside at a time when the thermo registered 22 below zero.

For the first time in the history of parliamentary procedure Milton Danziger, of the Eastern States Exposition, presented the resolutions, moved that they be approved, seconded the motion himself, and was the only one to vote.

Since it was good enough for a mixed audience, it's good enough for the public prints. At the banquet Thursday night most of the speeches concerned 21-foot diapers for some unknown reason. The comments were made presumably to rile your correspondent, who does not, like Cal Coolidge, of Northampton fame, choose to talk about his recent female acquisition, but has to now because the association chose to honor him for some unknown reason by presenting him with a set of silver pieces. Now will someone please supply us with the victuals to fill them?

Al Lombard, secretary and exchequer expert of the association, set a precedent by putting forward several suggestions in his annual report. The association set a precedent by acting favorably on all of them.

Proposed Rates of Tax On S. D. Billboard Displays

PIERRE S. D., Jan. 26.—Billboard display of advertising in South Dakota would be taxed at rates ranging from 5 to 10 cents per square foot under the provisions of a bill presented to the South Dakota Legislature. The bill would also limit the duration of the advertising to 60 days, and was presented by Senator Herman D. Eilers, of Dell Rapids.

The fees for licensing of such advertising "shall be 10 cents per square foot of space up to and including 10 square feet, and seven cents per square foot on all space above 10 square feet up to and including 20 square feet, and five cents per square foot for all square feet over and above 20 square feet."

The bill also provides that such advertising space shall be so located as not to obstruct from view any point of any highway crossing or railroads.

The enforcement of the measure would be placed in the hands of the county treasurers of the various counties in the State. The bill provides for penalties for the violation of the act a maximum fine of \$50 and imprisonment for 30 days.

FREAKS
Useful Side Show Acts Wanted Immediately.
40 weeks' work on the Pacific Coast. Acts with me before, wire.
Tickets? Yes.
Museum and All Season on West Coast Shows.
ANNA JOHN BUDD, or HAL COMPTON, 920 7th Ave., Seattle, Wash.

CURTIS L. BOCKUS CIRCUS SHOWS
8 FREE ACTS 8
Want for Season 1935—Money-Getting Shows. Legitimate Concessions. Sensational Free Acts, Reliable Promoters. Address
CURTIS L. BOCKUS CIRCUS SHOWS, 66 Kernwood Drive, Lynn, Mass.

BANARD SHOWS
NOW BOOKING SHOWS AND RIDES FOR 1935.
Merchandise Concessions only. Want to hear from Tom Britt, Geo. W. Smith, WANT Cook House, Corn Game, Shows with something in them. Opening on the Streets of Meridian February 11, for Meridian Cotton Festival. WANT TO BOOK Small Merry-Go-Round. Reply to
AL FINE, Manager, 2612 19th St., Meridian, Miss.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

OAK BRAND-HY-TEX BALLOONS

MAKE MONEY AT INDOOR AND SOUTHERN EVENTS

The OAK line offers you timely items with which you can do a brisk business at various events the year round. OAK Balloons, with their distinctive flash and remarkable quality, have been the big favorites for 15 years.

Sold by Leading Jobbers.

The OAK RUBBER CO. REVENUE, O.



By GASOLINE BILL BAKER (Cincinnati Office)

"I ENJOY READING . . . pipes every week, but why don't some of the oldtimers send them in?" pens Ollie Olson from Homerville, Ga. "I have been with Doc Marshall's show for several seasons and plan to go out with it again this year. The painters are at work on the trucks and trailers and H. J. Hiers, mechanic and electrician, is busy on truck repairs. The show will be in tip-top shape when opening day rolls around. 'Smokey' Shaw and wife and Charlie Baldwin have returned to their homes in North Carolina. Frank Marshall is visiting his future mother-in-law in Adel, Ga., and the writer has just returned to the show today from a visit in Valdosta. I would like to see pipes from Rube Smith, the Kelly Family, Rusty and Dot Williams, Rags Ragland and Harry Howard. I tramped with Harry from 1910 to 1914."

George Earle, Jack Eagle Feather, Dick Owens, Doc F. Street, Doc Morandy and Doc Kelly are. Let's have pipes."

LEE GOODMAN writes . . . "While reading Pipes last week I was rather surprised by the one written by Herbert Johnson to the effect that Stockton, Calif., is one of the towns closed tight. I do not want to say that this info is left-handed, because I do not know what article he was selling. But there is still a small opening in Stockton; no doorways allowed, but I pitched on the square in the center of town. The reader was reasonable. I am a jcl pushing razor blades and sharpeners and so far business has been good. I have been here a month."

JOHNNY McLANE from Philadelphia: During the last two years I have seen numerous cartoons, read articles in newspapers and magazines, witnessed comedy pictures, listened to radio programs and just recently sat thru a feature picture with Edmund Lowe, in which he makes a pitch. In each reference to pitchmen they have been made to look ridiculous. I would like to know, as Buffalo Cody recently asked, what is a pitchman actually? We have with us in this town Frazier, with perfume in Gimbel's department store; Jack Dorsey, in a chain store, and Bill Holcomb, with pollah, in a chain store. 'Tis reported that Ralph Pratt is on the West Coast. Max Cogga-ahal, shoot in another. And Bobby Denase, med-show impresario, how about you?

"I AM BACK AMONG the Kentucky Colonels again after working three weeks in Tennessee to fair business," Johnny Vogt scribes from Paducah. "Most towns in Tennessee are open if you work items of your own concoction or manufacture. Some of the fellows down that way are Al Decker with sharpeners and blades, Jimmie Pierce with solder, Frenchy Thibault with flukem and Frank Vall working glass cutters. I would like to see pipes from Bob Berdette, Stokes and Nelson, of astrology note; Doc Johnson, Doc Woodward and Doc G. O. Rice."

DOC A. ANDERSON . . . cards from Greenville, Tenn.: "I worked Abingdon, Va., to nice business. Doc Dale is recovering nicely and has purchased a new car. You should see him take in those dollar bills. Two papermen are getting it here. I hit this town with a bang immediately after a man who had been here three weeks with a 25-cent strop outfit. I have done very well and expect to stay for two more weeks. I am still going for 25 cents on dressing and 50 cents on the stropping outfit and I believe I am the only one in the South holding that price, unless it is Red Oaks. Mary Ragan with her new husband left here the other day in a new car and with plenty. Doc Frank Hauer is here going as strong as ever. Greenville is open to a small reader, but spots are hard to get. I would like to see a pipe from Henry Summer and Jack O'Brien."

"ROVING" AL BURDICK . . . pipes from North Zulch, Tex., that he is with Cauble & Son's show. "I have the banners on this show and am doing well," Al infos. "Buffalo, Tex., was a red one for me as well as for the show and this town looks like another for both of us. In my opinion, 1935 will probably be a good one for tent shows. I would like to see a pipe from Slim Cantrell and his wife."

TOM SIGOURNEY . . . infos from Houston, Tex.: "I just got in here and there seems to be plenty of pitch talent in town. No readers are needed and there is very little money around. It is the worst that I have seen it here in 30 years. I have seen Soapy Williams, Earl Davis, Ernest Thorp and several others, including several j. c. i's. I am still a pretty sick man but want to see my family before 'checking out.' Beaumont is open, but Port Arthur has a high reader; Galveston is somewhat hostile and New Orleans is not closed to pitchmen. Stay where you are if you are getting by."

DOC TOMMY ADKINS . . . pipes from Jacksonville, Fla.: "I have been here since December 1 and have been on the lookout for some of the oldtimers such as Ross Dyar, Doc Maxie and Jim Perdon. I looked for Doc Hathcox in Winston-Salem, but he was not there. I am not working but merely trying to enjoy the sun. I wonder where Sid Sidenberg, Lester Kane, Chesterfield, Harry Ainslie, Odie Benson, Shorty Grace, Joe Clark, Jimmy Miller,

business. They say that bread cast upon the waters will always come back. But my experience is that it usually comes back all wet (as has been stated in these columns before.) Will be more than pleased to help any road men who hit this country, as I know a number of spots, windows and general road information not generally known up here. Bangor should be good in the spring, as there are lots of men in the woods this winter. 5,000 or 6,000 lumberjacks cutting pulp wood. I know that Doc Anderson will be interested to know that I was not so near the eight ball as one would judge from appearances. To those of you who are on your o. m. it would be well to remember that the priceless ingredients of any product are the honor and integrity of the maker."

FRED T. SLATER SHOOTS . . . "Biz one in from Johnson City, N. Y.: 'Biz around here not so good. Few workers in evidence here or in Binghamton. Some are in stores in Binghamton and a few are working the market here. Met Ned House working whitestones and pens in a drug store last week. He locks fine and was passing 'em out at a fair clip. Had a card from Pat R. Noonan, saying he was doing fair at Lancaster, Pa. Am still reading the Anniversary Number. Sure is full of information for the boys and girls of pitchdom. Tell the boys that there is still 'corn in Egypt.'"

"NEAR ZERO HERE" . . . tells Doc George M. Reed, Hamilton, O. "And business is not so hot. Was told by the law today that this city is closed tight, doorways and shops as well as the streets. Had a nice letter from my old friend Pat R. Noonan and he infos he will be a year older on January 30. (But failed to say how old that will be.) Come on, Pat, tell us. Ha, ha! Doc

IT'S NEW PLUNGER FILLER VAC

EVERYTHING IN FOUNTAIN PENS & SETS.

JOHN F. SULLIVAN

442 Broadway, NEW YORK CITY.

Medicine Shows Pitchmen

Can make greater profits in 1935 handling "Ohio" brand Medicines. Soaps, Liniment, Tablets, Etc.

Low prices, higher quality, prompt service assured. Write at once for Catalog.

Ohio Medicine Co.,
COLUMBUS, OHIO

ATTENTION

MEDICINE MEN

Before Placing Your Order for This Season's Requirements, Write

GENERAL PRODUCTS LABORATORIES,
437 E. Spring St., Columbus, O.,

and you will receive quotations and information that will save you much money. We understand your problems and cooperate 100%. Examination samples gladly sent.

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 FREE.
Optical Specialties

17 N. Wabash Ave., Chicago, Ill.

E. Z. WAY AUTOMATIC STROPPER

W. M. MFG. COMPANY,
Sandwich, Ill.

WINNERS YOU SHOULD PUSH

RAZOR BLADES—Double Edge—W. O. W. Special, Colophanated, at 45c, 50c, 55c per 100.

TOOTH BRUSHES—Each in Box. \$3.75

SOFT COLLAR SLICES—Doz. on Card. Gross. 1.80

FOUNTAIN PENS—Transparent Barrels. Doz. 3.00

SAFETY—Pretty Bags, Assorted. Doz. .50

TOOTH BRUSHES—In Sanitary Containers. Doz. .75

RUBBER BANDS—Doz. 15

Prices F. O. B. New York. Samples at Wholesale. Sending Charges Extra. Output Must Be Sent on A. N. O. O. Order. Prompt Service Square Dealing Since 1913.

CHARLES UBERT,
12 East 17th Street, NEW YORK.

STERLING Whitestone Rings

OUR NEW LINE IS READY.

Price \$24 to \$39 Gro.

Also a complete line of new Chromium and Rhodium Finish Rings. \$9.00 per Gross and up.

Our GLASS-TOP RING TRAYS are being used with great success. Write for FREE Catalog.

Sample Art. No. 4—12 Chromium Rings. Prepaid, \$4.00.

Sample Art. No. 2—5 Sapphires and Sterling Rings. Prepaid, \$4.00.

HARRY PAKULA & CO.
6 North Wabash Avenue, CHICAGO.

\$1.60 STARTS YOU IN BUSINESS!!

BIG MONEY—ALL YEAR ROUND

NEW SPRING LINE SILK LINED TIES

\$16.50 Gross—\$1.50 Sample Doz.

New Gorgeous Colored Knitted Silks, Pure Crepes, Jacquards, Weaves, Polka Dots, Plaids.

SELLS ON SIGHT! BIG PROFITS!

NEW BOUCLE WEAVES \$19.50 Gr.—\$1.95 Sample Doz.

Finest, Celanese, Satin Stripes, Foulards and Pure Women Cloths. THE NEW YEAR'S TIE RENAISSANCE!

COMPLETE LINE MEN'S NEWWEAR! MEN'S HOME-SHIRTS—TIES TO MATCH and other novelties.

Send for ILLUSTRATED CATALOGUE for 1935. Write for OUR MEN are the BIGGEST MONEY MAKERS

25% Cash, Bal. O. O. D. Money Refunded.

BOULEVARD CRAVATS
22 West 21st Street, Dept. B2-2, New York.

PAPER MEN

Who can Produce Quantity Subs. on NATIONAL MAGAZINE in All States. "Coast to Coast."

Write Quick for Details.

F. AL. PEARCE,
715 Shurtel. Bldg., Kansas City, Mo.

ELGIN—WALTHAM

BRISTLE BRUSHES

Branch-New Cases, Metal Box for 2.95

Send for Catalog—Biggest Bargains in Case Watches and Diamonds in the Country.

W. SPARKER & CO.,
2d Floor, 106 N. 7th Street, St. Louis, Mo.

2.95

AUTO JOKER

Also known as Whiz Bang or Auto Burglar Alarm. It is the greatest fun-making novelty created. "You laugh until you cry," it screams, smokes, whistles and shrieks. We are the manufacturers and contractors of high-class display fireworks for fairs, parks and all outdoor celebrations. It might pay to get in touch with us.

ILLINOIS FIREWORKS CO.
P. O. Box 782, Geneseo, Ill.

We Make Them You Sell Them

TROUSERS PRESSED IN A FEW MINUTES BY ELECTRICITY

Brings in Quick CASH!



JUST LOOK AT THAT CREASE! MAN—WHAT A DEMONSTRATION!

AGENTS! Here's that QUICK CASH you want

Robinson made 51 sales in one bank. K. Leary made \$261.00 in one month—made 42 sales in one day. Agents the country over are cleaning up quick cash with this amazing new ELECTRIC PRESSER that puts razor-edge creases in trousers, in a jiffy. Quick, easy demonstration makes all you want it. Saves scores of pressing bills—made of beautiful plated steel—complete, with 6 ft. rayon cord—weighs less than 8 oz.—individually packed in beautifully colored boxes, each packed with a full year's guarantee. Don't send money. Simply mail your name and address. Without experience or investment risk, we start you going fast. Write quick—territories going fast.

Sample Presser FREE Without Extra Charge. Complete outfit weighs 10 oz., easily carried in your pocket. Write now for all the details. Free.

THE EMPIRE ELECTRIC CO., Dept. 62, Cincinnati, Ohio.

WE MAKE EVERYTHING IN THE FOUNTAIN PEN AND PENCIL LINE

Write us your needs. **ARGO PEN-PENCIL CO., Inc.** 206 Broadway, NEW YORK CITY.

SHOE LACES AND FINDINGS

Most Stable and Best Selling Items. Buy Direct from Manufacturer. Send 25c for Sample Assortment and Prices. **CAPITOL SHOE LACE & FINDINGS CO.** 135 Pitt Street, New York, N. Y.

We carry Shoe Laces and Shoe Findings only, and are therefore in a better position to give you lowest prices, perfect merchandise and prompt delivery.

USE OUR 5TH AVENUE ADDRESS.

Secure prestige by making our office your personal or business (New York) address. We represent you, receive mail, telegrams, telephone messages and you call, or we reforward to you (daily), \$2.00 Monthly. **NEW YORK MAIL SERVICE.** 210 5th Avenue, or 15 Park Row, New York.

MEDICINE MEN—Stomach, Liver, Kidney Tonic. Highest Quality Advertisized Brand, in Colored Carton. Contains 12% Alcohol. Herb Roots with Recognized Medical Value. While 600 Good last at these low prices: \$2.25 per Dozen; 6-Dozen Lots, \$2.00 per Dozen. Order from **NATIONAL PRODUCTS LAB., 1160 Chatham St., Chicago, Ill.**

5 BIG MONEY 5 VETERANS GET BUSY

Fast Selling Veterans' Magazines, the New Wit, Humor, Frango Forum, Patriotic Calendars in Season, 15 Fast Sellers. **VETS. SERVICE MAG.** 187 Leonard St., New York.

20th CENTURY FASTEST SELLER



No. 040 DEAL, consisting of 2 pairs of Ladies' Hose, 320 needs construction; 1 Package of Face Powder and Perfume wrapped together, and 1 Genuine Rock Crystal Necklaces. New plan helps you to sell 15 to 500 Deals a day.

Sample Deal 60c. Dz. 59c Each. Gr. 58c Each. **SPORS CO., 2-35 Kook St., Lo Center, Minn.**

George A. Grooms, send in a pipe. We all want to hear from you. Frank Libby, how is New York?"

"HERE WE ARE IN Wooster," cards Adolph (Tubby) Wollman. "I have my new house trailer and the misau with me. Have not seen any of the sheeties thru here and would like to see pipes from Hamel, Flannigan, Johns and all other square shooters. I am headed towards Washington, D. C. in my new Ford."

MARY RAGAN CARDS from Sparta, Tenn.: "We just saw the 40th Anniversary Number—first issue of *The Billboard* we have seen in five weeks. We have been in the sticks in our new Chrysler roadster, my husband working soap and oil and I tonic. We are headed for the sticks again this Sunday. The weather has been fine for January. Jim Brunell, who by the way is a fine fellow, is working the same spots. We saw Charlie Riddle here. Our friend Doc Bobby Dale was seen recently sporting a brand-new Auburn coupe—a fine fellow, Bobby. In my opinion he is not only a real trouper, but also the best dressed man in pitchdom. Chet wants to see pipes from Larry Velour, Ralph Anderson and the bunch around Boston and New York."

JIM HIGHTOWER scribes from Dallas, Tex.: "It has been quite some time since I last piped. I have been here since the middle of August and will remain until the middle of March, when I start on the road again. Carl Debord and I have been working jar openers. This country is in better shape this season than it has been for the last five years, altho to get money one must have a good item. It must be worth the money. My father died in October and since then I have been working a grind joint to good business. I am wondering how MacNeill survived his tooth ordeal. I recently had all mine replaced by store teeth. I would like to hear from A. W.

Pitchmen I Have Met

By SID SIDENBERG

As a general rule when a medicine show performer takes a step up and becomes a lecturer you will find that that gentleman has been in the business for a long time and has learned almost every angle that is used in the road opera game to attract and hold the tips, pitch the med and lay the lines for a return date and repeat sales.

George Little Beaver, one of the boys who made that step upward and who has been a success in the lot game, is a descendant of a line of med performers. George's father was one of the best known performers in the medicine show business. He was considered one of the best attractions on the Healy and Bigelow Kickapoo outfit when that aggregation was the rage of the nation.

Little Beaver was born under canvas on one of the Kickapoo shows and naturally was brought up in the game and hence knows every little move and every meaning in order to get the crowds and gather in the shekels.

Little Beaver is now operating one of the neatest shows in the field in Illinois, Missouri, Arkansas and Texas. In dull seasons and during winter months he makes farm sales and has been clicking right along to the point where he is probably getting as much money as any med man in the business.

His platform is wonderfully arranged and equipped with a beautiful canvas background shaped like an arc, which creates the atmosphere of an indoor theater.

When entering a town Beaver and his assistant drive their cars over the streets addressing pedestrians with their loudspeaker while the cars are painted with signs informing the populace of the fact that there is a free show and the show's location.

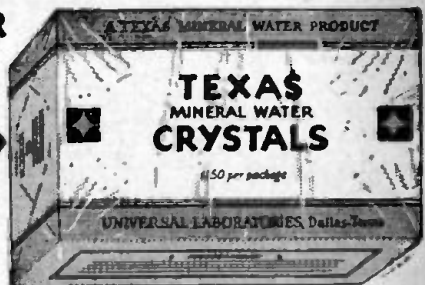
He works in civilian attire when addressing his tips, altho he is a full-blooded Indian of the Musquawkie tribe. The plays this boy produces are sure drawing cards. Mrs. Beaver and George work straight, while George Miskell and Billy Van Sens work black face.

Beaver is a World War veteran and a member of the Elks lodge of St. Louis, the city the Beavers call home.

COUPON WORKERS

HERE'S YOUR NEW MONEY MAKER! At Last We Have It

BUY THIS \$1.50 Package For \$1.00



GET THIS \$1.00 Package FREE



A deal that is making a strong comeback for the Coupon Sales Game. For the last two years we have been scouting, experimenting, testing new ideas for something that would stick, and now we have it. We recently took over the entire output of one of Texas' largest producers of Mineral Crystals, which makes it possible for us to offer a deal at a price that will make you real money.

This Deal Consists of:
 1—\$1.50 Package MINERAL WATER CRYSTALS
 1—\$1.00 Package MINERAL WATER CRYSTALS

And Costs You in Quantities of 500 Deals 35c per Deal
 In Lots of 100 But Less Than 500 Deals 40c per Deal
 In Less Than 100 Lots 45c per Deal

Coupons for Deal, \$1.00 per Thousand.

INDIVIDUAL PACKAGES.

\$1.50 Size, in Quantities of 500 24c Each
 1.50 Size, in 100 and Less Than 500 Lots 28c Each
 1.50 Size, in Less Than 100 Lots 32c Each
 \$1.00 Size, in Quantities of 500 15c Each
 1.00 Size, in 100 and Less Than 500 Lots 16c Each
 1.00 Size, in Less Than 100 Lots 18c Each

We have two other Deals that are clicking in a big way. One operator sold over 30,000 of one of these Deals in the State of Nebraska alone last year. Write for information and simple coupon.

TERMS—All prices are F. O. B. Dallas, Tex. One-half Deposit Required with All Orders. No personal checks accepted.

Write or Wire

UNIVERSAL LABORATORIES DALLAS, TEXAS

MacNeill, Max Cogashall, Mary and Madeline Ragan, Razor Riley, Doc Hershey, Tom Sigourney, Shepard the coil man, Harry Ferguson and Blacky Beard. I have a home here and my mother does the cooking, so any of the boys and girls who drop by here remember you are always welcome."

"THIS IS MY INITIAL writes Bill Godorth, from Jackson, Miss. "After reading Herb Johnson's pipe from Oakland and some others from the rest of the boys telling of the wonderful Christmas they seem to have made me feel good. I am happy the boys forgot the 'ribbing' for once; they seemed to be in good moods. I have been working rad thru Southern Alabama and Southern Georgia with Jimmy Watson and both States paid off. We spent six weeks in Dothan, Ala., and just about had the town to ourselves. Next until Montgomery, when we saw Dave Schoen working rad, did we come in contact with any of the boys. Dave teamed with us when we made this town. Have been here a week, but business is only fair. Jack Flowers is here working blades. How about hearing from some of the boys in Southern Texas. Mat Herman in particular, we are headed that way."

MORRIS GOLDRING who formerly did a comedy juggling act under the name of George Hatto, is working pen, with coupon sales, in the San Francisco area. Morris, in a jocular mood, goes on to say: "You see when I was born I was born very young and altho had hare feet. The reason for me having bare feet is that before I was born my mother passed a zoo and saw a bear. When I was born I was born with bare feet. My father was a fireman and wore rubber boots. One night a fire broke out. My father was on the roof and he fell off the 10th story and commenced bouncing and bouncing. In order to save his life we had to shoot him. (Humor, boys, don't shoot!)"

"QUITE A FEW of the boys and girls are passing thru here and all seem to be holding their own," scribes J. D. Dixon from Little Rock, Ark. J. D. continues: "Several

FREE

To Agents—Sample Blades and Catalog of 1,000 Fast Sellers—All Money-Makers.

BLUE STEEL BLADES (GII-45c
 Imito Style), 100 45c
TOOYM PABYE (Carnation), 35c
 Seller 48c
COFFEE STRAINERS, Best 38c
 Quality, Dozen 38c

Write for our Catalog of hundreds of other Bargains. All orders, large or small, carefully handled and shipped same day received. Need us a trial order TODAY.

SELL RELIABLE MERCHANDISE MAKE RELIABLE PROFITS

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DEMONSTRATORS!!! FAIR WORKERS!!!

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PRIVATE LABEL TONICS, Immediate Shipments. New Price List. WRITE OR WIRE

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COUNTER GOODS

HANDLE REGULAR ROUTE placing world's greatest line of Household and Merchandise items. Free Catalog. No Experience Necessary. Large Profits. Write for Catalog. **WORLD'S PRODUCTS CO.,** Dept. 258, Spencer, Ind.

GENUINE GOODRICH HONES

Are Big Sellers because nationally advertised. The name GOODRICH has stood for the best for over 70 years. Dealers, Distributors, write for quantity prices.

GOODRICH,
 Est. 1864,
 1504 W. Madison, Chicago.

pitchmen are wintering here, among them Lewis Rose handling socks; Bevo, with knife sharpeners; Kid Debbis, with car polish, and Jim Roby pitching pens. You know that when someone stands on a street corner these days and sell articles at a high price without a beef in a bus load he is entitled to be mentioned as a real worker. Jim Roby has been doing just that for the past four or five Saturdays. It is really interesting to watch him work. Several paper men are here, as well as other roadfolks, and each night some very fine jackpots are cut up."

BILLY RAMSEY PIPES
from Bridgeport, Conn.: "Well, I opened my mail box and pulled out my old pal, Billyboy, and saw Doc Kreis' pipe. I am sorry to hear of Doc's tough luck. I worked several seasons for him and he was a good man and easy to get along with and work for. Money every Sunday, and good for an advance anytime. I have been in retirement for the past 10 years, but am still a troupier at heart and always will be. Those were the good old days. I'll never forget Doc Harry Daly. What a real fellow he was. The natives here are still knocking the picture, *The Mighty Barnum*. I don't see why the producers didn't get some local atmosphere, as Barnum did some wonderful things for this town and the oldtimers love him dearly. I hope Doc Kreis gets over his trouble and is able to take the platform by spring. A good many of my old pals have joined the "Big Show" up there. I hope they are

joined together and that when the Big Manager pulls down my final curtain I hope to be on the same show up there with them. They were real trouper. Not so many left now."

RICTON PIPES FROM
Omega, Ga.: "Received a truly wonderful letter from Bobby Gossons, Columbus, O., congratulating our show on our 97 consecutive weeks on the road. The Lehmans, of Cincinnati (Gertrude of costume fame), are vacationing at Sarasota, Fla. Mrs. Ricton has left for a visit with them—her first vacation in 97 weeks. She is driving a 1935 Chevrolet."

ADVANCE SALE
(Continued from page 53)
have full-page advertisements in the two dailies here, etc.
Eagles will stage a street parade on February 2, using the performers, elephant, camel, wild animal cages and calliope. George Barton's Circus unit with the Aerial Frusts is latest addition to program, which will have 20 acts. Two sound trucks are on the streets daily.

Old-Time Showmen

By CHARLES BERNARD

"Van Amburg and His Lions" was the heading of a story in *The New York Mirror* of November 3, 1838, quoted from *The London Musical World*. It was a thrilling description of Van Amburg's prowess over lions, tigers and leopards when he entered their cage and gave a demonstration of his ability to control wild beasts as a feature of the exhibitions at Astley's London Amphitheater. That was almost 100 years ago, and fame of Van Amburg as a trainer and exhibitor of wild animals can be followed for many years later in the United States.

In *The New York Herald* on November 15, 1848, announcement was made by Van Amburg & Company that on November 20 Zoological Hall, 37 Bowery, would be opened to the public with the largest and most complete collection of living beasts and birds ever exhibited in New York, including the entire collection of Van Amburg & Company and

that of June, Titus & Company. Statement was made that the interior equipment and decorations of the building surpassed that of Zoological Institute in its palmest days. *The Herald* in its Sunday issue December 31, 1848, advertised Zoological Hall open daily from 1:30 to 4 and 8:30 to 9 p.m., during which time Mr. Brooks entered a den of lions and tigers; performances were given with elephants, ponies and monkeys. Admission price was 25 cents, children under 9 years half price; season tickets \$5. In *The Herald's* column of comment on current amusements it suggested Zoological Hall, with Van Amburg's performing animals, as an interesting and educational treat for children on New Year's Day.

There were, however, both circus and museum offerings in competition with Van Amburg & Company for New York folk on New Year's Day 1849. Sands, Lent & Company presented the "American Circus" at the Broadway Alhambra, near Prince street; two performances, 2 and 7 p.m. Their troupe of eight Arabian camels, two performing elephants, trick and fighting ponies, dancing horses and "Cinderella" the fairy steed were the trained animal acts. Mr. R. Sands and his children, Mr. W. Stout and Master Aymar in riding numbers, H. Gardner; Joe Pentland, the clown; Captain Decamp and others made up the circus program.

P. T. Barnum's American Museum used, more advertising space for the New Year's Day offerings than the combined display of Zoological Hall and Sands, Lent & Company. Barnum had the English giant, Robert Hales; Major Littlefinger and his sweetheart, Miss Titania the "Fairy Queen"; Sable Brothers' Minstrel Band; Mrs. Pelby's display of Scriptural wax figures, a living orang-utan and other museum novelties. Open at 10 a.m. for the day and evening. Admission 25 cents.

After the 1840 winter engagement at Zoological Hall the Van Amburg & Company name was among the most prominent exhibitors of menagerie and circus in the United States and Canada for more than three decades. New York and Philadelphia for winter engagements, and as a traveling organization in summer months. In early June, 1861, there was evidence of a circus opposition in Schenectady, N. Y., when the agents of Van Amburg & Company, Spaulding & Rogers and Madigan's Circus were all there preparing for exhibitions of their respective shows. On September 14, 1863, Van Amburg & Company opened for a six-day engagement in Cleveland, O. The R. Sands Circus had been playing Michigan and Ohio towns two days behind Van Amburg, and played in Cleveland the last two days of the Van Amburg & Company's stay, 17 and 18. Van Amburg exhibited in Erie, Pa., September 25; Buffalo, N. Y., October 1; Utica, 21, and by December 1 the road season had closed, and Hyatt Frost announced in full column (illustrated display advertisement in New York papers) that "Van Amburg & Company's Mammoth Menagerie, Great Moral Exhibition and Egyptian Caravan" was open daily from 10 a.m. to 10 p.m. at 339 and 541 Broadway. A forceful feature of Manager Frost's advertising was 16 pictures of animals arrayed down the left side of the column advertisement, and that attractive display was in evidence thru the holidays. In the March 29, 1864, issue of *The New York World* a large display advertisement with three animal cuts stated that Van Amburg's show was in its 20th successful week and would remain two more weeks before beginning the traveling season.

On July 21, 1870, Van Amburg & Company's Menagerie, combined with Seigrists' French Circus, commenced a three-day exhibition in Milwaukee, Wis. Adam Forepaugh's Circus and Menagerie was at Toledo, O., July 19; G. G. Grady's Circus at Marion, O., 18; the New York Circus at Rock Island, Ill., 22, and Stone & Murray's Circus on that date was in Skowhegan, Me. J. M. French's Egyptian Caravan played Montpelier, Vt., July 25. Plenty of circus competition season of 1870.

Circus Advertising in 1850

Circuses back in the '50s either found it impossible or difficult to "plant" publicity in the weekly papers, or advertising space at that time was cheap compared with what it is today. Anyway, present-day showmen, performers and others should find interest in the story style of advertising used by the Spaulding & Roger North American Circus in those days. The following ad of the show is reprinted from *The Vicksburg Weekly Sentinel*, Vicksburg, Miss., of December 4, 1850:

Spaulding & Roger North American Circus—Nearly twice as large as any circus in the United States and with more than double the number of performers found in any circus in the South, will exhibit in Vicksburg, nearly adjoining the Prentiss House, on Tuesday, Wednesday and Thursday nights, December 3, 4 and 5, at half past 7 o'clock, and also Wednesday and Thursday afternoons at 2 o'clock under a 5,000-capacity waterproof marquee. Capable of accommodating an ordinary-sized city, constructed with nine center poles, expressly for the double equestrian theatrical performance.

Illuminated inside with gas, manufactured daily with a patent gas apparatus, gasometers, receivers, etc., and—

Outside by a Drummond light, prolonging day into midnight, and gratefully guiding strangers to the marquee; when an orchestra, composed of—

Prof. Carnham's Military Band from West Point; and the whole amphitheatrical melange relished by the sports, gambols, leaps and dances, and extraordinary feats of a whole stud of performing horses and—

Diminutive trick ponies, indulging in all the refinements of cultivated horse society, and spining the ways of their so-distant civilized masters. The two absorbing features, however, of the amphitheater are—

An entire theatrical corps, actors, actresses, comedians, super-numeraries, etc., under the stage management of Mr. H. P. Nichols, late proprietor of the Adelphi Theater, Washington, D. C., and Mrs. P. Ormond, the favorite of the Broadway Theater, New York, assisted by Dickenson, the Yankee comedian; Messrs. Adams, Paul, Anderson, Hunt, Hartly; Meadames Mossop, Perry, Dickenson; Miss Hartly, etc.—producing every night under the supervision of Mr. Rogers, under whose auspices the same pieces ran for over 100 nights in each of the cities, New York, Philadelphia and Baltimore—the national dramatic spectacles of—

Old Pat and Mad Anthony Wayne, replete with revolutionary reminiscences and exciting patriotic emotions; concluding with the thrilling tableau of General Washington mounted on a live war horse, weighing 1,400 pounds, and borne aloft around the area

of the marquee on the shoulders of his "brave continentals!" And a—

Double equestrian troupe, comprising the most noted equestrians, male and female, gymnasts, clowns, acrobats, equilibrists and acro-mancers, to wit:

Mr. C. J. Rogers, the modern Ducrow and sole American scene rider.

Mr. W. Carrol, the equestrian Crichton and the best living two-horse rider.

Mr. Walter Aymar, the modern centaure and great bareback trick rider.

Mr. E. S. Perry, the Olympic Jehu, and without competitor in his four-horse acts.

Master Clarence, the youthful Adonis and unequaled horseman, age, sex or condition to the contrary notwithstanding.

Mr. James McFarland, the celebrated equilibrist upon the tight rope.

Yankee Knapp, the world's favorite clown and jester.

The Motley Brothers, from Vienna, with unpronounceable names, indescribable comic gymnastics and clownish feats, making three clowns in the ring.

Mr. H. McInty, the acknowledged best gymnast and tumbler extant.

Mr. George Dunbar, the most expert equilibrist and acro-mancer of the age.

Messrs. McGrew and William Aymar, gemini of gymnasts and the castor and pollux of the circle.

Madame Guilleme Carole, the Parisian equestrienne and only successful rival of Madame Macarte.

Mrs. J. McFarland, the accomplished horsewoman.

La Petite Marie, the precious little equestrienne and lion tamer, with her faithful dog, Fidele, entering the den of—

An infuriated leopard, foreshadowing the speedy fulfillment of the prophecy that a "lion and a lamb shall lie down together and a little child shall lead them."

And a few more of the same sort left. Artists, indeed to no mercenary pen for luster, but after gathering all the laurels the profession affords in the North like, another horseman of old fighting for another world of equestrians to conquer. And that there may be no drawback to the picture, all set off with brilliant—

And costly paraphernalia, such as never before greeted the eyes of a Southern audience in a traveling circus.
Cards of admission—Dress circle, 50 cents; children and servants, half price; parquette, 25 cents. Checks not transferable.
Clergymen of every denomination are cordially invited to attend these entertainments, and with their families always have the entree of the establishment by leaving their cards instead of tickets with the doorkeeper on enter-

NEW WAY TO SMOKE

Touched A Button! LIGHTED CIGARETTES

Come Out of Magic Case
Imagine this! You take a beautiful case from your vest pocket! Automatically a cigarette and flame appear! You puff and a LIGHTED, ready-to-smoke cigarette is delivered right between your lips. Smokers everywhere know when you use the Magic Case every one of them wants it!
Make Up To \$16 a Day
Let me send you a Magic Case for 25 days trial at my risk. Just show it to the watch smokers reach for it eager to buy. It's a selling proposition. Agents are getting money fast. Write quick.
MAGIC CASE MFRS.,
Dept. B-4499,
4234 Oceana Ave.,
ST. LOUIS, MO.

Earn Money with this WONDERFUL NEW INVENTION!

Real Money Maker for Part or Full Time AGENTS!
Make quick PROFITS with new, patented invention—sell on "Cash" demonstration. Main or side-line. Big, new market.
Soldering Iron and Blow Torch in ONE!
Light, portable. Eliminates pump, pressure system, stove, charcoal—ALL!
PROOF IT SELLS! Agent Rowland earned \$200 a month. —Wrote said 50 letters while sleeping in bed with the hot coils. —See Bulletin.
WRITE quick—get established for EXCLUSIVE territory. A special will be made.
JUNITE MFG. CO., 2081 Southport, Dept 19-22, Chicago

CANDY DEALS

"HERSHEY'S" "BABY RUTH BARS" — "PEANUT MAID" — AND OTHER FAMOUS CANDIES FREE GIFTS! ANDERSON'S 2ND GROSSER, \$250.00.
Sell Wholesale to Grocers, Candy Stores, Drug Stores, Taverns and Stands—All Big Buyers! New line profit deals beat all we have had in the past and they were the best of the times. You make double profits now. Attractive free gifts. Self-selling counter display vendors. Punch deals, Bulk and deal candies, Fast Quick response. Dealer can't refuse from anyone but you. (You're "on the spot" to make money faster than ever before.) Finest best known candies—Hershey's and Baby Ruth Bars, Casterline Specials, O'Henry, Carmel's, Peanut Maid, others. Some deals pay 100% profit, unheard of commission in this business. Send for FREE Bulletin—New Plan—with names for salesman and distributors. **CASTERLINE BROTHERS, Dept. AE, 1918 Sunnyside Ave., Chicago.**
\$1.00 Dozen Pails, Men's Fancy and Plain Pure Silk Hosiery, 750 Dozen Pails, Fancy Men's Merc. Rayon Hose, Ladies' Silk Fashioned Hose, \$2.00 Dozen, Postage Extra. E. L. LEWIS HENDLEY, 416 S. 17th St., Reading, Pa.

WICHITA, Kan.—A post-mortem will determine cause of two deaths of lions in the city zoo within the past two months. Lady, mother of 32 cubs born in Wichita, died in December apparently of old age. One of her cubs died on January 5 after several hours' illness. Vital organs of the cub were sent to the city laboratory. It was hinted that the lions may have been poisoned.

Frank Darling Hits Lethargic Operators; Urges Co-Operation

Before stepping down as president of the NAAPFB, Frank W. Darling, director Observation Roofs, Rockefeller Center, New York City, hammered away at members and nonmembers who neglect their duties to trade associations. His address, made at the recent convention of the organization in Toronto, is published below.

To me it seems as if this particular meeting of the members of our industry must prove to be either a terminus or the beginning of a new era of progress for this association. It must be one or the other.

Seventeen years ago this month seven members of the industry met in Chicago for the purpose of forming a national trade association. We had two decisive aims for such an association—first, the improvement of parks and their operation by the exchange of ideas; second, the protection of our industry from legislative encroachment, overburdening taxes, unequal insurance, Sunday closing laws, etc.

Only two of that original seven can be with us today. Most of them have passed on with a realization that the work they started was successful, and from the point of view of accomplishment, it has been.

Annually, until this past summer, I have visited from a dozen to a hundred different parks each year. I have seen most of them make great improvements from tawdry, unwholesome meeting places for the roughnecks to places of dignified play for the better class of spenders. There is yet much to do along this same line, but that which has been done was largely due to the direct or indirect influence of this association.

Only those individuals who have helped pull the load have any realization of the influence this association has had in protecting the industry against legislative burdens.

By hard and constant work on the part of our legislative committees our resorts have been saved millions of dollars from threatened admission taxes. You have been saved thousands of dollars in music royalty payments. The our liability and fire insurance situation is yet far from what it should be, the constant pressure and co-operation of this association have placed every resort in a much better insurance position. We have fought to a standstill the many legislative attempts to restrict Sunday operation. Finally, this past year we have kept you from being under an NRA code which would have swamped most of you in one or two seasons.

These are only some of the major protections this industry has received due to the co-operation and hard work of a very few members of the industry. What has been done has benefited every park, pier, pool and beach unit in the United States. Yet how little help or appreciation we have received from the great majority of the industry!

Big Drop in Income

Our mailing list contains in round numbers 4,000 industrial units, each of which has benefited greatly by the activities of this association. Out of this number less than 10 per cent has ever contributed in a financial way to assist this association. Less than 1 per cent can be depended upon to sacrifice any time or energy to push the necessary work of accomplishment. A year ago, when it became necessary for code purposes to obtain simple data from the industry, 4,000 questionnaires were mailed to the industrial units urgently requesting a reply. How many do you suppose would take the time or energy to give even that bit of assistance? Replies were received from only 223 out of the approximate 4,000.

In 1928 our association was fairly representative of the successful parks in the country. When hit by the depression it seems as if the first obligation most of the members avoided was the payment of their dues to the association. The income dropped to less than half the normal. Business men in other industries came strongly to the support of their trade associations knowing that in a time of depression industrial co-operation was all that could save them. The last three years have built up strong trade associations in dozens of industries which before had struggled to keep alive or had previously had no trade association at all.

It seems impossible to account for the lethargy and shortsightedness of the ma-

majority of the members of our industry.

Let us take stock of those here in this room at present. How many of you are non-delinquent members of the association? At a guess, only about 10 per cent of you. How many of you this past year have given up even one single day of effort to assist your industry as a whole? Not more than a score of you. The meetings of the association have been very free and open. We have not closed the doors upon the drones as most associations do because we believed we were assisting the industry to provide these meetings. We thought eventually the guests would see the light and at least contribute their share. We were optimists. I can name 20 or more who habitually take advantage of these conventions and go to extremes to avoid their part of the responsibility.

Now Up to Members

The motto of the majority of the members of this industry seems to be "Let George do it." But the Georges have gotten tired of carrying the burden. This past year has been especially hard on the Georges. Seven of them have devoted days and weeks of hard work and advanced their own expenses to protect you against a smothering code. I think I can say positively that they are thru working unless right here and now, during this convention, you who have neglected your responsibilities, you who have failed to join the association, you who have become delinquent, come across handsomely and show a new spirit of helpful co-operation. That will mean either an end to this association or new workers will have to come forward and carry the burdens. You who have come as guests must leave as members. You who are delinquent in your dues or commitments must pay with cash or give your notes to the secretary to cover your indebtedness. And you must go away from here determined to interest your neighbors likewise to come to the support of the association or there will be no association.

Shall the association fold up and leave each one of us to fight his battle single handed and alone, or will you, one and all, put your shoulders to the wheel as you have never done before and push this load over the hill to successful existence? It is up to you to decide and act accordingly.

Sara-De-Sota Pageant Being Heavily Billed

SARASOTA, Fla., Jan. 29.—Billed like a fevering circus all over this section of Florida and with a strong out-of-town newspaper advertising campaign going strongly, plans for the Sarasota County Agricultural Fair, topped off by the revival of the Pageant of Sara-De-Sota on the last two days of the fair, booked for February 22 and 23, were "over the top" today.

Thomas L. Glenn Jr., president of the Sarasota County Junior Chamber of Commerce, sponsoring organization, said that the success of the pageant was "more than assured" because of the co-operation extended by the circus folks who are wintering here, topped by the Ringling management.

Merchants who will foot the bill for the pageant and fair were told in a statement today that there would be no advertising programs or other promotions, leaving this field to the daily newspapers, which are co-operating to the fullest extent.

Plans for the Cy Compton Rodeo and Wild West Show, coupled with a small circus offering, will be finally threshed out when Manager Bennie Krause, of the Krause Greater Shows, returns to town from a trip up the country.

Kaus' United Shows

NEW BERN, N. C., Jan. 28.—Everything is being overhauled and painted, and if flash and color bring in the "do-re-me" the ledger next fall will be a mass of black figures. All the rides are being repainted from mud silt to top. New fronts are being built and about all of the canvas will be new. The shows' secretary, T. E. Kaus, is kept busy at the typewriter. Dick and Bessie trailer have rebooked with their Lezora Show, also the writer with his Auto Ride. A. J. Kaus and General Agent W. C. Kaus are on the road practically every day lining up the route.

Rules and regulations are being drawn

up for the Social Club, which was formed last year thru the efforts of C. O. Davis, of cookhouse note. The club holds meetings every Wednesday night thruout the season and a charge of 10 cents admission is made to everyone. The fund is used in cases of attacks being sick or injured and unable to provide for themselves. In one case last year the club expended \$375 in hospital and doctor bills for a man who was injured. At the close of last season a banquet was served to the entire show with the balance of the fund.

Doc Reh is in quarters decorating one wing of the warehouse for a Shriners' doings to be held next week. A. J. Kaus and W. C. Kaus attended both the Raleigh and Richmond fair meetings. T. E. and Mrs. W. C. Kaus returned from Petersburg, where they visited friends for a few days. Mr. and Mrs. K. Daher called on them, coming from Washington. Mike Gravis, of the Mohawk Valley Shows, and Lyle Smith visited here recently.

L. DUNLAP.

LETTER FROM—

(Continued from page 41)

of the lodge, affiliated, and Archie Clarke, Dick Wayne Barlow, Mr. Maxwell, Mark Kirkendall and the writer were in attendance, both ceremonies and banquet. Kirkendall recited "Where Do You Go From Here"; writer entertained with anecdotes of the Far East and a story of Masonry as experienced outside of America.

Am informed that William Denny, of Al G. Barnes Circus, is confined to his Venice home with illness.

Made a trip to the Tom Mix Circus quarters and found everything humming with activity and as fine a layout as anyone could wish to look upon, with Denny Holms in charge. Found Mix an affable fellow, whose heart is in his work, and John Agee running the program. Met Hank Linton, the Hobsons, Herman Nolan, Vern Goodrich, Myrtle Compton Goodrich, Charley Warrell, son of the late Fred Warrell, and an old-timer from the Ringling Show by the name of Howard Payne.

On January 17 met with the Agents' Club and 22 seasoned oldtimers were present. Among those at the round-table luncheon were G. Horace Mortimer, Chief Dodge, Jack Gibbons, Bill Molliter, Nick Wagner, Norman Piehl, Jack Edwards, Eddie Cohen, Jack Grimes, Fred Loto, George Sackett, John Kelley, Jack Raymond, the writer, Ed Nagle, Fred McClellan, Eddie Cooke, Lee Parvin, Cy Masters. Messages of regret were received from the Roddy Brothers, Pete Emratering and Sam Myer.

Visited the Hart brothers. They have been working with Marlene Dietrich on the Paramount lot in a picture called *Espanola*.

Learned from the Hart brothers that McStay was in Savannah, Eddie and Jennie Silbon in Hollywood, Ida Miaco Delno in Hollywood, Irene DeKoe Brownell and husband were wintering in California, Billy and Sarah Lee Mott were on the Coast, Bruno Weiss and wife were out here, as well as Arthur Borella; Jack Haurner has become quite a tipster and has been sending the California boys winners right along from his home in Timonium, Md.; George Smith was in New York; Charley Smith, former boss animal man, was in San Diego; Charley Post, Curly Phillips, Tom Plank and Jennier with his seal are here on the Coast.

Other show people who are in the Los Angeles region are Ben Piazza, Dick Mitchell, Al Sands, Bertha Carnihan, Mrs. Earles, Paul McCarty, Lady McCarty, Al Sands, Dave and Minnie Clark, Jack McAfee and wife, Carl Kraft, Saw Fat Resing's son, Charles, and Bob Cavanaugh at the Auto Show. It was an immense affair under canvas.

CIRCUS SAINTS

(Continued from page 41)

ing up his golf sticks to enter a tournament in Miami, Fla., as part of the festivities of the Artists and Authors' outing there. Ray made 18 holes in 76 but hasn't done it since.

The third of Tony Sarg's eccentric notices is out. Many of the members are collecting these rare bits of not only a great artist, but a great local president as well. The first notice was of Henrik van Loon, the second of Dr. Dtrnara and the third of Arthur (Bugs) Baer. They are done in black and white and always carry a burlesque tinge with a Sarg twist.

We warn our members again against any solicitation for our forthcoming benefit and if anyone is approached, please get all information possible so

HOT SPECIALS— NEW PRICES FOR SOUTHERN FAIRS AND MARDI GRAS

Shell Water Flowers with Flag	Gross \$ 0.75
Large Water Flowers with 9 Buds	4.00
Rubber Tulip with Snake	5.40
Straw Hats with Feathers	6.00
Large Colored Fur Monkeys	9.00
Colored Jumping Fur Dogs	8.40
Best Quality Lash Whips	6.00
Inflated Mickey Mouse or Pluto	9.00
Large 4-Color Flying Birds	2.00
Rubber Bulldogs with Eyes and Tongue	7.50
Leather Strap Wrist Watches, Boxed	4.00
Heavy Bamboo Parade Canes	9.75
White Maple Parade Canes, Best	15.00
"Ride 'Em Cowboy" Felt Hats with Long Feathers, Firsts Quality Only	8.50
Large Cowboy Hats, Firsts Only	1.80
Dozen	1.80
Claret Size Rubber Dogs with Glass Eyes, Dozen	2.00
Mickey Mouse Balloons with Ears	3.35
One-Half Deposit on All Orders.	

HARRY KELNER & SON, Inc.
50 Bowersy, New York City.

Start Now for Early ACTION on VALENTINES

B 8—750 in. Comic Valentines, Lots of 10-Geo., Qms. (Less than 10-Geo. Lots, Gro. 45c.)	40c
B 9—Fancy Vase Valentines (5c Sellers), Gro.	\$4.25
B 10—Plain Valentine Hearts (10 Sellers), Gro.	56c
B 11—Shooting Books, A Good Seller, Doz., 40c; Gro.	\$4.50
B 12—Snake Books, Doz., 55c; Gro.	\$6.00
B 13—Suits or Sho-Mo Dolls Doz., 20c; Gro.	\$2.25
B 14—Plain Shamrocks, Gro.	75c
B 15—Shamrock with Hat, Gro.	\$1.25
B 16—Shamrock with Pipe, Gro.	\$1.25

NOTE—Complete List of "April Fool" Novelties Mailed Upon Request. Deposit of 25% Required on All C. O. D. Orders.

Don't Wait, Rush Your Order Today

LEVIN BROTHERS Tere Haute, » » Indiana

BLANKETS

At Reduced Prices	
B 11—Blankets, 66x 80", Indian Des.	Each, \$1.25
B 12—Blankets, Auto. 64x72", Ea.	\$1.35
B 13—72x84 Floral P 144 in Comfort Colors, Ea.	\$2.95

25% Deposit on All O. O. Orders. Catalog Free on Request. State Your Business.

JOSEPH HAGN CO.
"The World's Bargain House," Dept. 88,
223 W. Madison St., Chicago, Illinois

FOR SALE

Three-Abreast Herschel-Spittman Carrousel, 36 Jumping Horses, in first-class condition, painted last season. Fence, Ticket Box, 36 Gates for Horses, also Motor and Wurlitzer Organ No. 150, \$1,000.00, Smith & Smith Chalmers, complete, Fences, Ticket Box and Motor, \$400.00, Tanager Calligraphic Engine and Blower, mounted on a ton Dodge Truck, \$300.00. One 25-k. W. Light Plant, mounted on Trailer, \$400.00. One large House Car, mounted on Cadillac, \$200.00. All items in New York City. Address FRANK J. MURPHY, 2317 North East Second Ave., Miami, Fla.

FOR SALE

Large Hand Stakes with Iron Caps, 43", 20c; 40", Smooth, 30c; 52", with Iron Caps and Rings, also 13" Steel Points, 50c. Call for CATALOG, 61 Rutgers St., New York, N. Y.

WANTED FOR GROTO CIRCUS

Ruby Show and Contest Men, small Family Band. Must be cheap. We have five consecutive weeks to follow. Open Knoxville, February 15. Harry Burke, wire CAN PLACE Stock Concessions, Address G. O. SCOTT, Manager, Room 6, Knoxville Journal Bldg., Knoxville, Tenn.

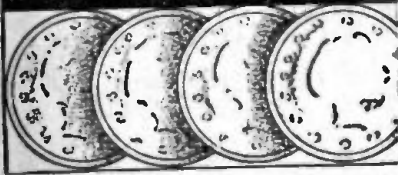
AT LIBERTY DARLING'S DOGS AND PONIES

Shown 111 White Fawn Dogs, Frogs and Rabbits, Quays and Foxes, 36 Gates for Horses, also 13" Steel Points, 50c. Call for CATALOG, 61 Rutgers St., New York, N. Y.

that the man or woman solicitor may be apprehended. No one has been authorized to solicit advertisements or funds either by the Dexter Fellows Tent or the national organization.

F. R. PITTEER, National Secretary.

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AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers.

Conducted by WALTER W. HURD—Communications to Woods Bldg. Randolph and Dearborn Streets, Chicago.

IN APPRECIATION

The coin-machine industry should take time out from the multitudinous sight-seeing, discussion and planning of the 1935 Coin Machine Exposition to express appreciation in some form to two newspaper men who have rendered good service to the automatic industry.

These two men are Mr. Platschke, staff cartoonist for The Louisville Courier-Journal and The Louisville Times, and Walter B. Sorrells, editor of The Pine Bluff Commercial.

In view of the fact that the coin-machine industry, and particularly the skill games division, has suffered considerably from intentional and unintentional misrepresentation of facts concerning the games, it is important that proper appreciation be expressed by the industry for every attempt by newspapers and newspaper men to give the modern games industry a square deal.

It was back in March, 1934, that the Supreme Court of Arkansas reversed a contempt judgment against Editor Sorrells, who had been found guilty in the Jefferson Circuit Court of contempt because he expressed his frank opinion about the handling of pinball cases in the court. Editor Sorrells had contended that it was unfair for State and city to license pinball games and then for the courts to confiscate or condemn them without some effort at adjustment. Apparently Mr. Sorrells had no particular interest in the games other than he recognized the injustice of a proceeding that is repeated in many cities over the country.

In his own words, Mr. Sorrells had written that "the State of Arkansas comes along and levies a tax on marble games. In other words, the State gives the operator a license to do business. Bluntly speaking, the State licenses the violation of this specific law. The city of Pine Bluff, not to be outdone, levies an additional tax on the machines and the Circuit Court comes along and has them confiscated. This is no criticism of Judge Parham's action. But somewhere down the line law enforcement agencies should get together.

"It is unfair and unjust to charge the operators a State and city license, then fine them for operating and confiscate the machines. It is true that a warning was issued. But it is not true that the warning was issued before the State and city licenses were paid. And that is where inconsistency in the enforcement of the law works a hardship. . . . The fair thing to do would be to state plainly that hereafter and henceforth the operation of all such machines will be prohibited and the machines, together with the money contained in them, returned to the operators. Before the operators lose, and few if any can afford to lose, the law-enforcement agencies should establish a fixed policy in regard to such machines and stick to it."

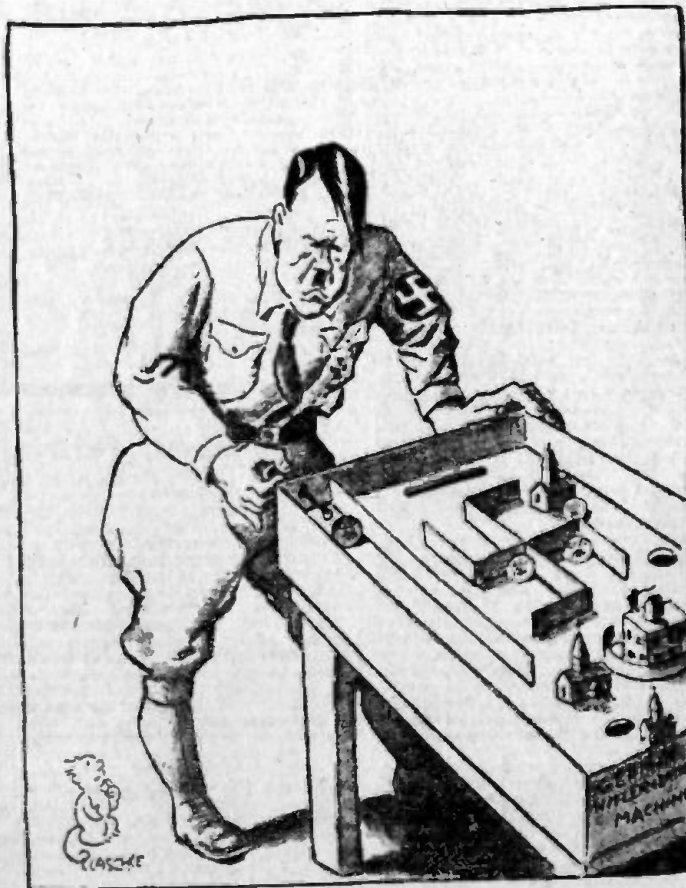
Such is part of a frank appeal by a disinterested editor for a square deal to operators which brought a contempt of court sentence for him. He and his publisher carried an appeal to the State Supreme Court, where the case was reversed. People acquainted with the costs of cases at law will appreciate the price that Mr. Sorrells paid for writing an editorial on pinball games. The coin-machine industry should express proper appreciation to this man and make the editorial a part of the records of the trade.

The work of Cartoonist Platschke was fully outlined in the January 12 issue of The Billboard. One of his most interesting cartoons on pinball games is reproduced on this page and others have appeared from time to time. Platschke has carried on sustained interest in modern pinball games by using the games frequently in his cartoon features. His weekly "Semaphore" page of cartoons has frequently used the pinball game idea in some way. Altho an occasional gentle prick may have been administered to certain aspects of the games, for the most part his cartoons have portrayed the games in such a way as to create greater interest in this new form of amusement. The total effect may be said to be very favorable to pinball games and the industry, for which the trade must show appreciation to the artist who has so faithfully sought to arouse and maintain public interest in our machines.

One of Platschke's masterly uses of the pinball idea appeared recently when Infant 1935 was depicted playing the machine. The ball was old Mother Earth and the counter holes were labeled for the various months of the year. Old Man 1934 was shown sneaking decrepitude away from the machine as if his total score was somewhat low. Striking the reader at his most vulnerable point, his sense of humor, and depicting the game in a visual manner, Platschke's cartoons have done much to erase any suspicion or ill-will that is sometimes raised between the operator and the public thru misunderstanding and prejudice.

It would be a fine thing if both Mr. Sorrells and Mr. Platschke could be present for at least one day at the 1935 Coin Machine Exposition as guests of the industry. Perhaps some tangible memento of appreciation would indicate to them that their services to a young industry had not passed unnoticed.

While special recognition is taken of these two men, the trade is not unmindful of the fact that many other newspapers and newspaper men are beginning to treat the amusement games trade with reason and understanding. The trade can only ask, of course, for fairness and to be spared from attacks on the games, made simply to be sensational.—SILVER SAM.



A STRIKING USE OF PINBALL GAMES in cartoons by Platschke for Louisville newspapers.

Laugh Cure Is Remedy for Unfairness, Writer Opines

Lawmakers tend to take job too seriously, he finds—an occasional good laugh would save many useless laws—comments on pinball ban in Canadian city

VANCOUVER, B. C., Jan. 26.—The laugh cure was recommended to lawmakers who have a complex for prohibiting popular amusements by a local newspaper man here. The crisp editorial comment came as a result of the recent ban on pinball games passed by the city council. The newly elected mayor also has turned into a crusader against the games. "If someone could only succeed in making them laugh," the newspaper man said, "we would all have lots of fun laughing with them instead of at them!" Under the new ordinance the city reverses its former policy of licensing the games. Former fee was \$25 for the first game and \$2 for each additional game, but the new ordinance bans all types of coin-operated devices except those used strictly for vending merchandise, scales and similar devices.

J. D. McPhee, attorney representing a number of coinmen, asked the council to delay action until he had opportunity to bring a delegation of his clients to explain their investment in machines. The mayor met this request with a frank boast that "it would be in vain and you don't need to waste your time."

J. Butterfield, staff columnist on *The Daily Province*, commented on the pinball ban, saying that "the announcement that the city council has banned the use of pin-table games in public places seems to indicate that these birds have not yet grown their pin feathers and being thus unfledged have mistaken — like many other young birds before them — the shadow for the substance."

"There is no return of unearned increment on these games. They are played, like any other game of skill, for the pleasure of playing them and they do a great deal toward staving off some of the boredom of life and they also go far toward leavening the stupidity of continual drinking unalloyed by any concomitant activity."

"Before the war the earnest masters of Germany frowned deeply upon such games as cricket and football as being liable to take the public mind off the more serious things of life. And look what happened to Germany as a result. It all comes from having no sense of humor."

"In London, where the licensing and moral laws are more strictly enforced than in any other land in the world, there is one of the pin-table games in every pub and two in a great many of them."

"If someone could only succeed in making Gerry laugh we would all have lots of fun laughing with him instead of at him!"

To Contact Field Trade

NEW YORK, Jan. 26.—Bud Firestone, well known to the trade for many years as a jobber and operator, has joined the organization of Babe Kaufman, Inc. Firestone will contact the trade out in the field.

Reprints

Reprints of the editorial, "In Appreciation," will be mailed to members of the trade who write for them. There will be cases in which a copy of this article factually presented to the editor or publisher of a local newspaper may promote a better understanding of the pinball games business. The case of Editor Walter B. Sorrells received wide attention in newspaper circles and any editor or publisher will appreciate the story. The case also happens to be the most striking appeal for fairness to pinball games that has occurred in newspaper circles.

If any member of the trade feels that it will be to advantage for us to mail a copy of the article, with a personal letter from Silver 53m, to the local newspaper, we will be glad to do so. Send name of editor or staff member, if you wish article addressed to an individual. A simple postage of good will will accompany the articles which we mail to newspaper men. Send your requests to Silver 53m, The Billboard, 54 West Randolph street, Chicago, Ill.

State Officials Discuss Affairs

WASHINGTON, Jan. 26.—Representatives of State governments held a meeting here last Saturday and Sunday for the purpose of discussing plans for closer co-operation with the federal government. The meetings were joint sessions of the Council of State Governments and the Interstate Commission on Conflicting Taxation.

William B. Belknap, of Kentucky, president of the American Legislators' Association, defended the men who make the laws of the country, saying that legislators as a whole were the "most maligned of individuals." Many legislators were not kept in office long enough, he said, to gain proper experience.

The American Legislators' Association furnishes an information service to public officials on legislation. The organization issued a bulletin on laws relating to coin machines which was widely used by mayors and city councils in framing local ordinances on coin-operated machines. Headquarters of the association are in Chicago.

OPERATORS: Why Look Any Further? These 4 PACIFIC Money Makers Have Everything!!!

GALLOPING GHOST No. 77 **The NEW CHIEFTAIN**

The Greatest Game we have ever produced! All plays designed by Red Grange, and put into Perfect Operation by Expert Engineers. Balls weave up and down the field—Ten—Twenty—Thirty—Fifty Yards at a time—More ACTION—New Exciting Plays. GALLOPING GHOST No. 77 is now crowding test locations to Full Capacity. Place your orders at once. Be there FIRST with GALLOPING GHOST for RICH RETURNS!!!

Watch for the CHIEFTAIN—with more combined scoring maneuvers coming straight toward you than ever dreamed possible. Balls rolling along Upper and Lower Tracks—Riding over Rotating Reels—with Flashing Lights Matching for Big Award Opportunities. The CHIEFTAIN is YEARS in Advance of present-day games—Drop a Deposit on your CHIEFTAIN today—IT'N PAY HUGE DIVIDENDS!!!

LITE-A-LINE **MARBLO**

An ALL-SKILL LITE-A-LINE is now ready to reap a Harvest of Money for Operators. You'll see the Smartest Pin Board and Mechanical Action ever injected into any progressive scoring game. Balls make a complete sweep around the board—Gates directing them over Two Distinct and Fascinating Fields—with LIGHTS flashing in LINES to hold everybody's interest. Order NOW for IMMEDIATE DELIVERY!!!

Here's Real Concentrated VALUE in a Counter Game you can't afford to pass up—MARBLO—a Point Selecting Game that's FULL of Smooth FAST Scoring Action. 240 Plays per Hour pulls LOADS of CASH into MARBLO's roomy money container. Operators are stampeding to buy them. It's a Bargain Purchase of BIG PROFITS. Get yours TODAY!!!

WRITE-WIRE **See Your Nearest Distributor or Jobber NOW! You NEED These WINNERS!**

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ATTENTION JOBBERS DISTRIBUTORS
"NEW DEAL" PENNY VENDING MACHINE
VALUE! IT'S HERE. A MONEY MAKER FOR EVERY PERSON HANDLING THEM.
BEAUTIFUL CHROMIUM FINISH.
Latest design. Most exclusive places will use them. Vends 3 to 4 lbs. of Peanuts or small Candies. Use on wall or table. So practical that every line of business is your customer. Low in price. Sample, \$3.50; Quantity Lots Less. Don't delay. Get a stock of these machines. Be first in the money. Wire or write today for sample and exclusive territory.
S. & S. DIST CO., 330 So. Wells St., Chicago, Ill.
Your money refunded in 5 days if you find we have misrepresented this machine.

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ARMITAGE COIN MACHINE EXCHANGE
Jobbers of New and Used Amusement Machines Place Your Name on Our Mailing List Without Delay.
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3408 Armitage Avenue, Chicago, Ill.

Keeney Reports on Trip With Quick Silver Game

CHICAGO, Jan. 26.—Jack Keeney, of J. H. Keeney & Company, has returned with a broad smile from a nine-day trip, which took him to most of the coin-machine centers of the East. He introduced a new table game called Quick Silver and states that he is pleased with the reception given the new game. "Never in my experience," he said, "have I received such encouragement, and naturally it is a pleasure for me to get busy in boosting production."

The unique feature on the game of indicating awards in free games by an automatic register was reported to be an unusual attraction for those who inspected the machine.

Gifts Show in Chicago

CHICAGO, Jan. 26.—The 21st semi-annual exhibit of Eastern manufacturers and importers of gifts, artwares and decorative home furnishings will convene at the Palmer House February 4 to February 15. While no firms familiar to the coin-machine industry are listed among the exhibitors, the ever-widening use of premiums with games of skill will create interest in the exhibits at this convention.

ROUTES

(Continued from page 37)

Turtle, Wm. G., Magician (Club House Tavern) Portland, Ore., 25-Feb. 2.
Wright, C. A., Vaude & Animal Show: Sunapee, N. H., 7, Newport 8-9.

REPERTOIRE

Billyroy Comedians, Billy Wehle's: Lake City, Fla., 29; Jasper 30; Sylvester, Ga., 31; Adel Feb. 1; Ashburn 2.
Bishop Show: Tampa, Fla., 28-Feb. 2.
Blythe Players: Cheriton, Va., 28-Feb. 2.
Hull Players: Humble, Tex., 28-Feb. 2.
Stone, Hal, Show: Jennings, La., 28-Feb. 2.

CIRCUS AND WILD WEST

Barney Bros.: St. Francisville, La., 31.
Fisher Bros.: Columbia City, Ind., 30; New Paris 31; Osceola Feb. 1; Elkhart 2; Dunlap 4; Nappanee 5; Alwood 6; Winona Lake 7; Union Mills 8; Lakeville 9.
Polack Bros.: (Arab Temple) Topeka, Kan., 28-Feb. 2; Salina 4-9.

CARNIVAL COMPANIES

Babe's United: Anderson, S. C., 28-Feb. 9.
Bar-Brown: Orlando, Fla., 28-Feb. 2.
Barkfoot Bros.: Port Valley, Ga., 30-Feb. 9.
Big Four: Summitt, Ga., 28-Feb. 2.
Blue Eagle: Fayette, Ala., 28-Feb. 2.
Great Disband: New Iberia, La., 28-Feb. 2.
Lafayette 4-9.
Great Southern: Darien, Ga., 28-Feb. 2; Elmesville 4-9.

(See ROUTES on page 64)



PICKUP IN MUSIC BUSINESS. This carload of phonographs to a Texas firm indicates the renewed activity during the past year or so in the automatic music field. J. P. Seeburg Corporation, Chicago, shipped the machines to Electro Ball Company, Dallas.

From Now Till February 7th!

RED ARROWS . . . \$69⁵⁰ Ea.
ROCKETS \$69⁵⁰ Ea.
CHAMPIONS \$69⁵⁰ Ea.



RED ARROW, Regular Price, \$94.50.
 ROCKET, Regular Price, \$82.50.
 CHAMPION, Regular Price, \$89.50.
 During This Sale You Save Up to \$25.00 Per Machine!

Check Separator Models, \$5.00 Extra, 1/3 with Order, Balance C. O. D. All Machines Guaranteed Brand New.

Don't fail to get a few of these great AUTOMATIC PAYOUT Pin Games during Bally's Pre-Show "Eye-Opener" Sale! Machines on location 12 to 15 months prove these games the fastest, longest-lived money-makers on the market!

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 WIRE YOUR ORDER NOW!

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 42 Grant St., Buffalo, N. Y.
 1410 Fifth Ave., Pittsburgh, Pa.

Legislative Mills Are Grinding

By SILVER SAM

The Legislatures of many States are now in session and reports during the last week indicate that bills relating to coin machines in one way and another have already been introduced in as many as a dozen different States. The good old American high production rate of new laws will no doubt be maintained during 1935. Many questions are referred to us asking for suggestions on how to meet threatening legislation. A few brief suggestions are made here for the consideration of those coinmen in States affected or that may face legislative threats:

1. It is a decided advantage if the operators and jobbers in a State already have a State-wide organization to study proposed legislation and make proper plans. In many cases the threat of unfair legislation will be the means of bringing coinmen in a State together for organization. The *Billboard* will be glad to co-operate in any way possible in promoting State or city organizations. Some large cities have well organized groups, while there may not be a State organization functioning. These city organizations are often capable of dealing with legislative problems.

We will be glad to refer operators to their nearest organization if they are not already acquainted with it.

2. It is important that all proposed legislation relating to coin machines be promptly reported to the National Association of Coin-Operated Machine Manufacturers, 120 South La Salle street, Chicago. This organization of manufacturers is keeping a careful check of all legislation and has capable legal talent studying the situation. Suggestions will be made for meeting local situations. Any information given to *The Billboard* or its representatives will be promptly referred to the manufacturers' association.

3. Proposed laws in State Legislatures and often in city councils are referred to a committee for consideration and report. The committee reports the bill favorably or unfavorably. While the bill is in committee is the logical time for securing adjustments on unfavorable points and amendments or other considerations on unfavorable bills.

It is important that some experienced authority keep careful watch on the progress of unfavorable legislation. Often the local or State association can arrange for watching the progress of a bill. The bill should also be reported to the manufacturers' association for careful watching. Law-making bodies have a habit of rushing thru a lot of minor bills at the last minute without any debate. So unfavorable bills should be watched until the Legislature has adjourned.

4. Experienced legal talent should be secured to advise plans and assist in coping with unfavorable bills from the local angle. There are always local and political factors to be considered in every situation.

5. It should be recognized that many of the bills introduced will not be heard from again. Many of them die in committee. In many cases there is no reason for alarm. But there is always a threat in any bill until it is finally disposed of, so the key word is "Watch."

6. In all situations the skill games industry will fare best by welcoming a reasonable tax and regulation. It is only the unfair and discriminating bills that the organized industry must oppose. Experience in many cities has already demonstrated what is reasonable taxation and control, so that Legislatures and city councils can be furnished reliable information if they want it.

7. There are national organizations supplying information to various public officials, such as the American Legislators' Association, National Council of Mayors and others, so that the idea of taxing and controlling coin machines has become a well-known topic. The skill games division should meet these suggestions more than half way by proposing their own willingness to assist in all reasonable regulation and control of skill games.

8. In all cases it will be best for the entire industry to demand a careful distinction in merchandising machines, skill games and slot machines. The three groups are distinct and have their own separate problems. Laws that apply to one group may be decidedly unfair to the other.

9. The most dangerous type of legislation that shows up occasionally is that type of bill which reads "any device—of any description—that may be used for gambling." Under such a law courts would have to condemn marbles, play-

ing cards and dozens of other things if they adhered to the statutes. There are such statutes in many States and it is one of the big problems of the trade to meet this type of legislation.

MJA To Promote A New York Train

NEW YORK, Jan. 26. — So that the Metropolitan Jobbers' Association might profit from the prestige of the special convention train, John A. Fitzgibbons has turned over the promotion and management of the train to the organization. Fitzgibbons for several weeks had been promoting the idea of a special train to carry coinmen from this territory to the 1935 Coin Machine Exposition, to be held in Chicago February 18 to 21.

Benjamin H. Haskell, attorney for the MJA, with offices at 305 Broadway, has been appointed to take charge of the preparations and reservations for the convention special. The route will be the same as previously reported in *The Billboard*. It will pass thru Philadelphia, Baltimore, Washington, Harrisburg, Pittsburgh and then to Chicago. A complete train of eight cars is anticipated to carry the delegates to the convention.

With the MJA putting its entire membership in support of the special, it is expected that more than 500 coinmen will be enlisted to attend the convention. Distributing firms in the cities along the route are co-operating in the promotion and will have delegations ready to join the train.

The special will run over the Pennsylvania Railroad.

Break Into Oriole Shop

PITTSBURGH, Jan. 26.—The offices of the Oriole Coin Machine Corporation here were burglarized recently. It appeared to be the work of someone familiar with the layout, according to statement of the firm. Alfred Block, manager, stated that the loss was small, including only a small amount of cash. A similar job was done when the building was occupied by a bank that previously had these quarters. Precautions have been taken to forestall the possibility of the act being repeated.

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PLACE ONE IN EACH BOOTH!

New satin stripe chromium finish, beautiful modernistic design—no brackets required to fasten on table or wall. Peanuts go with beer like ham and eggs. The PROFITS will astound you.

DISTRIBUTORS BEING APPOINTED!

Tie up your territory now. Operate and sell machines to other operators. Our extreme LOW QUANTITY PRICE will amaze you.

RUSH \$3.75 M. O. FOR SAMPLE!

Complete Details and Free Peanuts with Machine.

A. M. WALZER CO., 316 8th Ave. S., Minneapolis, Minn.



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Guaranteed Like New.

OOLOEN OATE	\$12.00	FORWARD PASS	\$12.00
ELECTRO	15.00	BLUE RIBBON	8.00
LIGHTNING	12.00	SUBWAY	12.50
FLEET	10.00	DROP KICK	22.50
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BLADES

Unusual Quality. 5 to a Package. Good-Looking Cellophane Pkg. While They Last, Per 100 . . . **40c**

FIRST QUALITY SINGLE EDGE BLADES Unconditionally Guaranteed Per 1,000 **\$7.25**

STYPTIC PENCILS, 55c Per Gross

BOBBIE PINS 25 on Card. 20c 36 on Card. 30c Doz. Cards

FIRST QUALITY AMERICAN-MADE TOOTH BRUSHES In Sanitary Celluloid Con-70c tainers, Per Dozen

EXTRA SPECIAL—10c SELLER. FIT-TITE BOTTLE CAP and OPENER Dozen **36c**

FREE Our 1935 Illustrated Catalogue Showing Our Complete Line at Best-gain Prices.

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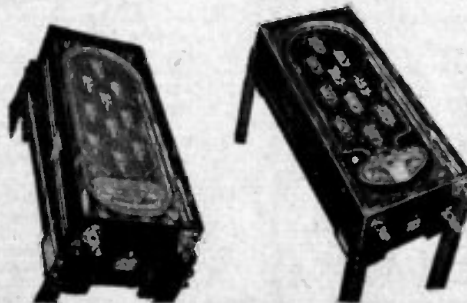


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Each
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**RED ARROW - ROCKET
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World's Greatest AUTOMATIC PAYOUT Pin Games

Are you cheating yourself out of PAYOUT PROFITS because the price looks too big? Then take advantage of this amazing sale. Spend only a few dollars to find out why the smartest operators are specializing in BALLY'S AUTOMATIC PAYOUT PIN GAMES! One week's collections will convince you and put you in the big money class for life! Obey that impulse! Order today!



SAVE UP TO \$25.00 ON EACH MACHINE

Red Arrow, Regular Price, \$94.50
Rocket, Regular Price, \$82.50
Champion, Regular Price, \$89.50

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1/3 WITH ORDER, BALANCE C.O.D.

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Why a Jobber?

By PERC. SMITH

General Sales Manager Exhibit Supply Company, Chicago

Many times a day we receive letters from operators saying that they should be allowed jobbers' prices. "Why should I pay a greater price than the jobber," they want to know. Perhaps the operator will understand the reason for the jobber by considering the following:

The jobber does receive a small margin of profit on games he sells to operators, but this small profit must pay overhead—rent, light, heat, freight and drayage, office help and a multitude of other expenses.

Operators long in the business do not begrudge the jobber this small profit because the jobber helps him make money. Before the jobber came into

prominence the operator was compelled to purchase a sample of every game advertised if he was to be sure he wasn't passing up something good. All the operator has to do now is call at his jobber's place of business. There he can usually find any game of merit on the jobber's floor. The operator can inspect it, play it and usually the jobber can tell him interesting facts about the game that help the operator decide whether he needs the game or not.

The jobber takes all the chance, pays the freight and hauling on the sample machines. If he does not sell it he bears the expense and the loss.

The operator saves money and locations. His jobber gives him service, helps him with repairs and is his representative with the manufacturer when special adjustments are needed.

The jobber develops the market for used machines, and by accepting old machines in trade on new ones renders

a great service at very little cost to the operator.

Many jobbers help the operator by extending credit, allowing the operator to pay for his new machines on a weekly time-payment plan.

Doing a general business with all operators in the territory, the jobber is in a position to know everything that is transpiring in the territory and can give his operator-customers many valuable helps on the best methods of operating as well as assist him with advice when legal difficulties arise.

Most operators appreciate the great service jobbers can render and take advantage of the helps all jobbers offer them. Others think only of the fact that the jobber makes a small profit when he sells them a machine, without realizing that the jobber could not exist on the small profit derived from an individual sale of a few machines—it is the total sales of a large volume of machines that enables the jobber to exist.

The jobber with his office and personnel creates a dignity about the coin-machine business that was entirely lacking in the early days of the industry. While the method now used to distribute coin machines may not be all that is desirable, it is a tremendous improvement over former methods and has had a very stabilizing effect upon the industry as a whole.

Some operators complain that the jobber causes them to lose contact and individuality with the factory. This need not be, as the operator is always invited to write to the factory on any subject, and manufacturers always are happy to co-operate with them in every way possible for the betterment of the business, and any suggestions for improvements are always thankfully received.

Enthusiasm for Show

CHICAGO, Jan. 26.—Eddie Girmsburg, Atlas Coin Machine Distributing Company, has returned from an extensive trip thru Nebraska and Iowa. Reports that conditions among operators are generally good thru this entire section. He said that enthusiasm for the coming 1935 Coin Machine Exposition was found

when it's
coin operated
**AMUSEMENT
MACHINES**



—write to the
MANUFACTURER
of the most
popular proven
PROFIT MAKERS
in the
Coin Machine
Industry
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everywhere and that he expects a good representation from the trade to show up at the convention from these two States.

New Firms in Michigan

LANSING, Mich., Jan. 26.—Records of the secretary of state show the following new firms in the coin-machine industry: A. C. Novelty Company, 1733 Virginia Park, Detroit; manufacturer and dealer in coin-controlled mechanisms; incorporated with capital stock of \$50,000. Automatic Associates, Inc., 21103 Schoolcraft avenue, Detroit; to operate coin-controlled mechanisms; capital stock, \$10,000.



ENTERING W. J. C. VENDING COMPANY, New York City. Jim Cante, president, comfortably seated in lounge chair; Nick Toma, repair man, looks out from the shop, and Miss Ray Schwartz, secretary, is at the desk.

THE SPORTLANDS

AMUSEMENT CENTER GIFT SHOPS

Big Investment In Sportlands

L. G. Anderson,
The Billboard:

"As an organization operating sportlands since the inception of this fast-growing industry and having been in the arcade business for the last 20 years, we are indeed gratified to learn of *The Billboard's* decision to open a new department commencing with your January 19th issue, devoted to the interest of the sportland industry.

"We know that this decision on the part of *The Billboard* will be of tremendous value, service and influence to our industry and we trust that it will prove eventually to be a profitable investment.

"You have asked us to tell you of our investment in sportlands in regard to capital invested and merchandise purchased thruout the year. We operate in the city of New York six sportlands. We believe that we are the largest operators in the United States. We purchase from 50 to 150 new machines for each of our places of business and as new machines come out which are popular—we replace the old machines. We count this as an expense and not as an investment. We deliver in premium merchandise to our customers approximately \$200,000 annually, and it will be of distinct interest to you to know that of this amount two-thirds, or \$130,000, is of nationally advertised branded merchandise.

"We employ 150 people at salaries ranging from \$15 per week to \$65.

"We know that the sportland is of real interest and service to the general public. Our players come back time after time and become regular customers. They find in the sportland a method of relaxation which is not only satisfactory but remunerative to them.

"We believe that the sportland industry, if operated along sound business lines, has a permanently successful future in the life of our country. We know that *The Billboard* will be of valuable assistance to us in an educational and service way.

"We congratulate *The Billboard* organization upon its decision to increase its usefulness to this business by taking

definite recognition of the industry and incorporating a department for its service."

Unique Sportland Found In Dining Car Section

NEW YORK, Jan. 26.—A unique variation in the sportland may be found at Great Kills, Staten Island, where Al Deppe's dining car displays a real sportland consisting of 12 games and a \$700 premium display. The games are placed in the rear of the car and two attendants are present to serve lunches and issue coupon credits on the games. Free lunch is offered as one of the prizes.

Mike Munves, New York sportland owner, reports that this dining car arrangement is one of the most profitable sportlands he has seen for the space and investment. It is open 24 hours each day and early morning crowds are frequent. Munves stated that he made an early morning visit and was surprised to see the number of couples patronizing the games.

Deppe and Munves are now planning to connect the dining car with a brick building near by with a hallway and install a complete sportland in the building.

Sportland Squibs

Your reporter having been in Chicago for a few days during the past week learned that certain prominent columnists there are talking of starting a sportland in the very busy Loop district of the city. If plans materialize this will be the wedge to open the entire coin center to sportspots.

Harry Fraier and Lawrence D. Berlin opened their sportshop at 4 Center street, Newark, N. J., recently. They have experienced help and the cozy spot looks like a winner. The opening evening attracted family trade and Harry believes that within a few months this spot will be entirely too small to accommodate the crowds. He has also learned that being close to the Hudson Tubes station, bringing the Newarkers to and from New York, is helping attract atten-

Sportland Publicity

At the present time sportlands in Washington have arranged for 15 minutes of broadcasting time over a local radio station to tell listeners about the entertainment and material values in patronizing pinball games in the sportlands.

This is an example of the enterprising business ability being used to gain sportland patronage. There are many methods which can be adapted to promote sportlands. The entire show world and publicity field is open to study and investigation to find appropriate ways of publicizing sportland amusement. Those men who are succeeding in this business are the ones who have recognized clearly the need of showmanship and good publicity.

Charitable institutions in every large city where sportlands have become an attraction should be an object of benefaction by this new type of department store. Consideration and contributions to these institutions have already demonstrated their worth in securing favorable public reaction. The more prominent sportlands can cover themselves with glory by donating to well-known local charities. Fifty per cent of the receipts for one day can be made a special event, given wide publicity and thus secure favorable public approval.

All large newspapers thruout the country have favorite charities which they support, especially thru the holiday season. Sportlands can in some cases promote a tieup with these newspapers. By spending a few dollars in preparation a plan can be arranged which the newspaper will gladly support with publicity. Special days or events, when the money spent on the games for that occasion will go to a certain charity, seems a feasible plan.

Newspaper advertising will probably be necessary. A group of sportlands in any city, by appropriating a small amount from each firm, can conduct an effective advertising campaign in the local papers. The newspaper campaign should be educational and in keeping with highest business standards. It will stimulate actual patronage of the sportlands and at the same time promote a better public understanding. Co-operation and suggestions from the advertising and news staffs of the local papers should be sought. It will be gladly given in practically all cases.

Tournaments are a means for securing publicity over definite periods. Tournaments are always appreciated by the public. This sort of stimulation and promotion is bound to bring about increased patronage. A two-minute announcement at intervals during the day can be secured at a very reasonable rate over many local radio stations. This radio publicity has proved of immense value in promoting all kinds of special events. It will work in putting over the sportland tournaments.

Display advertising in the windows of sportlands has already been described in a previous article. It should be recognized that the modern sportland is in effect a department store selling merchandise on a profit-sharing coupon system which has long been familiar to the public in certain types of stores. Sportlands have discovered that it is an advantage to use nationally advertised merchandise or articles bearing a well-known trade mark as premiums given with the games. In this way the sportland is simply cashing in on advertising that has already been done for the merchandise itself.

Why not a Sportland Milk Fund Tournament this summer? A national tournament to include all the sportlands over the country.

tion to his spot. Lots of luck to these daring young men.

Mike Munves, former "arcade king," is enlarging, remodeling and rebuilding raw quarters on Park Row for his present sportspot. Mike will have a two-floor spot which will offer the most modern ideas for sportlands in the city. Lots of luck to Mike Munves, one of the finest men in the business.

Joe McGee's Gynner Bowling Alleys at Port Richmond Square, Staten Island, has gone sportland. Joe, in conjunction with his regular bowling alleys and the trade which the alleys draw, has added a complete sportshop, following along the modern trend. It is whispered that Joe is doing so darn well that he is wondering what it's all about and pretty soon there may be no bowling alleys, only sportshop. Who knows?

And down on Park Row, possibly due to the Munves influence, one of the second-hand book stores has also gone sportland. As the bookworm wanders about the spot looking at the better books on the shelves and poking about for limited and rare editions, we wonder what he thinks when he turns about to the other side of the room and sees those four machines lined up against the wall with the prizes above and about them, and declaiming the fact that here is another sportland for public amusement. How goes the sportshop with the bookworms? Well, indeed, my friends.

And in case you don't know, Dan Christofano, well-known sportshop man, now owns the Delancey Street Sportland. Dan purchased the spot from Max Levine some time ago. He has made many changes since taking it over. He has added 15 cranes and diggers to the spot and these machines are said to be doing a whole of a business daily. Dan always was a digger fan. Furthermore, to keep in accordance with the neighborhood policy of a "lot for a little," Dan has instituted the system of 20 points for one cent. This latter is stated to get them o. k. Johnny Christofano is with Dan in this enterprise.

Just leave it to Herb Adler, of Adler's Shoe Stores, to get there first. Herb is on his way down to Washington to prove to the sportshopmen down there that it pays to have the promotional sales and experience of his firm back of them and points to his 100 per cent coverage of the New York sportspots because of the quality shoes that the firm sells.

Max Weiss, down on 14th street, proved to the sportmen that the better, larger games will go there 100 per cent. He used some of the large Shyster's tables and found that the play was simply tremendous. George Ponsler, who sold Max the games, believes that every sportspot in the city will find them unique for capturing the big play.

Nat Faber's spot on Eighth avenue near 34th street is another of the best-

"Sportland Equipment Headquarters"

We have outfitted the largest Sportlands in the country. . . .
Tell us how much space you have—and we'll tell you the rest!

Write for New Valuable Booklet giving you Actual Facts and Figures about how to Equip and Operate a Sportland successfully.



516-20 W. 34th ST.
INC. NEW YORK CITY

OPEN A SPORTLAND OPEN A PLAYLAND

SUCCESS AWAITS YOU

IN A NEW MODERN BUSINESS.

Open a Sportland in your city. Big income. We will arrange your location, equip your store, complete, ready for business. Tell us where you are—we will do the rest. Don't wait—ACTION COUNTS—Be the first. LET US EXPLAIN.

PLAYLAND AMUSEMENT CO.

610 NINTH STREET, N. W., WASHINGTON, D. C.

Also New and Used Machines at Big Savings. Shipments same day orders received.

Congratulations to *The Billboard* for the New Sportland Section, from America's first and only Sportland Association

AMUSEMENT MEN'S ASSN., INC.

MURRAY GOLDSTEIN, Business Manager
2126 75th St., Brooklyn, N. Y. (Tel., BEachview 2-6244)

COUPONS AND TICKETS

FOR Merchandise Premiums Used With Pin Games, Marble Games and Other Machines



100 AVE. SPORTLAND

WRITE FOR PRICE LIST ALSO RESERVED SEAT TICKETS PAD, SWIP TICKETS-COUPON BOOKS, RESTAURANT CHECKS ROLL AND MACHINE TICKETS

ELLIOTT TICKET CO.

12 VESTRY ST., N. Y. C.
127 N. DEARBORN, Chicago
615 CHESTNUT ST., Phila.

lighted spots in the city. Nat is a great believer in neons and in this spot his lights attract the shoppers from blocks around. This is one of the busiest Faber sportshops in the town.

Once again the "Sportland Kings," Schork & Schaefer, predominate on Sixth avenue. Between 44th street and 48th street there are three sportshops and the Sportland Kings have two of them. The Radio City Sportland does a fine business and the two Amusement Center Gift Shops of the "Sportland Kings" pull the mob. Something about the way these gentlemen handle their spots gets them. A survey of the types of humanity that patronize one of their Sixth avenue sportspots is interesting and educational to every conman in the business. Husbands and wives, sweethearts, sharpers, drifters, sports, workers, non-workers, time-wasters, business men, out-of-town husbands on a spree and salesmen looking for excitement. Intense coupon accumulators coming in at their regular hour and being greeted by everyone present. Show-offs, dudes, Hicks. Every conceivable type of humanity from the dregs to the elite and all in love with the games and, furthermore, each one with an eye for a certain prize. Someone ought to write a novel around the "Sportland Kings" Sixth avenue spots.

And in *The New York Daily News*, January 19, here's what John Chapman in his "Mainly About Manhattan" column reported: "The sportland business (the pin game to some people) is old enough now to have begun its own slang phrasing. Clifford Maurer submits a few definitions. Hawk—a customer who comes in an hour before closing and keeps you working past your time. Punk—a wise guy who tries to chisel one ticket on his score. Take the floor—go behind the machines. Certs—certificates given for scores. Plobee—patron who is always complaining about machines not being level or springs being fixed. Right guy—chap who plays his game and doesn't loiter and start playing again. Took a clinker—got stuck with phony money."

The second Newark sportspot near the Park Place Station of the Hudson Tubes, the folding doors are already completed and the interior seems finished, hasn't opened its doors for patronage as yet. It is rumored that the injunction didn't have sufficient elasticity.

Max Wales' hot sportspot over on 14th street is one of the most efficiently run in this city. Furthermore, Max's place is crowded all day as well as all night and the way that he pulls them into his place is believed to be one of the greatest items of interest and discussion among sportshops here.

The booklet which International Mutoscope Reel Company, Inc., is preparing will be one of the most concise as well as one of the most complete ever written on this phase of the business. Experts in all divisions of the business will be given their chance to review and discuss as well as constructively criticize the copy previous to its going to press. The galley proofs will also come in for a second lambasting. It is stated, by the experts who may think of something in

New York Ops

All those wishing to attend the first annual gala affair of the Queens-Nassau-Suffolk Operators' Association can get full information at the headquarters of the organization, 2 New Hyde Park road, Franklin square, Long Island, care of Jack Gardino, business manager.

Tickets to the affair are \$2.25 each and can be obtained thru any association office, jobber or distributor in the city. The affair will be held February 11 at a prominent night club in Jackson Heights, Long Island.

between time and when printed it should be the big baby of the business. It will be free to one and all.

Murray Struzer, who has the New York Sportland opposite the New York Hotel on 34th street and Eighth avenue, is in line for congratulations. He is celebrating the third anniversary in his present quarters. For his anniversary celebration special events have been made ready for his customers. In addition to the regular points, the players will also have a chance to walk out with a weekly high-score prize. There will also be a monthly skill contest with a big prize. Gifts and souvenirs will be the order of the month. Murray plans great doings.

Dave Simon has opened one of the brightest Broadway spots at 96th street. This former eatery has been equipped with games and, with the work of completion as yet in progress, crowds have been playing the games all day long. Dave reports that he believes his project will be one of the outstanding spots in town. The beautiful mirrors around the walls are certain to attract the ladies to this place. One of the most unique displays as yet placed by the Adler Shoe Stores predominates one entire window. A feature of this display is a perfect size 24 shoe which 60,000 points will win. Herb Adler reports that the shoe comes from a last especially made for Lester Allen, stage comedian, who used a similar pair for a comedy act. It was stated he jumped out and into these shoes on the stage for many a belly laugh. Dave's second window carries a beautiful premium item display. He also uses the rear wall for a premium display and his hidden light system for this display is among the most modern in sportshops at this time. Dave also stated he believed every sportspot owner in town has already been around to see his place. At least, the other guy is interested. Place was dually outfitted by International Mutoscope Reel Company, Inc., and Supreme Vending Company, Inc. Morris Struhl supplied the premium merchandise.

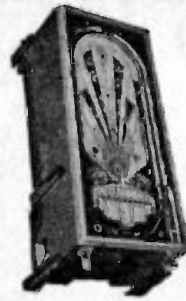
Harry Sindel's sportshop on Market street, Newark, is going in a big way, it is whispered.

Another new sportshop going up this week was the Fair Play Sportland at Flatbush avenue extension near Snyder. The spot has been outfitted by the Supreme Vending Company, Inc. As soon as completed this column will give a further report on it.

All Gloomy Predictions Miss Fire, Says Blatt

CHICAGO, Jan. 26.—Altho Bill Blatt, Supreme Vending Company, had affirmed on his previous visit that he would not show up in Chicago again until the 1935 Coin Machine Exposition, he was here last week but left an air of mystery about his visit. "Why am I here?" was his reply to questions about his visit.

He expressed his enthusiasm about the future of the industry and recalled the gloomy predictions that had been made before about the coin-machine industry. In spite of all predictions that the industry would not last, he said, it has gone forward continually and constant improvement has been made in machines. Saying that the major part of his sales were made on a credit system worked out in his own business, credit to operators was only for those distributors who have the experience and



RED ARROW ROCKET and CHAMPION
\$69.50 EACH

Check Separator Models, \$5.00 Extra.
 1/3 With Order, Balance C. O. D.
This Offer Expires Feb. 7th
 Wire Your Order Today

BANNER SPECIALTY CO.

1530 Parrish St., Philadelphia, Pa.

HERE IT IS - FEATURE No 1

ELECTRIC ORIENTAL SHADOW LAMP, HAMMERED EFFECT URN, WITH INSET, INLaid LARGE BRILLIANT, COLORED GLASS Pendants ON SIDES, SIX DIFFERENT COLOR COMBINATIONS, NATURAL FINISHED FIGURE, REVOLVING SHADOW THROWN ON FIGURE. 16 Inches High. Individually Packed for Reshipping. Sample, \$2.00. Oct. **\$18.00**

SALEBOARD SPECIAL
 6 Complete Lamps with 1000 Hole Sc Per Sales Board.
\$10.00

WISCONSIN DELUXE CORP.

1902 No. Third St. Milwaukee, Wis. No. 850



—SHIRLEY TEMPLE DOLLS—

Get busy and book SHIRLEY TEMPLE DOLLS. A Sure Winner—Cannot Miss. Get Your Order in Immediately To Insure Delivery.
 18-Inch, \$3.75 Each. Packed 12 to Carton. | 22-Inch, \$5.00 Each. Packed 6 to Carton.
 27-Inch, \$8.50 Each. Packed 4 to Carton.
 MACHINE OPERATORS, CLAW OPERATORS, JOBBERS,
 We have Salesmen with a complete up-to-the-minute line of Claw, Premium and Machine Items. Write us for our Salesman to call and you can see what you are buying.
"YOU ARE UNDER NO OBLIGATION: SIMPLY WRITE US TO HAVE OUR SALESMAN CALL."

HORROW NOVELTY COMPANY, 215 MARKET ST., PHILADELPHIA, PA.

ability, he added. He uses a weekly payment plan which has proved adaptable to the amusement machine business.

City Tries \$1,000 Idea

FAIRFAX, Va., Jan. 26.—Following up the well-known "\$1,000" idea in the State tax law on coin machines, the county supervisors placed a tax of \$25 per year on pay telephones, evidently anxious to tax everything that operates with a coin. Automatic music machines were assessed \$5 per year, cigaret machines \$3, weighing machines \$2, other penny machines \$2. The local tax is in addition to the State tax which has been heralded as a \$1,000 joker because of its excessive rates.

NO FOURTH—

(Continued from page 3)
 several hours here the other day with Messrs. Gumpertz and Butler.
 William Fields, general press representative for Laurence Rivers, producer and owner of Green Pastures and who is handling the second New York comeback for the show, will return to the Ringling fold after a lapse of two years as story man on the Hagenbeck show. Allen J. Lester will again be contracting press agent, and Tex Sherman also will be back on the press staff.
 "With plenty of new publicity matter, backed up by strong billing, this combination of press agents ought to be able to make the season a big one," Butler said in his winter quarters workshop.
 Mr. Gumpertz also stated that, contrary to previous years, there would be no animal acts with the Ringling-Baron Circus at Madison Square Garden, New York, this spring.

"A CHALLENGE"

We Guarantee We Are Never Undersold or Will Sell for Less
 Compare our Prices with All Competitors. If even One of the Thousands of Items we carry are Not Priced LOWER, Tell Us, and "PRONTO" our Prices are Changed Accordingly.
 19 Years of Price Leadership
FREE CATALOGS on Razor Blades, Toiletries, Sundries, Novelties and Notions.
 Immediate Deliveries

Order From Nearest Branch Established 1916
MILLS SALES CO.
 901 Broadway New York City
 27 South Wells St. CHICAGO, ILL.
 85 ORCHARD ST. NEW YORK, OPEN DAILY INCLUDING SUNDAY

PIN GAME BARGAINS

Blue Streak \$11.50	Major League \$25.00
Push Over 11.50	Jig Saw 4.00
Electro 17.00	Relay 9.50
Lightning 16.50	Drop Kick 23.50
Golden Gate 14.50	Autobank 45.00
Contact 10.00	Champion 55.00
Plaza 11.50	World Series 5.00
Super "S" 15.50	

TERMS: 1/3 Cash Balance C. O. D.
 NEW YORK VENDING CO.
 32 La Salle Street, New York City.
 (Near Amsterdam Ave. at 125th Street)
 Tel. No. MO. 2-6626.

"SHAKE THE SHAKER"—
 1,000-Mole \$1.50
 With Dice in Shaker. Fascinating Game.
 \$35 Profit.

BLU-BLAGES (Cello)—
 Per 1,000 \$5.00
 Above items cash with orders, plus post.
 GARGOIL GOODS, Perfumes, Oils, Laxative,
 Sundries, Sales Boards, Household Needs,
 CHAMPION SPECIALTY CO.,
 814 E. Central Street, Kansas City, Mo.

WALTHAM-ELGIN
 MEN'S WRIST
 WATCHES, O. Size, 7-
 Jewel-REBUILT, in
 New Chromium Case,
 Strap and Gift Box, in
 Lots of 6, Each, \$3.95
 Same in 15's, Each,
 \$3.95.

POCKET WATCHES
 Assortment of 6 WATCHES only
 \$16.80. Two 7-J.; Two 15-J.;
 Two 17-J.; 16 size,
 Round Chromium Case, \$2.60
 Sample, 50c Extra. Each

SEND FOR 1935 CATALOG.
 25c Deposit Must Accompany All Orders. Nat.
 C. O. D.
 PILGRIM WATCH CO., 155 Canal St., N. Y. C.

**Sensational SALE on Bally's
AUTOMATIC PAYOUT Pin Games**



\$6950
EACH

For Your Choice of
**RED ARROW
ROCKET
CHAMPION**

Check Separator Model,
\$5.00 Extra. 1/3 With
Order, Balance C. O. D.
**ALL MACHINES GUAR-
ANTEED BRAND NEW.**

ORDER NOW! OFFER EXPIRES FEB. 7

Take advantage of this "Eye-Opener" Sale. Regular prices, Red Arrow \$94.50, Rocket \$82.50, Champion \$89.50. DURING SALE ALL PRICED AT \$69.50 EACH! For fastest delivery anywhere in Southwest wire your order to

SOUTH COAST AMUSE. CO.

310 M & M BLDG., HOUSTON, TEXAS
950 Pearl St., Beaumont, Tex. 1803 Texas Ave., Shreveport, La.
Harlingen, Tex.

**THE LATEST ITEMS FOR STREETMEN,
WALKATHON CONTESTS, INDOOR BA-
ZAARS, BALLROOMS AND NIGHT
CLUBS. SEND FOR CATALOG.**

Be Sure To Mention Your Line of Business. All Orders Shipped Same Day.
MIDWEST NOVELTY CO. KANSAS CITY MISSOURI

**THE ONLY
CARNIVAL
SUPPLY
HOUSE
IN
KANSAS CITY**

**WEST'S WORLD WONDER SHOWS
WANT**

For Season 1935—Organized Minstrel Show, any Shows of merit not conflicting with those booked. Must be new and novel. Will furnish complete outfits, also forty-foot platform for Fat Show or any Strong Freak. Can use outstanding 10-in-1. Want Cook House and legitimate Concessions. Promoters to work under supervision of Frank Hilderbrand.
FRANK WEST, Norfolk, Va.

**KRAUSE GREATER
SHOWS**

Open in Sanford, Fla., at the Seminole County Fair, week of February 11, and Florida Fairs until week April 1. Want two more Shows not conflicting. Will book small Merry-Go-Round. Opening for legitimate Concessions. Address Sanford, Fla., by mail.

**BUNTS
GREATER SHOWS**

Now booking Shows, Concessions and Free Acts for 1935 Season. Address all mail **W. J. BUNTS, Crystal River, Fla.**

PAMAHASIKAS PETS

Smallest Big Show on Earth. **WANT**—Good, reliable man, understanding, to present Bird and Domestic Animal Acts. Write all **GEORGE E. ROBERTS, Manager, Pamahasika's Attractions, General Delivery, White Plains, N. Y.**

Blue Eagle Shows Want

Cook House, Street Concessions, cheap rates, show with own equipment, transportation. Chorus Girls and Musicians for Minstrel Show. No tickets. Want Tilt-a-Whirl and Chair-o-Plane. Tom Brett, wire. Pay half transportation after joining. Free Act with Concessions. Will buy 30x40 Top, 20x40 or 20x30, must be clear for cash. Play Alabama, Mississippi, Tennessee, Kentucky, Va., Fayette, Ala., January 28-February 2. Winfield, Ala., February 4-9. Address **JOE KARR, Manager, W. R. COLEY, Assistant Manager.**

Royal Amusement Co.

Opening February 15th, near Orange, Tex. Booking Shows, Legitimate Concessions, non-conflicting Rides and Ride Help for its 1935 season. Winter rates at present. Address **J. E. CLAYTON, Manager, Hotel Montalozzo, New Orleans, La.**

TILT-A-WHIRL AT LIBERTY—Also two Kiddie Rides, Autos and Airplanes. Shows who can welcome fair competition and not using coupons write. Desire option to also place later Loop-the-Loop, not a Loop-a-Plane or Lindy-Loop. All equipment like new and will strengthen your Midway or Park a good deal. **WANT** Ride Help. Daily attention and care in packing is essential, not cyclone speed. **M. E. BUCKNER** write. Do own press and ad writing on the show and for the show. Address **HENRY HEYN, Pontotoc Motel, Memphis, Tenn.**

ART LEWIS SHOWS

NOW BOOKING SHOWS AND LEGITIMATE CONCESSIONS FOR SEASON 1935.
ART LEWIS, 2047 Holland Avenue, Bronx, N. Y.

**Caille and Son
Form New Firm**

DETROIT, Jan. 26—Adolph A. Caille, one of the founders of the Caille Brothers Company, returned to the coin-machine industry with the incorporation of the A. C. Novelty Company here this week. Company was capitalized at \$50,000 as a Michigan corporation.

Adolph A. Caille founded the old Caille Company some 30 years ago with his brother, Arthur, and carried it on until two years ago, when he sold out to other interests. He was entirely out of the field until about a year ago, when the urge for activity drove him to experiment with a new type of coin machine.

He has spent the last year in designing a new machine which is a vast improvement over the old machines which were marketed under the Caille name for many years, he believes.

Experimental shops and offices are at present located in the north end of the city at 1733 Virginia Park. Company will shortly look for larger quarters and begin production, Caille said. The former plant of the old company may possibly be taken back for production purposes when the lease to the present management expires, it was indicated, altho no definite statement on this point was made.

Caille has spent \$50,000 in the past year in dies and other equipment in experimenting with the construction of the new machine, he said.

Arthur Caille, his son, who was formerly with him in the old company, will be associated with his father in the new organization, altho at present all stock is held by the elder.

**Code Authority Applied
For Approval of Budget**

CHICAGO, Jan. 26—The Code Authority for the Coin-Operated Machine Manufacturing Industry has made application to the National Recovery Administration board for approval of its budget and basis of contribution by members to cover expenses of administering the code for the period from February 1 to June 16, 1935. The total amount of the budget for this period is \$5,825. The basis of contributions is at the rate of .15 per cent of the net sales of products of the industry. Copies of the budget have been mailed to manufacturers by the secretary, C. S. Darling.

Notice has also been given that any criticisms, objections or suggestions concerning the budget should be submitted to W. L. Schurz, Room 402, 1518 K street, Washington, D. C., prior to February 5. It is stated that all matter submitted will be given due consideration provided the sender properly identifies himself.

The Code Authority also announced that 50 per cent of its December, 1934, assessment will be returned to members as a credit refund.

ROUTES

(Continued from page 59)

- Palmetto: Fairfax, S. C., 28-Feb. 2.
- Price Greater: Abbeville, Ga., 28-Feb. 2.
- Royal American: (Pair) Tampa, Fla., 29-Feb. 9.
- Smith Atlantic Show: Fountain Inn, S. C., 28-Feb. 2.
- Virginia Am. Co.: Funston, Ga., 28-Feb. 2.
- Virginia Expo.: Greer, S. C., 28-Feb. 2.

Additional Routes

- (Received too late for classification)
- Alexander Players: Medford, Minn., 28-Feb. 2.
- Bell & Orey: (Rendezvous Club) Saginaw, Mich.
- Bell's Hawaiian Revue: (Albany) Albany, Ga., 30; (Royal) Columbus 31-Feb. 2; (Carolina) Florence, S. C., 4-5; (Stevenson) Rock Hill 6; (Carolina) Orangeburg 7.
- Daniel, 2-10. Magician: Paris, Ill. 29-Feb. 2.
- Fee Show: Gettysburg, S. D., 28-Feb. 2.
- Harliana, The: Hot Springs, Ark., 28-Feb. 2.
- Johnson, Zelds: (Capitol) Fairmont, N. C., 30-31.
- Jordana, Seven: (Paramount) Seattle, Wash., 29-Feb. 4; (Paramount) Portland, Ore., 5-11.
- Kelth Show: Paragould, Ark., 28-Feb. 2.
- Miller, Cash, Oddities: South Bend, Ind., 28-Feb. 2.
- Paran Show: Lagrange, Tex., 28-Feb. 2.
- Philippson Comedy Co.: Mayden, Ind., 28-Feb. 2.
- Schneider's, Doc, Yodelling Cowboys: Prunklin, La., 30-31; New Iberia Feb. 1-2; Beaumont, Tex., 3-5.
- Sunnyland Picture Show: Crosland, Ga., 28-Feb. 2.
- Texas Ted Lewis Show: Woodbury, Ga., 4-6.

BARGAINS III—
RAZOR BLADES—Blue Steel, Double-Edged, Etched, Gello Wrapped, 100, 40c
SHAVING CREAM—Lather-Large, Ea. 6 1/2c
SHAVING CREAM—Brushless-Large, Ea. 8 1/2c
MENTHOL INHALEERS—1 Ooz on Card, 60c
JEWEL BLADES—Single-Edge, Per \$1.00
TOOL BLADES—2 Ooz. on Card Per Card 40c
ASPIRIN—in Tin, Per Gross \$2.00
PLAYING CARDS—(Aviator Brand) Pinochle and Fancy Bridge, Ooz. \$2.00
STYPTIC PENCILS—Pld. 1 Ooz. to Box, Gross 80c
STYPTIC PENCILS—2 Ooz. on Card, Retail Value \$1.20, Per Card 15c
HARMONY BLADES—Double-Edge, Per 100 55c
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BENGOR PRODUCTS CO.
10 E. 17th St., Dept. K, New York City

**FREAKS
WANTED**
 Want To Hear From
JEAN LIBBERIA
 DOUBLE-BOOIEE MAN.
 (Now in Europe)
ZIP-PIP and JOHN
 (Now in Concy Island) Wire
S. J. GORDON
 Riverview Park, Chicago.

**Concessionaires
NOVELTY SUPPLY FOR
FAIRS, CARNIVALS, CIRCUSES, GRIND STORES,
WHEELS, PARKS, CORN GAMES, ETC.
Catalog with New Low Prices
THE TIPP NOVELTY COMPANY
TIPPECANOE CITY, OHIO**

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WANT Loop-o-Plane, Minstrel Show, Small Motorized, Grind Shows, Pit Show and Athlete bookend, Cook House and legitimate Concessions, Pastry, Dishes, Day by Day, Shooting Gallery, Photo Gallery, Scales, Ride Help and Free Acts. Have 12 of the best County Fairs and Celebrations in Iowa and Nebraska.
McMAHON SHOWS, Box 332, Marysville, Kan.

WEST BROS. AMUSEMENT CO.
 Now Booking Concessions, Shows, Free Acts for 1935. BOX 57, Morley, Mo.

SILVER STATE SHOWS
 Booking Shows, Rides, Concessions and Free Acts for Season 1935. BOX 464, Dodge City, Kan.

SHRINE CIRCUS Leavenworth, Kansas
 Circus Act of every description. February 14, 15, 16. **DAVE LAGHMAN, Coater House, Kansas City, Mo.**

FOR SALE—Complete KENO outfit. Counters, 200 leather stools, electric switchboard and fixtures. Ready to operate. **PAUL BY, 810 S. RECREATION CLUB, 309 1/2 West 12th St., Kansas City, Mo.**

WANTED
 Male Lions and Tigers not over three years old. Young Polar Bears, Russian Brown Bears and all kinds bay-eating animals.
GOLE BROS., CLOYE BEATTY CIRCUS,
 Rochester, Ind.

WANT TO HEAR FROM
SOME ONE THAT CAN OFFER ME A JOB.
 Want to join Circus with Wild Animals. Have been in U. S. Marine Corps for last 17 years. Age 42 years. Member U. S. W. Post #60. Savannah, Ga. **TIMOTHY LYNCH, Sgt. P. M. & R. P. O. Box 23, Savannah, Ga.**

No. 5 ELI FERRIS WHEEL
 I will buy for cash in good condition only.
BOX 558, Billboard, 1584 Broadway, N. Y. C.

WANTED
FOR CASH, cheaply Ferris Wheel, **WILLIAM RAPPOLD, 69 Windsor Rd., Charlotte Station, Rochester N. Y.**

ALL AMERICAN SHOWS
 Now booking Shows, Concessions, Ride Help and Giltion Street, Atlanta, Ga.

FOR SALE
 70-ft. Round Top, three 30-ft. middles, 34-ft. wall, white canvas trimmed in red, 20x20 striped marquee; 10x10 Cook Tent; all poles, blocks and falls and main runs complete. Used one season; no mildew, no patches, clean as new. \$750 cash. At winter quarters, Miami Fla.
WM. KETROW, 2640 S. W. 28 Lane, Miami, Fla.

WANTED—GOOD ACTS
 Outdoor, Aerobic, Wire, Adagio, Novelty or what have you? Dates, March 19, 20, 21. **SEMINOLE SUN DANCE, West Palm Beach, Fla.**

SOL'S LIBERTY SHOWS, Inc.
 NOW BOOKING FOR SEASON 1935.
 Address P. O. BOX 223, Caruthersville, Mo.

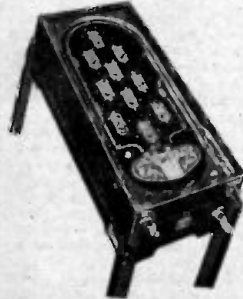
TO INTRODUCE AUTOMATIC PAYOUT PIN GAMES AT A PRICE ALL OPERATORS CAN PAY

OFFER EXPIRES FEBRUARY 7th

RED ARROW

CHAMPION

ROCKET



YOUR CHOICE

69.50
EACH

Order Today—Save Up to \$25.00 on Each Machine. NEW AND LATEST MODELS.

Bally's Automatic Payout Games—First on the Market and Still the Greatest Money Makers in Pin Game History. Every Machine Guaranteed Mechanically Perfect.

Immediate Service Guaranteed — CINCINNATI Centrally Located to All Shipping Points

SICKING MFG. CO., Inc. 1922 FREEMAN AVE., CINCINNATI, OHIO

Established 1895

America's Oldest Distributors

40 Years of Service

Detroit Train Challenges All

DETROIT, Jan. 26.—A. P. Sauve, of the A. P. Sauve Company and in charge of the Michigan delegation to the 1935 Coin Machine Exposition in Chicago, states that the Convention Special is gaining great momentum. Letters and wires are reaching his office each day making reservations. The "special" will carry without any question of doubt, he says, the largest delegation to attend the show.

In view of the six-hour ride to Chicago, Mr. Sauve plans to speed the journey with special entertainment and a short business session by the committee on the train. Several prominent men well known in manufacturing circles and large successful operators of coin machines who are to attend will make short talks.

Several invitations from large Chicago manufacturers have been received who

have expressed their willingness and desire to have the Sauve Michiganders as their guests, having a special program for them with a tour thru their factories.

Among the many customers and visitors from out of town to the offices of A. P. Sauve Company last week was Samuel P. T. Schneider, directing head of the Toronto Coin Machine Agencies, Toronto; Mr. Schneider will head the Canadian delegation to Chicago, meeting the Sauve Special at Detroit. Mr. Schneider also states that he expects the arrival in time to attend the show in Chicago of several representatives of his concern from England.

Martin M. Slaton states that the entire personnel of his firm will also attend the show.

Johnny Strens, Michigan's well-known sports promoter and amusement machine operator, states that the Coin Machine Convention is the greatest educational center for every coin-machine operator, that he has never missed any of the conventions and will attend with several others of his firm.

Operators desiring any information or wanting to make reservations are re-

quested to write to A. P. Sauve, 2908 Grand River avenue, Detroit, Mich. The fare for a round trip to Chicago from Detroit is \$7.50.

1935 Program Is Announced

CHICAGO, Jan. 26.—Tentative program for the 1935 Coin Machine Exposition, February 18 to 21, was released this week by the NACOMM, with the statement that a detailed program with names of speakers would be announced as soon as available. The program follows:

MONDAY, FEBRUARY 18.

10 a.m.—Manufacturers' meeting and election of Code Authority. All manufacturers urged to attend.

Immediately following above meeting—Annual meeting and election of officers of the National Association of Coin-Operated Machine Manufacturers. Manufacturers not members are invited to join the association and take part in the meeting and election.

11 a.m.—Meeting of Distributors and Jobbers.

12 Noon—Grand opening of exhibit. Mezzanine floor and Exhibition Hall.

TUESDAY, FEBRUARY 19.

10 a.m.—Operators' convention program in Louis XVI Room. Everyone cordially invited. A big surprise for those who arrive promptly. On the program for this meeting and the one the following day are:

A Co-Ordinated Legislative and Legal Service for the Industry.

Increasing Profits by Building Good Will for the Industry in Your Community.

How Successful State and Local Associations Help the Operator.

WEDNESDAY, FEBRUARY 20.

10 a.m.—Operators' Convention Program (continued from Tuesday).

7 p.m.—Annual Banquet and Enter-

HOTTEST & NEWEST "I-O-U" COUNTER GAME

"I-O-U" game WITH THE NEW DESIGNED CABINET.

10-0-0 game with the new designed cabinet. Features: 10-0-0 game, has Ball Gum Vendor, making it suitable to most all locations e.g. where "I-O-U" is chest-proof and always shows last coin played, simplest, easiest pay-off requiring no explanation to player.

PRICE \$12.50
1 or 100
Tax Paid

Deposit with Order, Bal. O. D.

Size—14" Long; 10" Wide; 4" Deep.
OHIO SPECIALTY CO.
309 Main Street, Cincinnati, O.



Hot Spicy

VALENTINE GAMES AND NEW NOVELTIES.

ASST 1-10 Kinds, Embossed, 4 Colors, Per 100, \$3.80. ASST. No. 2—47 Different. Per 100, \$1.50. All Cards with Envelopes. "How Am I Doing?" 8x11, Sat. Morn. Novelty Type. Oes. \$1.40; Gross. \$18.00. BASHFUL TRICK LOOK. It Oper. When They Don't Look. FORMER PRICE, \$1.80 per Oes. OUR SPECIAL—\$0.80 per GROSS. VALENTINE DIPLOMAS, Red Hot. 20c Doz. ON YOU NASTY MAN, Spicy. \$1.50 Gross. IMP. Snake Radio, with Dial. Doz. \$0c. Elsin Movement, NEW Shimmy, Dez. \$5c. The Game of Life, Nov. Book. Doz. 35c. Comic Sand Gards, 6 Kinds. Doz. 30c. Shimmy Games, All Types. Doz. 40c. SPINNERS Hot and Funny, 5 Kinds. 35c Doz. SPARKLING MATCHES. 30c Doz. \$3.25 Gross. Shooting Book Matches. 35c Doz. \$3.75 Gross. Auto Whizz Bangs, Original, Best. 30c Doz. SNAKE WHISKEY FLASK. Per Oes. \$1.50. DRIBBLE WHISKEY GLASS. Per Doz. \$1.00. Samples of 50 Best Sellers and Lists \$2.00. MAGNOTRIX NOV. CORP., 126 Park Row, N. Y.



GAMES START FOR EDINBURGH. Jack Capaldi, of S. Capaldi & Company, Edinburgh, is shown, left, and Herb Jones, advertising manager, Bally Manufacturing Company, Chicago.

Sensational 10-Day SALE!

RED ARROW ROCKET CHAMPION

Your Choice of Above BRAND NEW AUTOMATIC PAYOUT Games \$69.50 EA.



Red Arrow, Regular Price, \$94.50.



Rocket, Regular Price, \$82.50.



Champion, Regular Price, \$89.50.

Check Separator Model \$5.00 Extra. 1/3 Deposit With Order. Balance C. O. D. Note regular prices under each cut! You save up to \$25.00 per machine! Order these great hits today!

SALE ENDS FEB. 7 Write Wire Phone Your Order Today!

THE VENDING MACHINE CO.
205-15 FRANKLIN ST.
FAYETTEVILLE N. CAR.

FREE NEW 1935 CATALOG WRITE NOW

Coinographies

Words and Music About People According to

The COINOGRAPHER

When he started the second trade paper in this industry some years ago he never realized that the business would grow to such proportions that it would be impossible to keep track of all those who were in it. In fact, he just thought it would be a good idea to have another trade paper to keep himself busy at all times.

Having been employed in an advisory capacity to trade publishers most of his life, he was the logical man to start a trade medium. He was the publishing director for the American Institute of Meat Packers. He also organized the Master Butchers' Association. He then became publishing director for the Gillette Publishing Company, publisher of prominent trade journals. During the early part of his business career he gained the necessary experience for the sales promotion and merchandising work which he has done thruout his career in the coin-machine industry.

He claims that after his publishing career he had a "change of life." He joined the firm which Ray Moloney had established and which was to become internationally known with the very first game the firm built, called Ballyhoo. He still remembers the poetic campaign he wrote for the machine, "What'll We Do in '32? Play Ballyhoo." And more than 2,000 voices joined in the chorus one year at the Chicago convention. In fact, wherever he went the tune would haunt him. And he isn't easily hauntable.

To those that know him he is affectionately called Bates. This is one of his own especially coined words, not as yet in the dictionary. At this present time he is reputed to be the champion ale drinker of Chicago. He'll prove that at any time, with anyone, anywhere; preferably Johnny Broderick's.

He affects conservative, mated clothes. Likes loud ties, claims that it's the Irish in him that loves the green. Has a charming wife and two marvellous, talented children. Both of his children have entertained the coinmen with their tap dancing and singing at one of the huge convention banquets.

He has unusually sandy blond hair. Has a dangerous yet humorous twinkle in his eyes and is one of the most noted practical jokers in the business.

Has started more than one riot with his jokes. Will do almost anything for a laugh. Can keep a poker face thru the most hilarious situation. Will boil over in a minute if rubbed the wrong way. Is a great mixer and entertainer and will keep a party going all day and all night with just droll chatter and a few cases of fiery cheer.

Has a peculiar shuffle. Can sit silently by and listen for many minutes at a stretch to long, boring speeches. Makes no comment concerning anyone or anything if he can help it.

Will talk about any subject in the world and then come right back with surprising clarity to what everyone wanted to know in the first place and usually satisfies all parties concerned.

Very few have ever seen him without a glass in his hand. Even when resting on his desk his fingers affect a rounded shape. Laughs easily.

His laughter seems to be jerked from out of his "innards." Doesn't believe that anyone in the business knows what it's all about. Can be as serious as the next fellow when necessary, but is never without a twinkle in his eyes when serious.

Is very aggressive. Loves to hear someone else talk. Admires quick-wittedness. Will suddenly call long distance and talk for an hour just for the spur of the moment. Never seems to be working, and yet some of the largest sales in the industry are attributed to him. Puts everyone at ease in short order. Doesn't like snobs nor hypocrites.

Is known as Jimmy from London to Timbuktu. His full name is James M. Buckley, sales manager of Bally Manufacturing Company. Claims his middle initial stands for Moses.

Oklahoma News Items

Oklahoma coinmen now have a State-wide association and have been granted a charter under the name of the Oklahoma Coin Machine Association. Incorporators are three men who are well known in coin-machine circles, not only in Oklahoma but thruout the United States. They are P. L. Clay, of the Clay Novelty Company; C. A. Kettering, of Novelty Sales Company, and James Boyle, of the Boyle Amusement Company. George H. Giddings Jr., attorney for the association, says that the object is to have a State group ready to safeguard interests of the business.

Holdenville has enacted an ordinance assessing \$1 tax per month on all pin-ball games operated in the city. The city council has charge of the tax law and its enforcement.

L. T. Newlin, of Tulsa, is concentrating efforts on the Lite-a-Line and Major League games.

Merchandise and scale operators report a 15 per cent increase in business. One operator who has a string of several hundred peanut machines is again wearing a broad smile.

A large number of the Oklahoma coin-machine craft will attend the big coin-machine show in Chicago in February.

Harold W. Miller, formerly with the Novelty Sales Company, Oklahoma City, has opened his own company known as the Miller Novelty Company. New firm is located at 1208 Northwest Second street and will distribute and job machines.

Plenty of Action At Bally's Plant

CHICAGO, Jan. 26.—Bally Manufacturing Company reports striking a rapid pace in speeding up production on Action game to set a mark for the first month of 1935. Plenty of "Action" is the theme song in the entire plant, it is said. The game is said to be one of the latest products of Harry Williams.

Ray Moloney, president of the firm, has predicted that Action would "break all records for sales volume. Harry Williams knows what the public wants. His Contact and Signal games were both outstanding hits, and in Action he has given the trade more startling mechanical action, more definitely calculated suspense than we've seen in any pin game.

"Mechanically the game has been proved by some 2,000 machines which were distributed up and down the Pacific Coast. It is easy to see why operators in other sections are now forcing us to speed up our entire plant. Harry Williams' plant on the West Coast is also running full capacity to supply the Western demand."

Late Deaths

(The following items were received at press time. More details in the next issue.)

ARMSTRONG—Harry L., 80, retired showman and father of Mrs. J. M. Sheesley, Mrs. C. B. Hoke and Harry Armstrong, all active in show circles, at his home near Summersville, W. Va., January 21.

DIVORCES

(Continued from page 33) Harold Ward Wing, screen gag man, at Reno January 21.

Dorothea Hays Lyon, stage and screen actress, from James Merrill Lyon at Los Angeles January 16.

DRAW POKER

The Monarch of Card Games

DRAW POKER plays a real game of cards with the player—collecting 1¢ for every card drawn. Has a come-on feature that is irresistible.

Draw Poker gives the player a maximum amusement for a minimum cost. It has proven itself a great money maker for the operator and a wonderful trade stimulator for the merchant.

DEPENDABLE OPERATION—Draw Poker will earn many dollars without the need of mechanical attention. Mechanism is sturdily constructed into one single unit and can be removed from the cabinet by removing two screws.

Draw Poker is sold on a 10-day trial play . . . put on location. If you haven't received a reasonable return on your money in that time, send it back, transportation prepaid, and we will refund your money.

WIRE OR WRITE YOUR ORDER NOW!

\$28.50

One-third Deposit, Balance C. O. D.

National Coin Machine Exchange
2137 Tryon Lane, Toledo, Ohio



SURE PROFITS

BUY DIRECT and SAVE MONEY!

The hottest Salesboard Premium of the year. This beautiful and lifelike Angora Cat made of genuine imported fur, featured on a 900-hole open nickel Board averages you a net profit of \$3.50 when placed on a 50/50 commission basis. Angora Cats, Each, \$2.75! Deal, Complete with Board, \$3.25, F. O. B. Chicago. Merchandise returnable if you are not 100% satisfied. Assure yourself of a neat income by ordering now.

National Manufacturers Distributing Co.
1420 South Halsted Street, CHICAGO, ILL.

OPERATORS!

LOOK THESE BARGAINS OVER! ORDER NOW!
OROP KICK . . . \$24.00
ELECTRO . . . 19.50
FLEET . . . 19.50
GOLDEN GATE . . . 15.75
LIGHTNING . . . 18.00
M.A. LEAGUE, SR. . . 35.00
M.A. LEAGUE, JR. . . 30.00
MILLS OFFICIAL . . . 4.50
PLEASURE ISLAND . . . 8.50

RELAY . . . \$ 9.75
SIGNAL, JR. . . 24.50
SHOWBOAT (1¢) . . . 12.00
SUBWAY SPEC. . . 19.00
STREAMLINE . . . 11.50
SUPER "B" . . . 18.50
TORPEO . . . 12.50
WORLD SERIES . . . 6.50

OPERATORS!

KING'S HORSE \$14.50 (New)
OANOY VENOER 6.50 (New)
CIGARETTE MOHS. 17.50 (Rebuilt)
ALL NEW GAMES: Shooting Star, \$34.50; Action, Jr., \$38.50; B a s e o n, \$39.50; Cannon Fire, \$44.50; Army & Navy.

1/3 Deposit, Balance C. O. D.
IRVING MFG. & VENDING CO., Inc.
922 Eighth Ave., (bet. 54th & 55th Sts.) Phone: Columbus 5-4958. NEW YORK CITY



JIM BUCKLEY

Pacific Breezes

Harry Williams, of the Automatic Amusements Company, has returned to Los Angeles from a business jaunt to Chicago in the interest of his new game Action, now being manufactured in the junior size by the Bally Manufacturing Company. Upon his return Harry got busy immediately on another game and states it will be ready for delivery within a few days.

The offices of the Los Angeles Operators' Association have been moved to the offices of the attorney, Charles Craddock, in the Subway Terminal Building in downtown Los Angeles.

Bon MacDougall, formerly with the Pacific Amusement Manufacturing Company, left on a TWA over-nighter for Chicago to go into a huddle with a Chicago firm on a new game he has sold it for national sale.

Conditions on the West Coast are as spotty as at any time in the past. Operating in Los Angeles has livened up considerably since the first of the year, while in San Francisco the police department is playing tag with the operators, with every cop carrying around the motto, "Bring home a pin game tonight." Situation has operators uneasy, and sales of new machines have been affected by the uncertainty.

A liberalization of feeling in California is noticed in the announcement that a jury in Municipal Court in Long Beach decided a case in favor of tango on the amusement pike. Decision will no doubt open the way for operating the games again the coming summer. At the same time in Sacramento the State Legislature has before it two bills of vital interest to the operators. First bill would establish a State-wide lottery based on horse racing and funds derived therefrom would go into the State's old-age pension fund and the general fund. Other bill is one completely outlawing slot machines and makes their mere possession a misdemeanor.

The Allied Amusement Company has moved its factory from 1228 South Olive street to 1425 South Flower street, where approximately twice the amount of space is now available for manufacturing pin games. Assembly lines have been installed during the past week, and R. S. Diller, head of the firm, announces the factory will be in full production within two weeks, turning out 350 games per day.

Los Angeles will be represented at the



ALTHO THE FISH does not appear in the picture, one would naturally expect that Homer Capehart, vice-president and general sales manager of the Rudolph Wurlitzer Manufacturing Company, had something on his line weighing at least more than 1 1/2 pounds. The garb and the natty cap are right in keeping with the balmy breezes that fit hither and yon of the sunshine shores of Florida. This fishing party was one of the moments of relaxation from the strenuous trip Capehart recently made which took him into some 16 States, calling on Wurlitzer Simplex operators.

Chicago show by the largest delegation of operators and jobbers ever to attend from this city. More than 20 local men are planning on making the trip. One plane load of 12 will fly by TWA and the balance will take the Southern route over the railroads.

Gordon Mills, head of the Mills Sales Company, Oakland, writes he is enjoying his trip thru the East and looking forward to a pleasant vacation in Florida.

Paul O. Smith, operator of Ocean Grove, N. J., has been on the West Coast for the last 10 days looking over Coast-made pin games.

Jack McClelland, partner of H. L. Stuart in the operation of the National Amusement Company, left Los Angeles January 21 for a visit to their branches in San Francisco, Portland and Seattle.

Texas Trade Twinkles

The Automatic Merchandising boys have formed an association in Texas. It was created at a meeting January 13 in Ft. Worth. Another meeting was held January 20 in Dallas. Officers were elected at the Ft. Worth meeting and several committees appointed. The association will launch an immediate fight against the taxation of merchandising machines.

The recent Texas tax injunction, which has held off coin-machine tax for the last two years, has been dissolved. However, attorneys for the association have been successful in having granted them the liberty of an appeal. The procedure of the appeal and then

the rehearing will allow ample time for the passing of the tax, which is now before the Senate tax committee. Until the court's action on the appeal and perhaps a rehearing no taxes will be collected.

Homer Capehart, general sales manager for the Rudolph Wurlitzer Manufacturing Company, North Tonawanda, N. Y., maker of the Simplex coin-operated phonograph, recently paid a visit to Texas.

One of the most outstanding coin-machine social gatherings was staged at the Jefferson Hotel, Dallas, January 13, when Harry Drollinger had as his guests some 300 members of the industry. A banquet, floor show and dancing were enjoyed by all present. The gathering was one of the happy annual affairs of which Mr. Drollinger is always the host.

The talk of the day is the big Chicago show. It appears at this time that more coinmen from Texas will attend the big exhibition than ever before. Reports are that reservations are being made daily for the Texas Special. Some are even reserving drawing rooms, and it looks like a bumper delegation will unload at Chicago and swamp the Sherman. The St. Louis delegation, under the management of Carl Trippe, will hitch their special cars to the Texas Special at St. Louis and all will move into Chicago together. Everyone is enthusiastic, looking forward to Joe Huber's reception that he has outlined for the Texas delegation, and they know Joe will not disappoint them. The delegation will arrive in Chicago February 17 at 6:35 p.m. over the Wabash Railroad.

There seems to be no slack business in evidence in Texas. Jobbers are moving equipment right along, and operators report business as usual and all seem to be well pleased.

Erio Wedemeyer has taken over the distribution of Rebound, a game produced by the California Games Company, of Los Angeles, and will distribute the game in Texas, Arkansas, Louisiana and Oklahoma.

Walker Sales Company, Ft. Worth, has taken over the distribution of the Mutual Horse Race Game. The unit can be incorporated into any five-reel machine. The Walker Company has been in business in Ft. Worth since 1922.

Charity Games Honored

MINNEAPOLIS, Jan. 28.—According to a news item in *The Minneapolis Star*, the Skill Game Operators' Association of Minneapolis was the first organization of its kind to conceive the plan of giving away games to public and welfare institutions, such as orphan asylums, veterans' hospitals, penal institutions and kindred organizations. Since then the plan for donating the games for the use of shut-ins has spread thruout the United States, receiving widespread popularity.

ROL-A-TOR BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 9 coins, the best protection against slugs.

Built in 3 Models,
Bell, Front Vender and Gold Award
Built for 1c-5c-10c-25c Play

Made Only By
WATLING MFG. CO.
4640-4660 W. FULTON ST.
CHICAGO, ILL.
Est. 1888—Tel. COLUMBUS 2770.
Cable address "WATLINGITE" Chicago

I-O-U
A REAL MONEY MAKER

1 1/3 Deposits With Order.

\$12.50

ANOTHER GREAT COUNTER GAME. Equipped with Gum Vender, I. O. U. can be used everywhere. It's a brand-new idea so powerful no reward or instruction card necessary. Plays Pennies, Nickels, Dimes and Quarters thru same slot.

SICKING MFG. CO.
1922 Freeman Ave., CINCINNATI, O.

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11 East 17th St., New York City
SUCCESSORS TO OUTLET SALES CO.
ANNOUNCE THE FOLLOWING
SPECIALS

DENTAL CREAM, 35c Size, Ooz.	45c
SHOE LACE, 2 1/2" Length, Gro.	40c
ELASTIC, 1/4" Wide, 3 Yards to Dozen	30c
Comb Cleaners, Dozen	35c
SOBBOR SWABBERS, Doz.	25c
CLOTHES SPRINKLERS, Dozen	45c
COMMON PINS, 200 to Package, Dozen Packages	20c
SAFETY PINS, 12 Pins to Card, Dozen Cards	12c
SAFETY PINS, 50 to Bunch—Steel, Dozen Bunches	36c
SAFETY PINS, 36 to Bunch—Gilt, Dozen Bunches	36c
BOBBY PINS, Made in U. S. A., 25 to Card, Dozen Cards	25c
BOBBY PINS, Made in U. S. A., 36 to Card, Dozen Cards	30c
SHOE POLISH, Black or Brown, Dozen Cans	36c
HAIR PINS, in Boxes, Doz. Boxes	20c
NEEDLE BOOKS, Large Size, Ooz.	30c
HAIR NETS, Double Mesh, Doz.	25c
RUBBER BABY PANTS, Dozen	48c
SHAVING SOAP, Each in Box, Dozen Boxes	16c
LINGERIE TAPE, Dozen	80c
BAKING POWDER, 9 1/2 Oz. Size, Dozen	1.00
MALTED MILK, 8-Oz. Size, Doz.	1.20
COCOA, 1-Lb. Can, Dozen	1.30
IMIT. VANILLA FLAVOR, 2-Oz. Size, Dozen	45c
IMIT. VANILLA FLAVOR, 4-Oz. Size, Dozen	60c
IMIT. VANILLA FLAVOR, 8-Oz. Size, Dozen	75c
POT CLEANERS, Zinc, Large Size, Dozen	22c
POT CLEANERS, Copper, Large Size, Dozen	28c
WASH CLOTHS/New Designs, Doz.	32c
DISH CLOTHS, Open Mesh, Doz.	32c
PAPER & BOPPERS, Enameted Handles, Dozen	31c

25% Deposit With Orders.
NEW FREE CATALOG JUST OUT

Second Call

Each year *The Billboard* publishes an Annual Directory of Associations in the coin machine industry. This usually appears in the Coin Machine Convention Number and has proved to be a very valuable information service to the trade.

Second call is made to all associations to send us list of officers, name and address of headquarters of association and meeting dates of organization. Send information to Silver Sam, The Billboard, 54 West Randolph street, Chicago.

Last year a number of the associations sent an annual report on work done by the association, which proved to be interesting and helpful reading to other organizations over the country. We will be glad to have a report from every organization in the country this year. Let the rest of the trade know what your association is doing.

All organizations are invited to use the fast weekly news service of *The Billboard* for making announcements or passing along other information to their own members and to the trade.

SPECIAL SALE ON
RED ARROW ROCKET CHAMPION

\$69.50 EACH

1/3 With Order, Balance C. O. D.
Check Separator Models \$5.00 Extra.

Order At Once. As This Offer Positively EXPIRES FEB. 7.

IDEAL NOVELTY CO.
3003 Lemp Ave., St. Louis, Mo.

The Last "Word" in Your Letter to Advertisers, "Billboard".

CHECKERS

JOE CALCUTT

JOE CALCUTT'S OPINION OF CHECKERS THE SENSATIONAL MUTOSCOPE PIN GAME IS WORTH NOTING BECAUSE OF HIS NOTABLE SUCCESS WITH THE VENDING MACHINE CO. OF FAYETTEVILLE, N.C. THE SOUTH'S LARGEST DISTRIBUTORS.



"IN MY OPINION CHECKERS WILL EARN A LOT OF MONEY FOR THE OPERATOR BECAUSE IT IS AN ENTIRELY NEW DEVELOPMENT IN PIN GAME CONSTRUCTION. IT APPEARS CERTAIN TO ME THIS GAME WILL HAVE A LONG LIFE AND I BELIEVE ALL LOCATIONS WHICH ARE NOW USING GAMES WILL BE EAGER TO MAKE ROOM FOR THE OPERATOR TO INSTALL CHECKERS."

Joe Calcutt

NOTE: FIRST PUBLIC SHOWING— AND FIRST DELIVERIES HERE! WRITE OR WIRE TODAY IF YOU WANT TO BE THE FIRST TO CAPITALIZE ON CHECKERS



INTERNATIONAL MUTOSCOPE REEL MANUFACTURERS CO. INC.

ROCK-OLA'S ARMY AND NAVY GAME

READY FOR DELIVERY

AT FACTORY PRICES!

ORDERS FILLED IN ROTATION! WIRE YOUR ORDER WITH \$10.00 DEPOSIT—BALANCE C. O. D.

B. D. LAZAR COMPANY

1340-44 FORBES ST. PITTSBURGH, PA.

136 FRANKLIN AVE. SCRANTON, PA.

OPERATORS SLOTS PIN GAMES

ORDER NOW	USED PIN GAMES	GRAB THESE
MILLS—5c, 10c, 25c Silent Escalators Double Jack Pot Front Vendors or Balts. \$0115. \$24.50.	Electro ... \$18.50 Golden Gate ... 14.50 Blue Streak ... 11.00 Lightning ... 15.50 Drop Kick ... 24.50	Autobank ... \$47.00 Champion ... 50.00 Contact, Jr. ... 45.00 Cont'l Master ... 10.00 Push Over ... 12.00

WE HAVE FOR DELIVERY A COMPLETE LINE OF MILLS, JENNINGS SLOT MACHINES. ALSO PIN GAMES. (Slot Machines Do Not Apply to New York State.) ORDER NOW—Terms: 1/3 Cash, Balance C. O. D.

PHOENIX VENDING MACHINE CO., 923-926 Broadway, New York

Major League, Sr. ... \$27.50	Elyzer Cannon Fire ... \$29.50	Contact, Master ... \$10.00
Major League ... 23.00	Always ... 3.95	American Beauty, new model ... 9.00
Big Bertha ... 18.00	Century ... 3.95	Relays ... 8.00
Super "B" ... 14.00	Silver Cup ... 3.95	American Beauty, old model ... 7.50
Contact, Jr. ... 15.00	Electro ... 17.50	World Series ... 4.95
Push Over ... 12.50	Lightning ... 14.00	Waldorf ... 3.95
Blue Streak ... 12.50	Golden Gate ... 14.00	Pennant ... 3.95
Forward Pass ... 10.00	Fleet ... 12.50	42nd Street ... 8.95
Blue Ribbon ... 8.00	Mercury Round ... 12.50	Jigsaw ... 3.95
Streamline ... 8.50	Jack Rabbit ... 12.50	
Step-Up ... 7.50		
Propiac ... 4.95		
Drop Kick ... 22.50		

AMERICAN VENDING CO., 45 Elizabeth Ave., Newark, N. J. 773 CONEY ISLAND AVENUE, BROOKLYN, N. Y.

Ops Expect 500 Guests

Queens - Nassau - Suffolk group will hold first annual affair Feb. 11

LONG ISLAND CITY, Jan. 26. — The Queens-Nassau-Suffolk Amusement Men's Association, Inc. headed by the energetic business manager, Jack Gardino, is at work in this city to bring about a record attendance at the first annual affair of the organization to be held in one of the night spots in Jackson Heights, Long Island.

Jack Gardino reports that the association expects an attendance of approximately 250 from its own organization and that the various New York associations have promised to bring large delegations. The Amalgamated Vending Machine Operators' Association, the Greater New York Vending Machine Operators' Association and the other important groups in this city will also have large delegations present and will also aid in the general promotion of the affair.

A seven-course dinner will be served, cocktail and high ball included with dinner and the complete revue. Mr. Gardino reports the club has been set aside for the coinmen for the evening of February 11. Individual tickets to the affair cost \$2.25 each. Tickets can be obtained from any association, jobber, distributor or manufacturer in this territory.

The attendance is expected to reach the 500 mark. This being the first affair of the Long Island group, and coming after the important appeals case, it is believed that the celebration will be in lieu of a victory dinner. Bill Gerah, of Byrde, Richard & Pound, advertising agency, has been chosen as master of ceremonies for the evening.

Sales Tax Still Puzzle For New York Coinmen

NEW YORK, Jan. 29.—New York coinmen are still puzzled about the 2 per cent sales tax passed by the city government. The Amusement Men's Association, Inc., sportland group, has voted to absorb the tax by paying 2 per cent on the gross income. This saves them many dollars, they claim, and also pleases the customer.

It is impossible, sportland managers find, to attempt to collect the tax from each customer. After winning enough points for a prize a customer is insulted when the tax is applied to his prize item. Jobbers of machines, however, seem to be passing the tax on to the purchaser.

R. Z. Greene, of Rowe Manufacturing Company, has suggested that operators of cigaret machines pay the tax on their gross income instead of adding a penny to the price per package. Greene said the machines can be adjusted to sell cigarets at 16 cents per pack, but payment on the gross income is to be preferred, he said.

Football Spirit Scheme In New Modern Layout

NEW YORK, Jan. 26.—The Modern Vending Company has turned its showrooms into a miniature football field. This has been accomplished by the new decorative scheme recently used. The walls have been decorated with college football pennants and the floor will have the white stripes of the gridiron with miniature 10-yard markers. From the entrance to the private offices in the rear, the markers will indicate the playing field as used in the new Army and Navy table game made by the Rock-Ola Manufacturing Corporation. This is a part of the merchandising program which the Modern firm has adopted to introduce the Rock-Ola game.

Even the employees in the Modern firm will dress in keeping with the football game spirit. The firm is enthusiastic about the response to the first sample game shown, and the report is made that orders already received call for a shipment of eight carloads to their warehouse.

MARKEPP'S » » » BIG « « « SALE

RED ARROW \$69⁵⁰

ROCKET \$69⁵⁰

CHAMPION \$69⁵⁰

ALL BRAND NEW LATEST MODELS

WIRE YOUR ORDER WITH DEPOSIT COLLECT

The Markepp Co.

3906 Carnegie Ave. Cleveland, Ohio
1410 Central Parkway Cincinnati, Ohio

JAR-OF-SMILES



OPERATORS WRITE WERTS NOVELTY CO., INC. MUNCIE, IND.



ELGIN AND WALTHAM MEN'S WRIST WATCH—O-Size, 7-Jewel, with Strap, in boxes with \$22.00 PRICE TAG, Each ... \$3.00 Same in 18-Jewel, Each \$4.00 In Single Lots, 500 Extra. POCKET WATCHES—16-Size, 7-Jewel Yellow Beautiful Engraved Case, in 1/2 Dozen Lots, Each \$2.25 Single Watch, \$2.50. 18 Size 18 and 17 Jewel, in 1/2 Dozen Lots, Each \$2.25; Single Watch, \$2.75. BEAUTIFUL DUSK-NARPOEN WRIST WATCH—AMERICAN MADE—With figure dial, strap in box, with \$22.00 price tag, Each ... \$3.00 Special Prices on South Bend Pocket Watches, Dickens Chain, Yellow, as Low as 50c. Also Ladies' Wrist Watches. 25% Deposit, Bal. C. O. D. Send for Catalog.

N. SEIDMAN 165-A Canal St., New York, N. Y.

—HEY LOOK—USED GAMES

42d Street Jig Saw } 3.95	Fliver Cup } 4.95
Big Broadcast } Each	World Series } Each
Electro Golden Gate } 22.50	Blow Boat } 12.50
Super Eight } Each	Streamline } Each

W. J. C. VENDING CO., Inc. 239-B CANAL ST., New York City

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

Hurry! Hurry! Get Your RED ARROWS--ROCKETS AND CHAMPIONS



FOR ONLY
\$69.50
EACH

Check Separator Model \$5.00
Extra. 1/3 With Order, Balance C. O. D. ALL MACHINES BRAND NEW.

**SALE ENDS
Feb. 7th**

Wire Your
Order Today

Red Arrow, Regular Price, \$94.50
Rocket, Regular Price, \$82.50
Champion, Regular Price, \$89.50

Here's the chance of a lifetime to pick up these great AUTOMATIC PAYOUT Pin Games at a price only slightly higher than what you'd pay for ordinary machines. Don't let this opportunity slip by. Wire your order today.

AUTOMATIC SUPPLY CO.
235 W. SIXTH ST., Dubuque, Iowa

QUICK SILVER

The Revelation Pin Game of 1935
A PERMANENT INVESTMENT Yielding
SLOT MACHINE PROFITS

PROVED BY COMPLETE TESTS
STUDY THESE BRAND NEW OPERATING FEATURES!

- 1. QUICK SILVER**
Automatically Records All FREE-GAME Awards Due Players—
Spends up play. No tedious adding of scores. Requires no attention by merchant.
- 2. QUICK SILVER**
Lets Players Play Awards Back Into the Game—
80% of skill awards (free games) won by players are re-played and lost. Operator's net profit tremendously increased. Example: If player has won six free games he can operate coin slot six times free—without inserting coin.
- 3. QUICK SILVER**
Gives Operator Accurate Record of All Awards Paid by Merchants—
All record-keeping eliminated by the automatic recorder inside machine. No more "padding" of award payments by merchant.
- 4. QUICK SILVER**
Completely Solves Slug Problem—
Illustrated circular fully explains this remarkable and ingenious feature.
- 5. QUICK SILVER**
Lasts Indefinitely on Location. Earning Power Does NOT Die in 60 Days, as is Case With Novelty Pin Games.
- 6. QUICK SILVER**
Produces Profits for Operators Comparing With Slot-Machine Earnings, and Does It Legally. Like Slot Machines, It Automatically Handles Players' Awards and Allows Replay of Awards When Desired. QUICK SILVER'S Liberality Is Made Possible by This Great Feature.

A BATTERY OF QUICK SILVERS HAS BEEN ON THE TOUGHEST TEST LOCATIONS FOR A LONG TIME. EARNINGS HAVE ACTUALLY INCREASED EACH WEEK!

QUICK SILVER is Fully Protected by U. S. Patent No. 1985736. Size 20"x40"

WRITE OR WIRE FOR ILLUSTRATED CIRCULAR EXPLAINING QUICK SILVER'S ADVANTAGES **\$67.50**

J. H. KEENEY & COMPANY
2900 S. Michigan Blvd. Chicago, Ill.

New LITE-A-LINE

With SKILL GAME BOARD
Now Ready for Delivery
Also CHIEFTAIN and NEW GALLOPING GHOST
Coming Soon
Exclusive Eastern Distributors for PAMCO Products.
METROPOLITAN HEADQUARTERS FOR ALL PIN TABLE GAMES



INTERNATIONAL MUTOSCOPE REEL CO. Inc. 516 20 W. 34th ST. NEW YORK CITY

ORDER REBOUND SENIOR

And get the choicest locations anywhere. Distributed by us in Kentucky, Ohio, Indiana, Tennessee, Alabama, Georgia and Florida. Order a sample with the distinct understanding that you may return it after a week's trial and get a full refund.

LITE LINE, GALLOPING GHOST, CHIEFTAIN, MARBL0, CONTACT or other Pacific Amusement Games distributed in Kentucky by us.

Just received, a large shipment of CRACK-SHOOTS, a late game in De Luxe cabinet. Novel board with banker and out-ball return features. SPECIAL—\$18.00 Allowance for Any Used Machine in Good Condition on a Brand-New Crack-Shot at \$39.50. Be sure to ship your machine in prepaid, or bring it in.

KENTUCKY AMUSEMENT CO., Inc.

228 West Walnut Street, LOUISVILLE, KY.

**ONLY ONCE IN A LIFETIME
SO SENSATIONAL A BARGAIN!
USED SEEBURG HOCKEY GAMES \$25.00 EACH**
PRACTICALLY NEW! LEARN GAME ABSOLUTELY GUARANTEED.
25% Deposit MUST Accompany ORDERS. Balance C. O. D.

GEORGE PONSER CO. 11-15 East Runyon Street. NEWARK, N. J. Tel.: Bklyn 3-3790-3791.

BUY YOUR NEW AND USED KENTUCKY'S OLDEST DISTRIBUTOR—Est. in 1915
PIN GAMES FROM ALL THE LATEST MACHINES AT FACTORY PRICES.
REBOUND, ACTION SKYSCRAPERS, CRISS CROSS, FLYING TRAPEZE, SPECIAL RECONDITIONED MACHINES.
JENNINGS FOOTBALL, \$38.00; A. B. T. FOOTBALL, \$32.50; LIGHTNING, \$15.00; GOLDEN GATE, \$18.00; BABY CONTACT, \$9.00
PRICE LIST OR OTHER USED MACHINES MAILED ON REQUEST.
KENTUCKY SPRINGLESS SCALE COMPANY, Inc. 647-581 South 2nd Street (P. O. Box 938), LOUISVILLE, KY.

Says Music Is One Sure Field

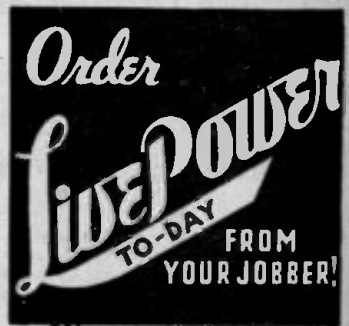
To the Editor:
I have written an article and mailed a photograph today which is the first contribution I have ever given *The Billboard* in my life. I would be happy to co-operate with your journal along such lines as you would suggest. I have been in the automatic music instrument business as an operator, salesman, sales manager and service manager for 32 years, and am at the present time the largest individual operator of music machines in the State of Texas. I am also direct factory representative of the Rudolph Wurlitzer Manufacturing Company, Simplex Division, for the State of Texas.

The photo I am sending is of the first record service department for the automatic music operator installed in the United States. You probably have not given the matter of automatic music the deep consideration that it deserves, or I might say you have not given it the study that would prove to you without a doubt that the backbone of the operating business is the musical instrument end of it. Fundamentally, this is true and it goes without saying that it is the branch of the operating business which has always been declared legal.

For the benefit of your splendid publication, and those who support it, I believe that you cannot give too much publicity to automatic music. Probably my 32 years' devotion to the musical end of operating makes me see an enlarged picture of the future of music."
—Harry L. Drollinger, Houston.

Robbins Boosts Beacon

BROOKLYN, Jan. 26.—Dave Robbins, of D. Robbins & Company, reports that his firm has placed an order for three carloads of Beacon, the new table game recently announced by Stoner of Aurora. Robbins has the distribution of the game in New York, New Jersey, Connecticut and Philadelphia, he said. He is highly enthusiastic about the new game and states that every jobber and operator who has purchased a sample game has placed an order for additional games. It is the mechanical perfection and player appeal of the game, he says.



Selling Out All Used Games

Jig Saws . . . \$ 3.95	Subway . . . \$19.50
World Series . . . 4.85	Select Em (Dice Game) . . . 8.00
Show Boats . . . 12.50	Drop Kicks . . . 23.50
Blue Streaks . . . 11.50	Signals, Sr. New . . . 29.50
Wings . . . 8.00	Hockey . . . 24.50
Big Bertha . . . 15.50	Blue Streaks . . . 14.00
Lightning . . . 15.50	New . . . 9.00
Golden Gate . . . 15.50	Major League . . . 22.50
Electros . . . 15.50	
Jack Rabbits . . . 17.00	

Every Machine guaranteed to be in good condition and look like new. Deposit with order, bal. C. O. D.

THE OHIO SPECIALTY CO.
309 Main Street, Cincinnati, O.

Likes Newspaper Method

To the Editor:
"I have read and heartily agree with your recent article in which you urge the pinball operators to combine in taking space in local newspapers in order to get the right kind of publicity for the pinball games and the right kind of attitude from the newspapers.
"Of course, we in the merchandise machine field do not operate on the grand scale which the pinball tables have attained, but we have already begun to use this very method. I am inclosing clippings from a South Dakota paper showing that this idea is already in use by one of our distributors at least.
"I have taken the liberty of submitting it to you in a form suitable for publication. If you feel that this item will be of general interest to your readers we will be glad to see it in print."
—M. Epstein, Vendex Company, Boston.

NEW RIDES AMUSEMENT PARK DEVICES FOR EUROPE
Send Full Details to **LOUIS BERNI** Care The Billboard, 1504 Broadway, NEW YORK.
REPRESENTING **JAK** Europe's Leading Distributors and Operators of Rides, Amusement Park Devices, Coin Machines, Palais Berlitz, 31 Boulevard des Italiens, PARIS.

The **NEW** SENSATION!
BEACON

DE LUXE SIZE:
41"x21"

WHEN JOBBERS BUY IN CARLOAD LOTS IT MUST BE A GOOD GAME!

See Beacon
\$39.50

TAX PAID F.O.B. AURORA

AND YOU, TOO, WILL MARVEL AT THE FLASHING LIGHT THAT MEANS INCOMPARABLE ACTION. YOUR LOCAL DEALER HAS BEACON READY FOR IMMEDIATE DELIVERY.

METROPOLITAN N. Y. DISTRIBUTOR
D. ROBBINS & CO. Brooklyn, N. Y.

STONER MFG. CORP. 328 GALE STREET
AURORA, ILL.

AMERICAN POCKET WATCH WHILE STOCK LASTS
Mirror Polished Case.

QUANTITY PRICE EACH
65c

Sample, Post-paid, Each 50c.
Send for New Catalog.

AMERICAN MADE WRIST WATCH With Lick Band. Each in Box \$1.65

ROHDE-SPENCER COMPANY
Wholesale House,
223-25 W. Madison St., Chicago.

Local Newspaper Hails New Trade

VERMILLION, S. D., Jan. 26. — The Douglas-Donnelly Company, distributor of the Vendex vending machines, is using paid advertising in local newspapers to give publicity to a new product for vending machines known as "dated" peanuts. Display advertising is used to call public attention to the machines and also the new product, and the results are said to be very favorable. The newspaper here has co-operated by giving publicity in the news columns. The appointment of a local girl as representative in this territory was made the basis of an interesting news story in a recent issue.

"Announcement on page 10 of this edition," the story reads, "concerning automatic merchandising of peanuts, candy and other confections is of particular interest to this community since we have just learned that one of our local girls has assumed full management of this new and different system of food distribution.

"The Douglas - Donnelly Company, Boston, has appointed Marie Collins, of Wakonda, to the position of service manager for the Vermillion-Yankton district. Miss Collins, since graduating from high school, has spent a great deal of her time in the study of commerce and modern merchandising methods. The appointment was made only after careful consideration of 40 other applicants.

The system is simple, very sanitary and most up to date. Vending machines not any larger than a milk bottle are placed in locations such as stores, hotels, bus depots, gas stations and restaurants. These are filled every seven days with fresh fruited candies, peanuts and other confections. The machines are sealed against dust and other foreign substances and the food compartment is sterilized every seven days. The contents not completely sold out within a week are removed and sold in bulk in the congested districts of other cities.

White gloves are used by members of the service department and the food is not touched by human hands.

Fifty machines have been placed here recently and it will be interesting to inspect these clever little venders.

J. J. Donnelly, branch manager of the company, spent a week here to supervise the installation of the system. He paid this office a visit and had some fine things to say about the progressive spirit of the people in this community."

Lose Injunction Appeal in Alabama State Court

BIRMINGHAM, Jan. 26.—In an appeal taken to the Supreme Court of Alabama by George M. Howle, in the name of the operators' association, for an injunction to protect pinball games in Birmingham, the court denied the injunction in a decision handed down January 17. The appeal had been in preparation for many months, after lower courts had denied the injunction, and a complete brief setting forth the cause of pinball games was prepared by Attorney Horace C. Wilkinson, who represented the operators. A Marbi-Jax table game was the basis of the appeal.

The court in its written opinion recited the arguments of the operators and also the arguments of the police against the games. In denying the appeal the court criticized the games because the leg screws could be adjusted.

An application for rehearing will be filed shortly with the Alabama Supreme Court, in which the court will be asked to reconsider its opinion. It was stated by the attorney for the operators.

Boyle New Bally Distrib

OKLAHOMA CITY, Jan. 26.—Boyle Amusement Company of this city has been appointed Oklahoma distributor for the Bally Manufacturing Company, producer of Action, Skyscraper, Red Arrow and other well-known pin games. Jim Boyle, head of the concern, is well known in Southwestern coin machine circles and his many friends are predicting great success for Jim as Bally's distributor.

HARLICH *Newest*
SALESBOARD CATALOG

Advance Issue

Just out! Contains all the newest and hottest numbers! If you operate salesboards—or sell them—you simply can't get along without this big new catalog. Advance copies now ready.

Send for your copy NOW and begin to share in the tremendous profits that are being made everywhere with Harlich sales boards.

SEND FOR IT NOW
HARLICH MFG. CO.
1401-1417 W. Jackson Blvd., Chicago, Illinois

A Snappy Game — "I OWE YOU"

PRICE **\$12.50**
TAX PAID.

We have I. O. U., another great Counter Game by Exhibit. Equipped with Gum Vender, I. O. U. can be used practically everywhere. It's a brand-new idea so powerful no reward or instruction card necessary. Shows last coin played. Plays pennies, nickels, dimes and quarters. Also available in straight nickel play. Size 14" Long, 10" Wide, 4" Deep. In stock ready for instant shipment. Wire your order for quantity wanted. Ball Gum. 10 Boxes for \$1.55.

THE VENDING MACHINE CO.
205-11 Franklin St., FAYETTEVILLE, N. D.

LATEST HIT

WEST SQUIRTER—Works Like September Morn. Is It Hot? Easy Fast Seller. Dozen, \$1.45; Gross, \$16.50
SPARKLING BOOK MATCHES. 4.00
Doz., 36¢ Gross
DOMIC VALENTINES—444 Kinds. 75c
Gross
SNAKE RADIUS—Dozen, 75c
AUTO WHIZ BANGS—Red, White and Blue. Dozen, \$1.00
SHOOTING BOOK MATCHES—\$3.25
Doz., 36¢ Gross, 30¢ Gross

Get on Our Mailing List. Send \$1.00 for above Samples and Catalog.

A. H. THEUER CO.
909 Broadway, NEW YORK CITY.

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

BUY NOW! SAVE MONEY!



**RED ARROW
ROCKET
CHAMPION
\$69⁵⁰ EACH**

Check Separator Model \$5.00 extra. Specify if Battery or "Plug-In" Model—Both Same Price. 1/3 With Order, Balance C.O.D. ALL MACHINES GUARANTEED BRAND NEW.

SAVE UP TO \$25.00 A MACHINE

Regular Prices on These Machines Are: RED ARROW \$94.50, ROCKET \$82.50, CHAMPION \$89.50. Bally wants every operator to try at least one of these great AUTOMATIC PAYOUT Pin Games and has, therefore, authorized the above sensational "Get Acquainted" Offer for 10 days only. Act at once to get a few of these games at unheard-of low prices!

OFFER EXPIRES FEBRUARY 7TH

Thereafter Regular Prices Go in Effect
Wire Your Order Today!

MILLER NOVELTY CO.

207 Westport Ave., Kansas City, Mo.

**Capaldi Opens
New Quarters**

EDINBURGH, Jan. 26. — Announcement has been made by S. Capaldi & Company that new offices and display rooms have been opened at Southampton House, 317 High Holborn, London, W. C. 1. The branch office will be under the capable management of Frank Capaldi, director and sales manager of the organization, the announcement says.

Jack Capaldi, director of the firm and well known to the American trade, says "we are confident, with these additional new facilities, we will considerably improve during 1935 our already unique sales record. A full display of all machines sponsored by us will be shown together with a representative stock of spare parts. Centrally located as we now are, in both Scotland and England, we are out to still further augment the already excellent service enjoyed by our vast clientele and to merit the title recently given us as 'Britain's Most Progressive Distributors.'"

"Our organization acts as British distributor for Bally Manufacturing Company and the popularity of this line in the British Isles is ample testimony of our capabilities in this selling field."

**Daval Promises Five New
Devices for Convention**

CHICAGO, Jan. 26.—Daval Manufacturing Company will present five new machines at the 1935 Coin Machine Exposition, according to officials of the firm. These machines have been under development for some time and plans call for delivery to be ready with the opening day of the annual show. A. S. Douglas, president of the firm, stated that the machines would be shown for the first time on the convention floor, although many requests had been received for preview of the devices.

Names of the machines have already been made public in current advertising. They are Rex, Chicago Express, Match-a-Ball, Seven-Come-Eleven and True Dice. Two of the machines belong in the pinball classification and the

remaining three are counter machines. The firm will also introduce in pinball cabinet design the new "neo-classic" idea, which is said to have created a sensation at the last exposition of the furniture industry.

Mr. Douglas stated that the new cabinet was the most rigid he had seen in the industry, and at the same time it offers the beauty of modernistic trends in design.

Announce Own Business

NEW YORK, Jan. 26.—William Blazer and Max Schwartz announce the change of the firm name from John A. Fitzgibbons-Manhattan, Inc., to the Manhattan Vending Company, Inc. The firm was a branch of the John A. Fitzgibbons distributing agency for some time. Blazer and Schwartz are known as old-timers in the business and have a large following in the uptown section of the city.

They report that policies of the firm will remain the same and that a strict guarantee is back of every machine sold. The used machine department has been completely revamped. A more aggressive policy is being inaugurated to reach operators in their section of the city.

Chief Expects Pinball

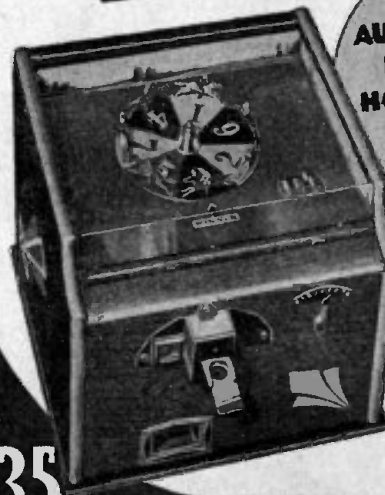
ATLANTA, Jan. 26.—Chief of police here announces that police will differentiate between games of skill and slot machines. He points out that with practice a person can make a good score on a pinball machine. Slot machines, he said, cannot be classed as games of skill. The police order will affect De Kalb County.

Kanney Mending Nicely

MICHIGAN CITY, Ind., Jan. 26.—E. A. Kanney, general sales manager of the National Sales Company here, after eight weeks in the hospital as the result of injuries sustained in an automobile accident, is well on the road to recovery. He hopes to be in shape to attend the coin machine convention in Chicago next month. Kanney is well known among the operators in Michigan, Indiana and Ohio.

Greatest
MONEY MAKER EVER MADE!

Evans **DARBY**



**AUTOMATIC
PAY-OUT
HORSE RACE
GAME**

**Here's Your Winner!
Profit Now!**

Don't get shut out, men! DARBY makes more money for wide-awake operators. MECHANICALLY PERFECT, cash in on DARBY's player appeal! Interesting, profitable, you'll send repeat orders, once you get DARBY. Order today.

**Send For Your
Descriptive Circular!**

\$35

H. C. EVANS & CO. 1522-28 W. ADAMS CHICAGO

WALTHAM-ELGIN

12 SIZE CHROMIUM ENGRAVED CASES, ASSORTED FACES 7 JEWELS \$3.00 15 JEWELS \$4.00 17 JEWELS \$5.00	0-SIZE CHROMIUM CASE LEATHER STRAP ASSORTED FACES 7 JEWELS \$3.25 15 JEWELS \$4.75
--	---

SAMPLE WATCHES 25 CENTS EXTRA DEPOSIT REQUIRED
ILLUSTRATED CATALOGUE ON REQUEST. QUANTITY BUYERS WRITE
BERKINSDORF CO. 120 W. 42ND ST. N.Y.C.

Northwest Operators!!

\$69.50
EACH

**IMMEDIATE DELIVERY ON
RED ARROW . . ROCKET
CHAMPION**

UNTIL FEBRUARY 7.
Check Separator Model
\$5.00 Extra. 1/3 With
Order, Balance C.O.D.

Get These Winners From the
House of Winners!

SILENT SALES CO. SILENT SALES BLDG. MINNEAPOLIS, MINN.



SALESBOARD OPERATORS

2,400 1c sales talks in \$24.00, nets \$19.30 after Cigarette payout. You can sell outright to dealer for \$7.75. On 50% commission you collect \$9.55. We carry a large line of Penny and Nickel boards, complete with Merchandise. We manufacture Blank Boards, a complete line of Out-Of-Boards—in fact, any kind of Board you want, at the right price.

WRITE FOR SAMPLES AND PRICES.
General Sales Company
121 4th Avenue, South, NASHVILLE, TENN.

**Takes in
\$24.00
Costs You
\$2.90**

One-Third Cash
with Order, Bal-
ance C. O. D.

CRISS CROSS

THE POPULAR CRISS CROSS IN A New LITE-UP MODEL

Flash—a line is completed! Criss Cross A-LITE adds a new thrill to the most thrilling game of all! The payout is shown in lights—the store clerk doesn't have to check the counter to check up. AND—what an added kick the players get when those lights flash on!

THE MOST INTERESTING GAME
EVER BUILT

So simple—yet so interesting that players CAN'T STOP playing it! Criss Cross A-LITE is increasing the earnings wherever put on location! GET YOURS NOW!

GEMCO, INC.

2625 N. ASHLAND AVE.
CHICAGO

READY
FOR
DELIVERY!

\$44.50

CLAW MACHINE MERCHANDISE THAT WILL DRAW BIG PLAY

VANITY MODEL MATCH KING LIGHTERS. Chromium Finish. B95J37. Per Gross.	39.00
Per Dozen, 3.00.	
CAMERA MODEL MATCH KING LIGHTERS. B88J724. Per Dozen	3.00
OOO SHAPE TABLE LIGHTERS OF ANTIMONY. B88J857. Per Gross	18.00
Per Dozen, 9.75.	
OPERA GLASSES. Pocket Size. Imitation Leather Covered. Each in Plush Case. B200J00.	7.20
Per Dozen	
GOODWIN, JR. FOLDING CAMERA. B95J33. Each.	1.75
JINGOLE DICE. 1 Inch Size. B318509. Per Gross.	1.50
MECHANICAL PENCILS. In Assorted Colors. B41844. Per Gross	9.00
Per Dozen, 80c.	
BAKELITE PIPES. B765. Per Gross	10.50
Per Dozen, 89c.	
GLOBE PENCIL SHARPENERS. B6289. Per Gross.	4.00
Per Dozen, 35c.	

N. SHURE CO.

ADAMS & WELLS ST.,
CHICAGO

REVISED AND UP-TO-DATE MACHINE List mailed you each Wednesday, showing Lowest Prices on Used Machines. Drop us a card and receive this list weekly.

KANSAS NOVELTY COMPANY

655 W. Douglas Ave. Wichita, Kan.
"Largest Stock of New and Used Machines in the Middle West."

Pacific Show In September

LOS ANGELES, Jan. 26.—The annual coin-machine exposition for the Pacific Coast territory has been changed from the March date to some time in September, according to a statement made this week by the convention management. The specific days for the show have not yet been announced. The decision includes the policy of holding the show in September each year thereafter.

A number of reasons were given for the change. Chiefly that holding the show in March worked hardship on exhibitors and operators alike due to the Chicago show being held in February. Newer exhibits and a larger attendance from all sections of the country are anticipated by holding the West Coast show in September. The coin-machine industry on the Pacific Coast has made remarkable progress since the first annual show was held in March, 1934.

"Silent" Cohen Buys Used Games in Cities

CHICAGO, Jan. 26.—"Silent" William Cohen, Silent Sales Company, Minneapolis, made a recent visit to Chicago in advance of the cold wave which swept over the country. He stated that his firm is again donating pinball games to charitable institutions and that the games donated this year will be bigger and better. He claims to have originated the practice of donating games to institutions, which has accomplished much in building good will for the industry in many cities. The plan which he formulated about a year ago to provide pinball games for veterans' hospitals was not accepted by the government, he said.

Cohen has made a thoro study of distributing problems of the coin-machine industry, from the angle of the distributor, and says the jobber and distributor does not "have a bed of roses." He con-

demns most emphatically those manufacturers who accept quantity orders from a local distributor and then sell direct to customers thru traveling representatives in his territory.

His firm has been buying used machines for the past few months in a number of the large cities and taking them into the small-town territory in his section of the country. It has proved profitable for the operators in these fields and also for his firm. It also relieves the used-machine market that much, he says.

Detroit Reports Pickup Since Holiday Season

DETROIT, Jan. 26. — Detroit coin-machine operators report an increase in business in all types of machine play since the holidays. The boom is somewhat seasonal, but Detroit expects this probably more than any other city in the country on account of the usual pickup in automotive and other factory employment following the automobile shows.

W. N. Zerby, operator of the Freeman Speciality Company, particularly reports business better since Christmas. Pinball games have shown the biggest increase of any one item, as the vending machine lines usually have a more staple business with less fluctuations. With the return of men to the automobile factories the games are being played again and Detroit is genuinely recovering from the slump which for two months threatened to make this a dead town for machines.

Oldtimers Need Repair

To the Editor:

"Please" give me the following information if you can: Who made the old machines known as the Owl, the Judge and On the Square? I have recently set up these old relics and they are getting a tremendous play. But now I need parts for them and don't know where to get any. Can you help me?"—S. V. Company, Iowa.

THE VENDEX CO.

1129 Tremont St., Boston, Mass.

Pat. Pending

GREATEST PROFITS

With Series Boards, LITTLE BANKER, a series of 10 beautiful 150-hole Boards. Costs only \$4.95. Tax Paid. Order a series, place in 10 locations and earn \$20.00 or more next week while proving to yourself just how much you can make with series boards. You can't lose with LITTLE BANKER! Full instructions with order. Don't wait. Order NOW. One dollar deposit will bring you a set C. O. D. Ask about Talk of the Town.

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PAPER PRODUCTS CO.
WORLD'S FASTEST GROWING SALES ORGANIZATION

WANTING to see TWIN JACKPOT BELLS AND VENDEKS, \$38.00; to Jennings Little Duke Jackpot Bells or Vendex, Latest Owl Chute, \$17.50; Mills & Double Visible Lion's Head Jackpot Bells, \$37.50. 1/3 Deposit. Get our Prices on New and Used Latest Model Machines. KINZER NOVELTY CO., 1819 E. 66th St., Chicago.



Stop! Look! Order!
YOUR CHOICE OF
RED ARROW ROCKET CHAMPION

\$69.50 Check Separator Model, \$5.00 extra. All Machines Brand New. 1/3 With Order, Balance C. O. D.

Red Arrow, Regular Price, \$94.50
Rocket, Regular Price, \$82.50
Champion, Regular Price, \$89.50

SALE ENDS FEB. 7th
Wire Your Order Today.

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Will Present
AT BOOTHS 50-51-52
The Royal Flush of the Show

10 TRUE DICE
K Chicago EXPRESS
J MATCH A-BALL
A REX
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Will Only Be Seen at the Show.
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MANUFACTURING CO.
200 So. Peoria St.
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SUBWAY SPECIAL	\$17.50	MILLS OFFICIAL	\$ 3.00
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DROP KICK	22.50	MAJIK KEYS KICKER	22.50
GOLDEN GATE	13.50	LIGHTNINGS	18.00
FLEET	12.50	BLUE STREAK	10.00
SIGNAL, JR.	22.50	MERRY-GO-ROUND	18.00
SIGNAL, SR.	35.00		

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Lightnings\$10.00
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CRANES, DIGGERS, PIN GAMES AND SPORTLANDS—WRITE FOR OUR LATEST PRICE LISTS—THERE ARE HUNDREDS OF SPECIALS LISTED FOR YOU PLEASE STATE YOUR BUSINESS.

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SENIOR 22 in. by 48 in. **\$58.50**
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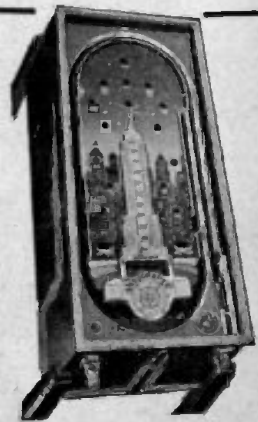
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Check Separator Model, \$5.00 Extra.

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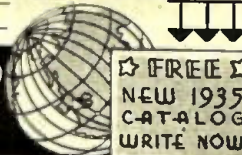
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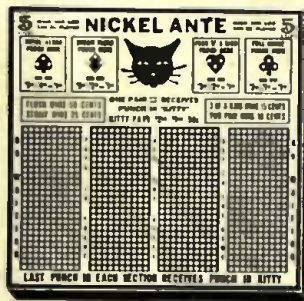
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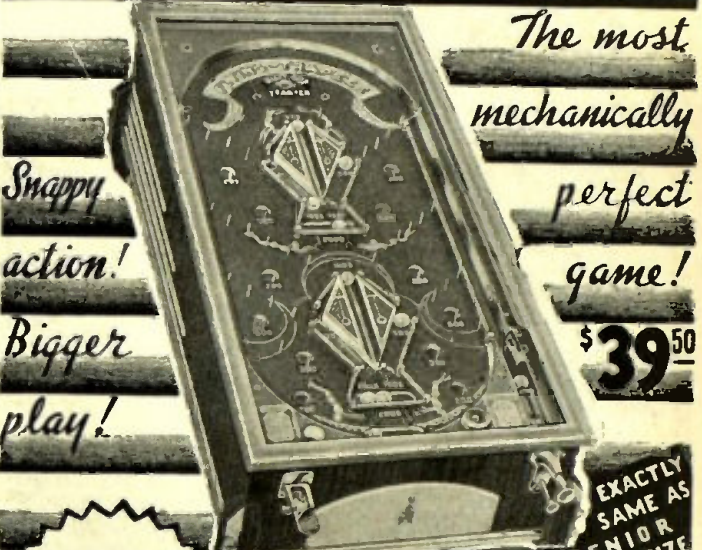
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400 - 450
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600 - 650
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950 - 1000

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