

NOVEMBER 30, 1935

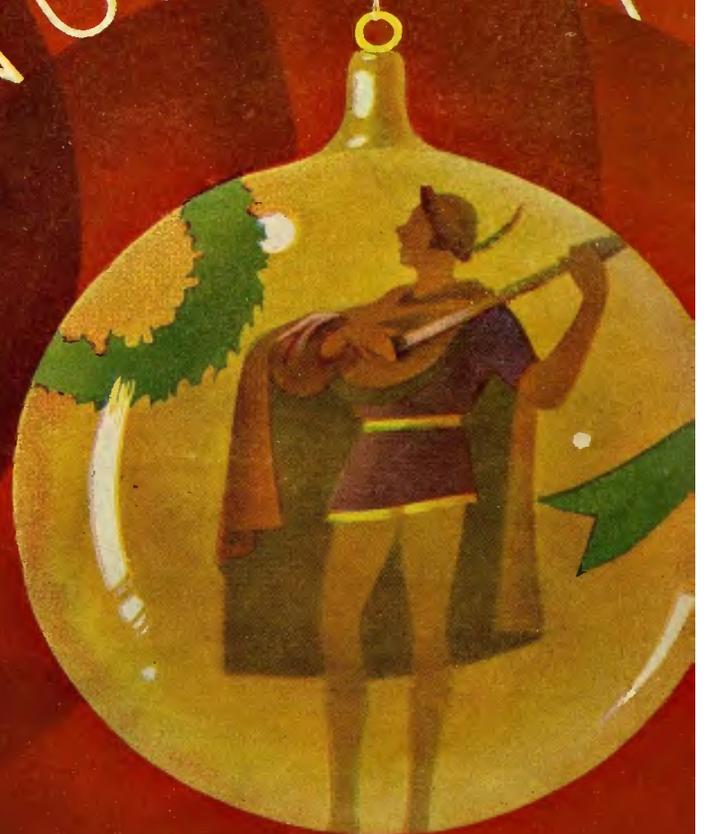
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# The Billboard

Vol. XLVII  
No. 48

The World's Foremost Amusement Weekly

November 30,  
1935

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## PUBLIC WANTS VAUDEVILLE

### Music Clubs Aid WPA Plan

*National Federation lines up behind Federal music project—full co-operation*

NEW YORK, Nov. 23.—The National Federation of Music Clubs, representing 400,000 women, is being lined up behind the Federal Music Project of the WPA. Mrs. John A. Jardine, president of the federation, has asked all members to lend their full co-operation to any musical enterprise which may be inaugurated under federal auspices.

Mrs. Jardine says, "I believe that the Federal Music Project will be of value not only for the employment it will afford to the musicians themselves, but for the vast benefit it will be to public morale to have an extension of opportunities to hear good music."

The federation, she points out, has been active the past two years in serving "the cause of the unemployed and needy musician thru co-operation with local and state emergency relief administrations," altho the federation was "somewhat hampered" due to the absence of a definite setup for the projects.

Dr. Nicolai Sokoloff, Federal director of music, announces that local composers who wish to submit compositions for public presentation by the Federal music units should contact Chalmers Clifton, 111 Eighth avenue.

### Rogers Memorial Fund Accepts Gift of \$1,000,000 NVA Lodge

NEW YORK, Nov. 23.—The famous NVA Sanitarium in Saranac Lake has been given into new hands which promise to carry on the work of taking care of "the profession." Center of a hundred storms ever since E. F. Albee and the circuits had it built several years ago, the beautiful san atop Skion Kop hill is being taken over by the Will Rogers Memorial Fund. The NVA Fund is giving the lodge and 40 acres of land as an outright gift to the Rogers fund,

**Thes You!**

NEW YORK, Nov. 23.—Among the newspapers queried by The Billboard on running a vaudeville ballot box was The Athol (Mass.) Daily News. Part of that paper's reply stated that the sheet would be glad to publish your ballot at our regular advertising space rates, which are 50 cents an inch, except on the front page, which would be \$1 an inch.

### Circus Again Active For Sarasota Fiesta

SARASOTA, Fla., Nov. 23.—The 1935 edition of the Pageant of Sara de Sota will be presented on February 21 and 22, it was announced by Lamar B. Dozier, president of Sarasota Junior Chamber of Commerce, following a conference with Ringling-B. & B. Circus officials here. Setting of dates had been postponed because co-operation of the circus is a principal factor in staging the annual Spanish fiesta, successfully revived last year after being dormant several years.

Sarasota County Agricultural Fair, companion event of Sarasota County (See CIRCUS AGAIN on page 100)

### Sells-Floto Title Off Shelf; Combined With Barnes Circus

SARASOTA, Fla., Nov. 23.—The Sells-Floto Circus, on the shelf for several years, will go out again next season—in name only. This title will be combined with the Al G. Barnes title to

which will rename the project the Will Rogers Memorial Hospital.

The NVA Fund has turned the deed over to the Rogers fund, along with a guarantee that the five circuits (Fox West Coast, Loew, Paramount, RKO and Warner) will raise at least \$100,000 a year the next five years to keep the san running. The money raising will probably be done thru annual subscription drives conducted in theaters thruout the country. Nothing is definite as to what happens after the five years, but Rogers fund officials say they hope the drives will (See ROGERS MEMORIAL on page 41)

### Editors Thruout Nation Reveal That Opinion Favors Stage Shows

*Poll of readers to be conducted in some spots—many editors indicate advertising pressure of pix chains when asked by The Billboard to run ballots for readers*

NEW YORK, Nov. 23.—A strong public demand for vaudeville thruout the United States is indicated from data gathered in a nation-wide survey of leading newspapers by The Billboard. Purpose of the survey was to establish by the ultimate barometer—the theatergoer—the public's attitude toward vaudeville. The preliminary findings of the survey, as gathered from the opinions of newspaper editors, are presented here. A second return will be published next week, quoting comments from readers of various newspapers. Originally the survey was to represent a direct poll of newspaper readers, and 175 dailies were invited to participate. The response can be roughly divided as follows: Those who failed to answer; those who stated they were not interested; those who explained that various publication problems, such as recent polls of another nature, prevent entry; those (quoted below) who stated unequivocally that residents of their cities favor the return of vaudeville, and finally those who ascribed to local advertising pressure their inability to participate in the poll. This last is the most important factor, from the standpoint of those interested in the return of vaude. The inference, as drawn from the various answers, is that motion picture interests are opposing attempts to canvas public opinion on the resumption of vaude.

### League Memorial Service

CHICAGO, Nov. 23.—The annual memorial service of the Showmen's League of America will be held at Showmen's Rest, Woodlawn Cemetery, next Sunday, December 1, at 2 o'clock. As usual, those who wish to attend will meet at the Hotel Sherman not later than 1 o'clock and transportation to Woodlawn Cemetery will be provided.

The following are excerpts from letters received from editors:  
"Our local connections are such that we would run into many difficulties."  
(See POLL SHOWS on page 16)

### Billers, General Agents Will Meet in Pittsburgh

CHICAGO, Nov. 23.—Meeting of circus general agents and representatives of the billposters' union will meet at the Roosevelt Hotel, Pittsburgh, December 9 to arrange the wage scale and working conditions for the season of 1936.

### Equity Straw Vote Shows Many Sitting on the Fence

NEW YORK, Nov. 23.—No matter which way the wind blows at the decisive Equity meeting scheduled for Monday afternoon at the Astor, at which there will be a showdown between the present administration and the Actors' Forum

group, the question has stirred up the rank and file of the organization more than anything in recent years. Members have been giving thought and careful consideration to the question, as established in a straw vote taken by The Billboard during the past three weeks. Actors were picked at random from casts now playing on Broadway and asked to express their opinions. Names, it was (See EQUITY STRAW on page 12)

### Detroit Lays Down Law to Burlesque

DETROIT, Nov. 23.—Police Commissioner Heinrich A. Pickett warned all four local burlesque managers Monday that the present kind of entertainment must be discontinued. He threatened to recommend to the Mayor that their license be revoked.

Pickett said that the suggestive dances he had seen, the language that he had heard, and the lack of clothing had thoroughly shocked him. "This sort of thing must stop," he told the managers. "There will be no next time. If improvement isn't shown, I'll recommend to the Mayor that your license be revoked."

Lieutenant Lester Potter, police censor, arrested one actress at the Empire Theater Friday. She was fined \$15 or 30 days by Judge Donald Van Zile in Recorder's Court the next day for alleged appearance in the nude.

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### WPA Not Reopening Free N. Y. School

NEW YORK, Nov. 23.—Despite petitions by students of the WPA's Free School of Dance, Music and Drama, which was closed two weeks ago, the WPA authorities have shown no inclination to reconsider their original order. The two floors formerly occupied by the school at 117 West 46th street will house temporarily other theatrical relief activities. Meanwhile, Chorus Equity, whose 19-year-old school was forced to close due to competition from the free school, is considering reopening its studios. It has available space for a school in its quarters.

# Local 802 Rallies Support To Fight on Sokoloff Policy

**Musician spokesmen attack WPA policies—claim tearing down of union scale, encouragement of competitive projects—backed by opera and symphony groups**

NEW YORK, Nov. 23.—Support of the policies of Local 802, American Federation of Musicians, in opposing the methods of administration of the Federal Music Projects of the Works Progress Administration, was pledged at a meeting of allied unions yesterday. The practices of the administrator of the FMP, Dr. Nikolai Sokoloff, were condemned again by all speakers at the meeting, the first time in the history of the music profession that the unions represented had gotten together. In addition to spokesmen for Local 802, representatives of the Philharmonic Society, the Metropolitan Opera, the National Association of Composers and Conductors, the Grand Opera Artists' Association of America and the Associated Music Teachers' League attended.

Principal speaker was Dave Freed, secretary of the welfare committee of Local 802. Freed denied a recent statement made in print by Olin Downes, music critic of *The New York Times*, in which the latter said that Dr. Sokoloff was responsible for several innovations in the music project beneficial to both public and musicians. Instead, charged Freed, Sokoloff has injured the working standards of musicians and cut their wages by increasing services on WPA projects, to amounts less than those paid bricklayers. It was alleged that if conditions were not changed the music profession would be back where it was years ago, when musicians, composers and singers starved. Sokoloff, said Freed, stated recently that musicians should work for \$1 a week, if necessary, "for art's sake."

Freed claimed that the recently announced policy of charging admission to WPA vaudeville, legit and music projects.

(See LOCAL 802 on page 43)

## GTE Reorg Is Approved

WILMINGTON, Nov. 23.—Chancellor Josiah Wolcott has approved the reorganization plan submitted by a committee of debenture holders of General Theaters Equipment, Inc., in receivership since February, 1932. Suit to delay such approval has been dismissed.

Agreement provides releases of obligation to be given Chase National Bank, Amerex Holding Corporation, directors and officials of the bank and associates in financing GTE by Senator Daniel Hastings, receiver. Chase Bank will reduce its claim by \$462,676.

## WPA Show Projects May Get Going Soon

NEW YORK, Nov. 23.—After plenty of red tape, confusion and stalling, it appears as tho the new vaudeville, musical comedy and circus projects will finally get going. For the first time, the four leaders of this movement will confer today (Saturday) on policies and personnel. They are Mrs. Hallie Flanagan, Elmer Rice, Ralph Whitehead and Eddie Dowling. Plans include centralizing the project's administration in Times Square, with Dowling's St. James Theater as headquarters and the 117 West Forty-Sixth Street Building as rehearsal hall.

Rice again insists that withdrawal of drama and vaudeville units from the CCC camps for the winter will not deprive any unit performers of jobs, claiming he has signed enough new local projects to keep them working. Mrs. Flanagan says there are now over 3,200 theater people on relief rolls and that the projects already approved will take care of more than 3,000 people.

Seventeen hundred are already on work projects pay roll, and others are being added at the rate of 150 a day. Robert Malcolm has been named New Jersey supervisor for the WPA theater project with offices at 1060 Broad Street, Newark.

## Fan

PITTSBURGH, Nov. 23.—Marie Weller, local Ginger Rogers fan, hitch-hiked 4,000 miles to Hollywood to have lunch with her favorite star. Ginger's fan No. 1 is back now and declares that she'd be willing to do it all over again.

## New Jersey Relief Gets Under Way

NEWARK, N. J., Nov. 23.—Malcolm W. Bendall, of Belleville, N. J., has been appointed State supervisor of the WPA federal theater project in New Jersey. Announcement of his appointment was made by William H. J. Ely, State WPA director. Bendall, who played on the stage as Robert Malcolm, is said to have taken part in more than 200 dramatic productions.

Bendall, or Malcolm, has begun organizing companies of unemployed actors from his office at 1060 Broad street, and hopes to start production within six weeks. His difficulty now, he says, is obtaining names of unemployed actors and actresses in the State. WPA regulations require that 90 per cent of those employed must come from relief rolls.

"We know that there are between 2,000 and 3,000 actors in New Jersey," he said, "but we do not know how many are on relief, as many have registered under other occupational classifications."

The new supervisor said the companies would be organized on similar lines to those in New York, and expects to have seven or eight units in as many counties ready to present plays when requested. Most of the plays, he said, will be given in church or school auditoriums or before civic or fraternal organizations. A small admission charge will be made by the sponsoring group to pay incidental expenses of production. Salaries of the actors will be paid by the WPA.

He says he feels convinced the project will awaken interest of the American people in the legitimate theater. "Except for the metropolitan area," said Bendall, "the present generation knows little of the stage. This project should mean the rehabilitation of the American actor and the theater and I might add the American people where the theater is concerned."

## First Philly Sunday Clicks Despite Storm

PHILADELPHIA, Nov. 23.—In spite of a pounding sleet storm, which converted the streets into treacherous, slippery thoroughfares, more than 200,000 Philadelphians attended their first Sunday movie show last Sunday.

The turnout was viewed with jubilation by local exhibitors. The attendance and the grosses were below expectations, but in spite of the bad weather break it was definitely proved that the idea is popular with local movie fans. Nearly two-thirds of the people who voted for the measure backed up their wishes with ticket buying on the worst day so far this fall.

In most spots downtown the matinees were light, but the evening trade was fairly heavy. Cream of the trade went to *Mutiny on the Bounty* at the Stanley, which was forced to stop selling tickets at 8 o'clock, tho the window was reopened at 10 for the last show. In the neighborhoods, the matinee as a whole was heavier than the night, tho the thickly settled sections of the city reported good business all day.

According to Warner officials, so far as their theaters were concerned, both first-run and neighborhood, the chain did better than an average day's business, a remarkable showing in the face of the weather.

## N. Y. Booth Situation Quiet; Chi Elections; Coast Trouble

NEW YORK, Nov. 23.—The movie operator situation was quiet this week. Local 306 is still negotiating for absorption of the Empire State and Allied organizations, but the merger is not expected before the first of the year.

Negotiations between Local 306 and Skouras and Randorfe are continuing. No trouble is expected.

Only Broadway cross picketing still going on is 306's picketing of the Astor and Allied's picketing of Loew's State. No. 306 is still picketing the Harris Circuit houses and a Brooklyn burlesque house in conjunction with the stagehand and musician locals.

Court suits continue, however. Justice James C. Cropsy reserved decision Thursday on an action by the Estates Operating Company for a permanent injunction restraining Allied from enforcing a contract for employment of Allied members.

CHICAGO, Nov. 23.—The International Alliance of Theatrical Employees is com-

## WPA Chicago Drama Units To Play Own Leased Theaters

CHICAGO, Nov. 23.—The first two WPA theatrical projects to be put in operation here will employ around 370 people and their productions will be

presenting its reorganization of the local operators' union, which it took over when the president, Tom Maloy, was shot-down several months ago.

At a peaceful meeting attended by about 500 members, the union moved to regain local autonomy when it nominated for office: president, Peter Shayne; vice-president, Glenn Sweeney; business agent, Frank Clifford, and secretary-treasurer, Neal Bishop.

HOLLYWOOD, Nov. 23.—The IATSE was given another wallop this week when Paramount demanded IA members of a crew going to New York to film *Three Hours by Air* to resign. The move is interpreted as a plan to prevent difficulties similar to those experienced by indie producers in the East the past few months.

The jurisdictional fight between the IA and the International Brotherhood of Electrical Workers has given the studios a lot of headaches lately.

## Pre-Meeting Equity Confab

**"Centrists" reported asking Forum for stand before big showdown meeting**

NEW YORK, Nov. 23.—A sudden realization that many legit actors are hazy about the Forum vs. Administration squabble in Equity resulted this week in more action on the part of the newly formed "third party." At a meeting held Tuesday morning, to which Forum and Administration members were invited, the "Centrists" endeavored to clear up the issue by grilling George Heller, Albert Van Dekker and Sam Jaffee, prominent Forum men.

Altho Bretaigne Windust, chairman of the meeting, and Osgood Perkins, who is the first vice-president of Equity, both claimed subsequently that the issue of Communism had not been brought up, it is said that the Forum members were asked whether or not they were Communists. Heller, who acted as spokesman for the Forum supporters and thus was subjected to the severest grilling, replied, according to actors present, "Well, I am not a member of the Communist party."

Perkins' statement that the issue of Communism had not been raised was later qualified by the remark that if it had been raised, "a good laugh was had by all."

Heller, apropos of questions regarding the formation of the Forum, the personnel and tactics of its steering committee, and its ambitions, said definitely that the Forum sought neither control of Equity nor its offices.

Frank Gillmore, Equity president, tho notified of Tuesday's meeting, did not attend. Among those present were Paul N. Turner, Equity counsel, and his associate, Rebecca Brownstein, who attended in an unofficial capacity.

## Opera "Donation" Scale Now Out

NEW YORK, Nov. 23.—Ending a three-year "donation" period, Local 802, American Federation of Musicians, has secured restoration of the \$128 minimum wage scale for musicians working at the Metropolitan Opera House, New York. In 1932, because of the financial difficulties of the Metrop, the musicians granted this cut in the form of a donation to the opera company.

Edward Johnson, recently appointed general manager of the Metrop, negotiated with delegates from the local. This is the second major cut restoration secured by the union, a similar 15 per cent donation on the \$90 minimum granted the New York Philharmonic Society also having been ended this season. The Philharmonic cut was previously reduced from 20 per cent.

Both restorations are part of the drive of the local to restore full scale prices for members.

## Kinsey Players Still Clicking

CANTON, O., Nov. 23.—Kinsey Players, now in their fifth week at the Grand Opera House here, continue to attract satisfactory patronage. Policy of two bills weekly is being maintained. Amateurs on Monday night is helping set the week off to a good start. This feature is offered immediately following the regular bill with Chuck Healy, former vaudeville dancer, as master of ceremonies. Vaudeville acts are also being used the last half of the week. Pie Plant Pete, WTAM hillbilly, is on the current bill. Company is playing seven nights a week and three matinees. A five-piece pit band is featured, and there also is a union stage crew.

CORRECTION: J. D. Jones, manager of the four R.J.R. theaters of San Angelo, Texas, for 14 years, in partnership with Robb and Rowley of Dallas, continues in charge. Harold Youngblood is now assistant to Jones but does not succeed him, as was incorrectly stated the issue of October 19.

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An appropriation of \$125,000 has been secured from Washington to cover Project No. 1 which is expected to get under way some time next week. This project calls for the services of 230 people, 65 of whom will be actors. Others will be technicians, stagehands and unskilled labor.

(See WPA CHICAGO on page 12)

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O. V. BOYGE, 15 Washington St. Salamanca, New York.

**HARVEY PLAYERS** want people all lines for circle stock, especially piano player; preference double parts. All winter South. Co-operative. Join on wire. Open Nov. 30, Dycarsburg, Tenn.

Conducted by M. H. SHAPIRO—Address Radio, Music and Orchestra Communications to 1584 Broadway, New York City.

# DENY DON LEE-CBS SPLIT

## Contract Reported as Renewed For Another Year at Least

*Rumors in East and on Coast had CBS breaking away from Don Lee chain affiliation—George A. Richards and Leo Fitzpatrick mentioned in proposed deal*

SAN FRANCISCO, Nov. 23.—Squashing all rumors to the contrary, the Don Lee network will continue to be the CBS Pacific Coast outlet—at least for another year. It has just been revealed here that an extension of the present contract between the two was signed in New York in October. This extension is to run until January 31, 1937. Rumor for some time has been that CBS, anxious to develop its own string of stations on the West Coast, was casting about for a means of discontinuing its affiliation with the Don Lee network. This has been vigorously denied by Don Lee officials many times, but the rumor still persists. General impression is that, altho the contract has been signed, CBS will have one good year in which to look around, plan and then—

Meanwhile the chances of a third network actually becoming a reality on the Pacific Coast are brighter than for some months. Mutual Broadcasting System, the "east-of-the-Mississippi" chain, with powerful key cities in the Middle West and Central States, has gradually but surely been adding to its power and outlets. Its key stations include WLW, Cincinnati; WOR, Newark; WGN, Chicago, and CKLW, Detroit. In recent weeks the chain has relayed important programs to KNX, the 50,000-watt in Southern California and an independent broadcaster. Just a few weeks ago a direct line was installed between KNX and KSFO here, enabling the local broadcaster to take important air shows originating at the various Mutual stations in the East. If the trial setup is satisfactory further development by this chain along the Pacific Coast is likely, which means direct competition to CBS and NBC.

LOS ANGELES, Nov. 23.—Rumors afloat here that the Columbia Broadcasting System would cancel its affiliation with the Don Lee Broadcasting System and hook up with KMPC, Beverly Hills, and KROW, Oakland, were strenuously denied here this week by Don Lee officials. When H. P. Drey, station manager for KROW, was contacted he stated that "Columbia would have to present a mighty good proposition before he would consider." In Los Angeles Dick Connor, manager of KMPC, said that a deal was possible but that all statements on the matter would have to come thru CBS.

NEW YORK, Nov. 25.—Local inside rumors have mentioned the name of Dick Richards, of WJR, Detroit, and Leo Fitzpatrick, of the same station and National Association of Broadcasters' president, as working on a deal whereby Richards would be the big man on the Coast for Columbia Broadcasting System. Just what the proposed new setup would have meant is a question, but it is presumed that Richards, who is desirous of locating on the Coast, would do some station buying or acquire control of outlets and also be in a stock deal with CBS.

### Romaine Joins Rayner Co.

NEW YORK, Nov. 23.—Pierce L. Romaine, for the past three years with Station WMCA, has joined the Paul H. Rayner Company, station representative. Romaine started with the George Batten Company (now BBD&O) in 1922 and since then has been engaged in advertising and selling.

### Believing—No Seeing

TULSA, Nov. 23.—First issue of a newspaper sales promotion piece issued by KTUL has one page with a large empty box on it, the head reading: "Portrait of a Radio Wave." The underneath caption says that you can't see 'em and you can't feel 'em, but they certainly increase sales.

## Chains' 10-Month Period Leads '34

NEW YORK, Nov. 23.—National Broadcasting Company gross revenue for October was \$2,777,061, the biggest October in NBC history and \$614,000 better than September, 1935. The October billing brings the 10 months' total for NBC to \$25,607,472, which compares to \$22,373,686 for the same period of 1934, and is an increase of 14 per cent.

As previously announced, Columbia Broadcasting System also showed October as a big month, in fact the biggest in its history with gross revenue of \$1,930,512, an increase of 10 per cent over the same month in 1934. Total for 10 months in 1935 is \$14,029,437, which is about 22 per cent ahead of the same period last year.

### Houston Amateur Hour

HOUSTON, Nov. 23.—Houston is to have its own amateur radio hour. Will Horwitz, local independent movie impresario, has contracted Station KTRH for 52 broadcasts of one hour each for "the selection of local talent" to be sent, at my expense, to Columbia Broadcasting System for auditions." The broadcasts, which are to be of one-hour duration, will be staged at Uptown Hall, a part of the new and elaborate Uptown Theater completed last week by Mr. Horwitz.

Berton Tibbett, tenor-cousin of Lawrence Tibbett, has been engaged for a sustaining program over KMTR.

## Major Bowes the Social Whip Of Radio and Allied Circles

NEW YORK, Nov. 23.—Regardless of who is the social whip on Park avenue, on Broadway it is Major Edward Bowes, long considered as the stem's most gracious host. Apropos of nothing special, the Major gave a cocktail party at his apartment in the Capitol Theater Building Tuesday afternoon and the radio and allied celebrities that attended would make the combined efforts of all local "party" press agents seem like a flop at every start.

The note that does the trick runs like this:

"Dear Mr. Blank: Will you come to my Cocktail Party?" Then follows the date, the place and "You'll know everybody else present, and we can talk 'shop' to our hearts' content.

"Do drop me a note or telephone saying you'll come. Cordially," and signed "Major."

It happens that the Major's apartment is naturally equipped for such affairs and is a combination of art gallery and comfortable lounging spot, with full facilities for anything from a buffet to full course dinner. His wine cellar is mostly pre-prohibition.

Desirable newsmen always show up because guests may be contacted in one

### 'Amateur' Has Union Card

PHILADELPHIA, Nov. 23.—WDAS finally figured out what to do with the winner of the amateur contest station conducted a few months back for Frank Palumbo, night-club operator, and now everybody is happy. Winner was promised a 13-week radio contract, with WDAS giving the time and Palumbo paying the pennies. As fate would have it the winner turned out to be Eddie Stevens, a trumpet soloist. Station was at a loss how to spot him, and finally Stevens was added to the studio house band, getting 13 weeks of trumpeting to make him happy.

Musicians' union originally asked for a five-piece house crew at WDAS. Station compromised by using four. But since Eddie makes the fifth man with his trumpet, the musicians' union is happy.

## Chi Bands Warned About Title Plugs

CHICAGO, Nov. 23.—The threatened musicians' union ban on the plugging of picture titles in the broadcast of songs from remote control spots is now in force in this territory. Band leaders have been notified that title of picture or name of producer must not be mentioned in announcing a song, as such mention would constitute a commercial announcement. Whether the ruling is really being enforced is questioned. Apparently there has been little cessation of such announcements, as far as could be learned. A query to the musicians' union as to whether penalties had been invoked on any orchestra elicited the information that there had been none. "But a general notification has gone out," an official of the union stated. Asked if the order would prevent the playing of many popular numbers because permission to play them is predicated on mentioning their source, an official said: "What the hell do we care whether they are played or not. If the ASCAP wants them played let it meet the requirements."

### Pearce and Gang to Chi

CHICAGO, Nov. 23.—Al Pearce and his gang will come to Chicago December 15 to broadcast their thrice-weekly program from the local NBC studios for an indefinite period. First broadcast from Chicago will be heard December 16. Accompanying Pearce and his entertainers will be a well-known Chicago orchestra to be announced later. Show is sponsored by the Pepsodent Company.

## WOR's Live Talent Show Starts Nov. 27

NEW YORK, Nov. 23.—The postponed program using live talent from a theater charging admittance, sponsored by the Tru-Blu Beer Company, will start Wednesday, November 27, from the stage of the Beacon Theater, motion picture house at Broadway and 74th street. Show is being produced in co-operation with the American Federation of Actors as part of the "bring back vaudeville" movement.

Labor troubles as a result of conflicting unions at the Beacon caused a postponement from last week, when it was decided to stage the show at the Roxy. Using a house where live talent was already being booked did not meet with the policy or the intent of the AFA movement. The radio acts at the Roxy would only displace other artists.

Show, which goes out over WOR, had already set Pat Rooney as emcee, George Hall's Orchestra, Freddy Leighton and Rosella, Margaret Young and Anthony and Rogers. Other talent will be heard on subsequent programs. Channing Brothers, interested in the beer concern, own the Beacon but are not operating it.

## FCC Tele Hearing Set Back to Jan. 6

WASHINGTON, Nov. 23.—Federal Communications Commission announces that the hearings which will be held by it on November 25 on the application of American Telephone and Telegraph Company and New York Telephone Company for an experimental coastal cable license only between New York and Philadelphia will be recessed to January 6, 1936, at which time hearings will be resumed for going fully and widely into aspects of commercial television.

This means, it is stated, that other organizations interested will be permitted to intervene. As a result, it is considered probable that such as the Postal and Western Union telegraph companies, National Association of Broadcasters, other telegraph companies, the motion picture people and the like will have the opportunity to get into the picture.

Wide interest is expected to be shown in developments at the January 6 hearings, not only upon the part of telegraph and radio interests but by the public as well.

## Phil Harris Signs With Hitz Hotels

CINCINNATI, Nov. 23.—Phil Harris and his orchestra, with Leah Ray, vocalist, who wound up a vaude tour at the RKO Shubert here Thursday, have been signed to a six-months' contract by Ralph Hitz, general manager of the National Hotel Management. Contracts were signed this week. Harris and his bandmen concluded a successful run with the Hitz hotel system early in the summer.

Under the new contract the Harris orchestra will open a month's engagement at the Adolphus Hotel, Dallas, December 1. On January 1 the band opens the Roosevelt Hotel, New Orleans, following with the Netherland Plaza, Cincinnati, March 1. From here the Harris music makers go to the New Yorker Hotel, opening April 1.

Phil Harris and his orchestra played a highly successful engagement at the Netherland Plaza here this spring, building up a huge following thru their frequent broadcasts over WLW, the "Nation's Station."

### Dave Elman Connects

NEW YORK, Nov. 23.—Dave Elman was set this week as radio director for Brooke, Smith & French advertising agency. Elman was previously radio director for Marshall & Pratt and with the Blackman Company.

Elman is now looking for a show for Hudson autos, planning a return to the air.

# The Program's the Thing

By DOUGLAS F. STORER



THE primary job of all advertising is to be seen or heard. It makes little difference what the product or how well the sales message is presented if it does not reach the eye or ear.

In the printed mediums we have the Audit Bureau of Circulation figures compiled at regular intervals and made available thru Standard Rate and Data. In other words, we know the guaranteed circulation of every newspaper and magazine of importance. There are also ways and means of knowing not only how many copies are sold, but also what class of readers those copies reach. For example, we know there are certain publications which are read principally by men. There are others, such as *Vogue* and *Harper's Bazaar*, that are read principally by women. And such publications as *Youth's Companion* are read almost entirely by boys and girls.



Douglas F. Storer

Likewise, in the newspaper field, we have an analysis of readers. A great deal of time and money has been spent by publishers to give detailed information as to what income groups read certain publications. I don't believe there is any type of individual of either sex who cannot buy a publication specifically planned to appeal to him. Rate cards are compiled from actual circulation figures, and some publications go so far as to guarantee minimum circulation. If the circulation falls below this guaranteed figure rebates are made.

Of course all these circulation figures mean the number of copies sold or given away. The publishers do not attempt to guarantee how many readers will see a full-page R. O. P., preferred position page, or relative value of black and white as against colors, or what number of people will read the various other units, such as half pages, quarter pages, etc. Some studies have been made, such as the Gallup Surveys, which give an indication as to the actual number of readers per full page, half page and certain preferred positions, in a few newspapers and magazines.

However, by and large, the advertiser buys space on the basis of copies bought or given away. He then depends upon art work, position, etc., to catch the eye of the reader as he turns the pages, and so arrest his attention to the point where the sales message is read. After this is accomplished the advertiser hopes for sales.

In other words, in the printed mediums the publication is the thing of first importance. Naturally, the type of reader is governed by the contents of the publications: editorials, features, stories, cartoons and what not. Then if the advertiser wants to reach the people who read this magazine he creates an advertisement to be included in its pages. The job of appealing to the type of individual he wants is a matter for the publisher to worry about—not the advertiser nor his agency. Incidentally, few advertisers or their agencies would attempt to tell the publisher or editor what type of editorial to run or what feature writers to hire.

In radio the problem is quite different. In the case of the printed mediums, as stated above, circulation is a matter for the publisher and editor to worry about. In radio circulation is a matter for the advertiser and his agency to worry about. The entire burden is on the program—the program is the thing.

Regardless of the product, the advertising message or the personal opinion of the sponsor and agency, the program must appeal to as wide a group as possible of those who are in a position to buy the product, at a cost which is low enough to be commercially profitable. After that is accomplished the results of the advertising itself must stand on its own two feet.

There is no regular survey in the printed mediums which gives a definite picture of the number of people who noticed an advertisement. In radio, however, we do have the Crossley Surveys and others which give us a fairly accurate picture of the number of people who hear a program. With the new method which has just been put into practice by Crossley we have an even more accurate gauge of the listeners, for telephone calls will be made four times a day instead of once on the following day. This will eliminate much of the memory factor and will serve to give us a better picture of the actual number of listeners, rather than the comparative number of listeners.

Personal likes and dislikes should be eliminated from the creation of a radio program just as they are eliminated from the creation of a magazine or newspaper. Programs must be built to appeal to the class of people who make up the manufacturer's market—not programs that tickle the fancy of those holding the purse strings.

If the product is bought and used by women the program must likewise appeal to women. In other words, such personalities as Bing Crosby, Morton Downey, Harry Richman, etc., are naturals for this appeal. If it is strictly a man's product a program must be built that will bring in the men listeners, such as Ruth Etting, the Boswell Sisters or Annette Hanshaw. For a general appeal to the mass buying market such personalities as B. A. Rolfe, who has successfully sold Lucky Strikes, Hudson and Terraplane cars and Goodrich Tires, will accomplish the purpose. Then there is Ray Noble, who has proved his popularity with old and young, rich and poor. That is why he is ideal for the new Coca-Cola program for an inexpensive product sold to everybody. He has mass appeal and at the same time upholds the dignity and class atmosphere typical of all Coca-Cola advertising.

The problem of reaching children with the correct type of program is a little more difficult. For we not only have to think of a program that will appeal to the youngsters, but at the same time will not upset them with blood-and-thunder stories and thereby incur the ill will of parents and teachers. This reminds me of the problem of this kind I once had when Ivory Soap wanted a program for children. At that time we created a program featuring Captain Tim Healy with his Ivory Stamp Club. The returns and the effect created have shown this

DOUGLAS F. STORER spent 10 years with John Curtiss Advertising Agency, New York, as account executive. He then became executive vice-president and general manager of Stations WSPD, Toledo, and WGHP, Detroit (now WXYZ), stations on the basic network of the Columbia Broadcasting System. Returning to New York in 1931, he joined the Blackman Company as director of radio, where he guided the radio activities of Procter & Gamble, United States Rubber Company, Socony Vacuum Corporation, Hudson Motor Car Company and others. In the summer of 1934 he joined Rockwell-O'Keefe as vice-president.

program to be one of the most outstanding child features ever to go on the air.

Besides the above problems of appealing to the right group there are occasionally times when advertising must do a peculiar type of job. For example, the Charis Corporation, maker of Charis and Swavis foundation garments, sells thruout the United States and Canada by means of house-to-house saleswomen only. The radio program for Charis first of all had to be instrumental in getting the saleswomen past the front door. The selling job was then up to them. Eddie and Ralph were chosen to do their *Sisters of the Skillet* act, and the saleswomen all became members of the *Sisters of the Skillet*. A very close contact between the radio audience and the program was established because women send in their problems to Eddie and Ralph in order to hear their amusing solutions. Beside this, a *Ilmerick* contest was started and blanks were distributed by the saleswomen. In other words, a rounded-out merchandising job was done, together with a very close tieup with the radio audience, saleswomen and the *Sisters of the Skillet* program.

The thinking of the Charis Corporation and its agent, the John L. Butler Company, of Philadelphia, has been more than justified, because on the one 15-minute program every Sunday afternoon the first six weeks have brought in almost 43,000 entries. Saleswomen have reported a remarkable increase in the number of homes entered, and the percentage of sales per call has increased remarkably.

To be successful a radio program must sell goods at a low cost per listener. Thus, all talent should be paid in proportion to ability to attract an audience, and no more. In other words, the cost of radio should be considered in the same light as the cost of space in the publication field. As already stated,

an advertiser buys space in the publication based on circulation, and so he should buy radio based on circulation. The cost of a program, including name star and supporting cast, should be determined by its ability to produce circulation or an audience. The one difference to be borne in mind is that in the publication field the advertiser buys total circulation and not the number of people who read his particular advertisement. In the case of radio he can determine approximately how many people listen to his program and thereby know how many people hear the sales message. In each case the type and method of presenting the sales message will determine the results of the message.

A high Crossley rating does not necessarily mean a program is a commercial success. It simply means that the audience is there, and it is up to the commercial part of the program to sell that audience. There have been cases where the star overshadows the product to the extent that the product became such an insignificant part of the show that few listeners could name the sponsor. Other programs with small talent costs and perhaps a small rating are extremely successful because the commercial is tied up so cleverly and becomes so much a part of the program that the listener hears and is convinced.

We believe that it is more advantageous to the sponsor, the agency, the star and ourselves to have a commercially natural program on the air than it is just to make a sale. In other words, everyone suffers in reputation and in financial returns when the program is not right.

The sales resulting from broadcast advertising is the thing that makes the program successful as an advertising medium, and an intelligent presentation of commercials is an important factor. When the Hudson Motor Car Company was on the air for an hour of dance music Saturday nights we had two commercial spots in the show besides the brief opening and closing announcement. One spot was a straight commercial delivered by a rapid-fire reporter, who was exclusively on the Hudson pay roll. His distinctive type of delivery not only registered upon the audience in no uncertain way, but when Billy Repaid was heard everyone knew it was Hudson or Terraplanes he was talking about, whether they heard every word of his talk or not. In our other spot we had various novelties. Perhaps scenes between well-known radio characters such as Sherlock Holmes and Dr. Watson, or Alice Frost in her imitations of famous people, which resulted in commercials not only extremely entertaining but commercially effective as well. When Guy Lombardo went on the air for Esso the audience never knew how the commercial would be presented to them, and the extreme novelty of the various ideas that were used caused wide and favorable comment.

Sponsored radio programs must sell. But they cannot sell unless they are so created and produced that they reach the greatest percentage possible of the prospective consumers. Personal opinion and likes and dislikes must be subjugated to the all-important fact that the program is the thing, and until this condition exists broadcast advertising will not reach its full effectiveness as an advertising medium.

## Nudity Takes a Back Seat

NUDITY, as far as its importance in the burlesque field is concerned, appears to be taking a back seat, its position at the head of the class, which it held for the last eight years or so, having been assumed by the suggestive—most times not so suggestive—material. Most of the complaints recently registered in New York against burlesque were directed at the dialog. The peculiar part of it is that there has been more stripping this season than in previous seasons. Yet only one house in New York, the Irving Place, caters to an audience that prefers stripping to dialog or specialties.

Reason for nudity's relegation to a minor position in burlesque are numerous. Burlesque houses in the bigger cities are now using anywhere from four to six strippers with each show. Naturally, interest always wanes in anything offered in excess. And when an audience gets six strippers and a dozen or so chorines and showgirls for additional nudity, it is bound to become disinterested and take to that of which it gets little. Certainly, in burlesque today good material is a rarity.

Furthermore, burlesque is not the only field that offers the public a bird's-eye view of the "body beautiful." It so happens that almost every unit in the vaudeville field includes as one of its features either a fan dance or some other form of nudity. Then, too, the night club field has extended itself this season in playing up nudity. Both

(See NUDITY TAKES A BACK page 22)



**ERNIE AND HIS ORCHESTRA**  
 Broadcasting Via WTIC-NBC.  
**AND HIS FAMOUS ORCHESTRA**  
 NOW ON TOUR.  
 Dir. CONSOLIDATED RADIO ARTISTS.  
 1619 Broadway, New York, N. Y.

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

**LEO KAHN AND HIS ORCHESTRA**

Broadway's Sensation  
**PAUL MARTELL AND HIS ORCHESTRA**  
 100th Week Arcadia Ballroom, New York

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

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

**FRANK MORGAN AND HIS 25th CENTURY ORCHESTRA**

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

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

**DON RICHARDS AND HIS MUSIC**  
 Now Playing  
 CASINO MONTCLAIR, New York, N. Y.  
 Smart Rhythms For the Smart Set  
 Exclusive Management  
 EDW. I. FISHMAN,  
 Orchestra Corp. of America,  
 1619 Broadway,  
 New York, N. Y.

**"MIKE" DURSO**  
 The Voice of the Golden Trombone  
 NOW ON TOUR.  
 TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

**NBC Artists' Bureau Exploiting Bands**

NEW YORK, Nov. 23.—Band booking department of the National Broadcasting Company's artists' bureau this week issued its first general sales promotion offerings since the department was set up in May of this year. Previously the department sent out three promotion items on individual bands only, those of Richard Himber, Jolly Coburn and Joe Venuti. Network's attitude was that before generally plugging the department or its orchestras it was first necessary to line up a good list of bands. NBC now has about 25 of them.

One of the plugs is somewhat similar to another artists' bureau promotion piece, in booklet form, and dealing with news of the NBC bands. This is to be issued at fairly regular times, most likely about once a month. First issue, which was primarily intended for the hotel convention in New York this week, lists the bands, when they are on the air, and where some of them are playing.

Other piece was a folder, with pictures and biographies of most of the NBC leaders. Some of the leaders included are Charles Boulanger, Louis Breesse, Joel Candullo, Reggie Childs, Leonard Keller, Eric Madriguera, Oliver Naylor, Harry Reser, Joe Rines, Luigi Romanelli, William Scotti, Harold Stein, Paul Whiteman and Leo Zollo.

**Sez WIP to WFIL**

PHILADELPHIA, Nov. 23.—WIP is asking WFIL how come, and emphatically. WFIL has put out a publicity brochure for its Women's Club of the Air participating program conducted by Anice Ives. Miss Ives in former years was with WIP and started the Women's Club about three months ago. Peeve concerns the inclusion of pictures showing audience that were used in the brochure. Close examination reveals that the pictures are those of the WIP Homemakers' Club, a ladies' affair also on a participating basis, two of them taken in the WIP Auditorium and a third showing the ladies on picnic. All the pix were originally copyrighted by WIP.

*"So this is Harris"*  
*on a*  
*"Melody Cruise"*



for the next 6 Months in the leading hotels of the National Hotel Management Chain

THANKS TO  
 Ralph Hitz and Seymour Weiss  
**PHIL HARRIS**  
 AND HIS ORCHESTRA  
 with LEAH RAY

**STATION NOTES**

Address All Communications to the New York Office

KPRC and KTRH, Houston, antenna tower rising 375 feet into the air, first of its kind in the Southwest, was completed last week. This tower, representing the latest development in radio engineering, will serve both Radio Stations KPRC and KTRH. Tower proper is made of fabricated steel and is self-supporting, requiring no guy wires. Approximately 23 tons of steel went into the tower and the structural work represents a combination of bolting and welding. Altho KPRC will not begin operations over the new system until first part of 1936, Station KTRH has already begun operating thru the antenna.

PHILIP IRVING, Pat of the Pat and Patty team on WIP, has left Philadelphia for New York to write the musical score for a forthcoming revue.

ELEANOR COOPER has teamed with Ted Hale for a new boy and girl act on WFIL, Philadelphia. Eleanor Cooper comes from WIP, Hale is WFIL studio accompanist, and script furnished by Murray Arnold, station program chief.

F. BADEN POWELL, newly appointed radio editor and publicist for Iowa Broadcasting System, goes to *The Des Moines Register's* Sunday magazine and succeeded by Mary Little.

LEW GOGBERTY'S Orchestra is now the studio band for WBIG, Greensboro, N. C.

PROBABLY one of the most spontaneous air weddings ever assembled was on KSO last week when two country couples had the knot tied at Hampton, Ia., for the Independent Grocers' Association. All of the merchants in the town tied in and Dale Morgan's inquiring microphone caught all the ceremony.

LOWELL BLANCHARD has left a popular announcing place with Iowa Broadcasting System for XYZ, Detroit. Feel-

ing that often listeners, on learning that a favorite announcer is going to another station feel some resentment. Reggie Martin, special events director for IBS, threw a large party for Blanchard at the Tropical Room of Hotel Fort Des Moines, to which all employees of IBS were guests and gave Blanchard a sendoff, with the party also on the air.

WQBC, Vicksburg, Miss., *Post-Herald* station has a new series sponsored by a local optometrist. Program, prepared by the educational department of the Better Vision Institute of New York, will feature transcriptions of musical selections and talks by internationally known authorities.

DON HIRSCH, Pittsburgh *Press* copy reader, succeeded Cy King as *The Press* newsreeler on KDKA, Pittsburgh, last week. Mr. King, who became well known for his radio work here for the last four years, accepted a news reporter's position with WBEN in Buffalo, N. Y.

ERNIE SMITH, formerly with WADM, Anderson, S. C., is now program director of WBIG, Greensboro, N. C. He succeeds Johnnie Miller, who left WBIG for WSJS, Winston-Salem, N. C.

WILLIAM SCHUDT JR., manager of WBT, Charlotte, N. C., is back at the station after a trip to the CBS headquarters in New York.

KTUL, Columbia affiliate in Tulsa, Okla., has just issued the first copy of a large four-page newspaper called *That Atr Business*. Copy not only plugs KTUL, but radio advertising itself.

WSM, Nashville, Tenn., has arranged to have a microphone at the meeting of Southeastern sports writers' meeting shortly to select the official all-star team for the Big 13. Jack Harris, (See *STATION NOTES* on page 12)

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

**FRED YANKEE** AND HIS  
 NOW ON TOUR.  
 SOCIETY SWING-ORCHESTRA  
 Permanent Address 350 West End Ave.,  
 New York, N. Y.

Now Playing at the  
 FAMOUS DOOR, New York  
**WINGY MANNONE**  
 (The New Orleans Swing King and His Jam Band)  
 Exclusive Mgt. MILLS ARTISTS, INC.,  
 789 7th Avenue, New York City.

★★★★ ERNIE  
**WARREN**  
 AND HIS ORCHESTRA.  
 Direction, MILLS ARTISTS, INC.  
 789 7th Avenue, New York, N. Y.

★ **HENRY HALSTEAD**  
 AND HIS ORCHESTRA  
 COCONUT GROVE,  
 Hotel Park Central, New York City.  
 Exclusive Management  
 EDW. O. FISHERMAN,  
 O. G. A., New York City.  
 1619 Broadway, New York City.

J. L. FRANK  
 PRESENTS THE  
**LOG CABIN BOYS**  
 Address  
 WHAS  
 LOUISVILLE, KY.

# PROGRAM REVIEWS

(EST Unless Otherwise Indicated.)

## "Red Horse Tavern"

Reviewed Friday, 8-8:30 p.m. Style—Musical, with emcee. Sponsor—Socony Vacuum Oil Company, Inc. Station—WABC (CBS network).

The sign of the Flying Red Horse has been waving back and forth in an uncertain breeze for awhile but seems to have found itself again and settled down to dispensing attractive entertainment. Trouble was probably mostly due to inability to grab of a good emcee and the fact that Eleanor Powell couldn't be set for a run until this week. The "tavern" is merely used as a setting for the program and show fortunately is not run off as tho the producers insisted that the listener really believe there is such a place. Debut of the legit actor, Osgood Perkins, as radio material gives every evidence of being a happy one. Perkins had some fairly good continuity and sold his stuff nicely, bringing Miss Powell on, announcing the orchestra's selections and otherwise filling in with occasional remarks that fitted well.

Miss Powell made her first appearance early on the program, doing a song before going into her inimitable taps. Orchestra and voices sought to blend in with the dancing but on occasion should have been faded out more. Second appearance of the dancer held a brief interview by Perkins and Miss Powell brought on a colored boy who had been one of the "instinctive dancers" she noted on the sidewalks. The kid proved a wew on talk and went into his dance, Miss Powell joining later on. Studio audience certainly was "murdered" and ate it up in gobs. Toward the close Miss Powell did an impersonation of Katharine Hepburn after some talk about her work in the film *Broadway Melody*.

Freddie Rich Orchestra and the Tavern singers, comprised of 16 mixed voices, also a male quartet, supplied the musical and vocal interludes in a pleasing manner. *The Continental*, grand finale, was good, with the whole troupe on okeh. Program as it stands is a lively, smooth half hour of entertainment; everything clicked. If time allowed, Perkins might work in short bits from his shows and

further enhance the program. But this would probably be a better proposition on a 45-minute run.

Mobiloil first credit was a brief one, touching on winter change of oil. Toward the close of the Socony Vacuum plan as worked out by its engineers was stressed, the special Winterproof plan, taking less than an hour including the radiator non-freeze stuff; change of oil for the engine, something for the gears, and grease for the chassis, etc.

M. H. S.

## Hoppe-Cochran Match

Reviewed Tuesday, 11:45 p.m.—12 midnight. Style — Championship billiard match. Sustaining, on WEAJ (NBC network).

NBC suddenly switched this program on at the approximate time listed above. Point of origination was the Bal Tabarin in the Sherman Hotel, Chicago, and possibly local outlets there used more time on the match. Occasion was the world's three-cushion championship match between the idol Willie Hoppe, of New York, and Welker Cochran, of San Francisco. This playoff of course was the final match of the tournament. Among fans, this match was a sensational climax to the tournament and NBC did well to grab off a cross section of the play and give radio listeners an idea of what was going on and how the match was progressing so far. This particular station did not carry the program beyond 12 midnight and consequently the match was tuned out around the 41 to 39 score in favor of Hoppe. (Welker eventually won the match 50 to 48).

First time on the air, such a match shows fine potentialities of being worthy of a sponsor. A manufacturer of men's products should grab it next time. Strange as it may seem, whether or not one is interested in billiards, the show creates a great amount of fascination and suspense. One announcer handled the game in a general way, speaking very low. The other announcer, Charlie Peterson, described the shots also in confidential style. One mike was hung directly over the table and the click of the ivories could be heard with the suspense created while waiting for the other connecting clicks. Progress of the ball would be described and the groans and moans of the crowd were also in evidence. There was suitable comment by the announcers and withal a very interesting special event broadcast. The "kiss" and "four cushion banks" have great possibilities.

M. H. S.

## Clyde Lucas

Reviewed Wednesday, 8-8:30 p.m. Style — Musical and emcee. Sponsor—Life Savers, Inc. Station—WJZ (NBC network).

Clyde Lucas and orchestra recently joined the *Life Saver Rendezvous*, replacing Aldo Ricci. Show remains the same pretty much with the night spot atmosphere sought, although improved over past performances. Ward Wilson acts as emcee and also contributes an impersonation of one or more prominent radio artists. Phil Dusey has the solo assignment and as usual does an excellent job. Jane Williams does as much for the feminine end of the show and on occasion she and Dusey combine for a duet.

Seems that the solo stuff is more desirable than the duets and shows the talent off to better advantage. Wilson's impersonations are sometimes not announced as such until the end of the program, but the occasion when they are announced as soon as he does his bit is certainly a better proposition from every angle.

Lucas Orchestra playing its first commercial program out of New York reveals itself as a versatile crew as to doubling on the various instruments. Outfit has good rhythm, tone and balance, having had plenty of mike experience out of Chicago and other points west. Arrangements and medleys are different from the usual run and show a definite attempt to get away from the cut and dried musical fare. Life Savers copy is mostly built around the refreshing effect when used after smoking and almost is as good a plug for cigars and cigarettes as the candy product. Since most tobacco counters display this type of candy, it is probably not a poor idea. Closing credit mentioned the various flavors.

M. H. S.

## "Feminine Fancies"

Reviewed Tuesday, 3-3:30 p.m. PST. Style—Variety Show. Sponsor—General Paint Corporation. Station—KFRC (Columbia-Don Lee network).

Long recognized as one of the top-ranking afternoon programs of the Pacific Coast, *Feminine Fancies* contrives to vary its daily routine and yet retain its essential integrity and familiar pattern. With the unforced informality of Tom Breneman, the homey emcee, who pilots it into most of the West's loudspeakers five days a week, and the orchestral music of Claude Sweeten, violinist-director of KFRC's musical activities, the half hour has become as familiar in countless Pacific Coast homes as the kitchen cat, and just as pleasant to have around. To the strains of *The Merry Widow Waltz*, the program takes the air and after introductory remarks by Breneman proceeds on its course, which, on November 19, consisted of:

Sweeten's 14-piece orchestra playing *Yesterday from Roberia*. This was followed by Breneman's account of the progress of the Coast-wide campaign for donations by the "neighbors" of clothes, toys, etc., which, thru local stations and local charity organizations, will be distributed to the needy at a big *Feminine Fancies* Christmas party on December 18. Next came Helene Hughes, soprano, singing, *In the Gloaming*, typical of the work she does best and the "neighbors" enjoy most. Then the fan mail. About ten letters were read (in part), acknowledged and discussed by Sweeten and Breneman. This was followed by Edwin Imhaus, operatic tenor, singing Massenet's *Elegie*. The closing musical number was an Imhaus-Hughes duet of *Two Little Love Bees* from *Spring Maid*, in which the voice blend was better than adequate.

To this point, with twenty minutes gone, no word of commercialism had been spoken. The program was so constructed that the General Paint Corporation used only the last ten minutes, and presented a comedy-drama which was unusual in that it was really funny, proving that Arnold Maguire, veteran KFRC script writer, can produce the goods when he wants to. The script was preceded and followed by acceptable "plugs" and considerable gag commercialism was logically introduced during its course. It was a burlesque on the activities of movie moguls, with Maguire, Breneman, Sweeten and Beatrice Benaudet enacting the roles.

Though generally conceded to be mis-

named, a mistake which listeners will not allow rectified, *Feminine Fancies*, with only twice-weekly sponsorship, maintains a consistent standard of good, clean, sincere, informal and informative entertainment which is pleasingly surprising in daytime air-fare. D. H. G.

## "Sob Sister"

Reviewed Wednesday, 6:15-6:30 p.m. Style—News commentator. Sponsor—Herman Company. Station—WIP (Philadelphia).

Sponsor is a credit clothing house which first used a hill-billy act, then switched to a romantic tenor, and now trying its hand with a female news commentator giving sob sister. News spot is the best of the lot, but in its present shape at best it can only hope to attract a small segment of the set owners.

Margaret "Mike" Schaeffer as the sob sister searching out the heart throbs behind a newspaper's cold headline is a natural for the ladies in spelling the femme angle. Ace script scribbler about town for a long time (at present radio exec for the Feigenbaum agency), she not only knows radio but also has a keen tab on audiences. As a result she edits her stories with maximum entertainment value. Voice is kindly and therefore appropriate and delivery infrequently a bit hesitant, but still easy on the ears.

Essentially it's good radio fodder, but her monolog is too much on the depressing side and the tempo has a tendency to drag. When caught she spoke about the mayor-elect's plan to reduce the burden of taxation, the woe of the policeman who needs a raise in pay, Federal relief, and for an added tear, the plight of the mountain-girl murderess who was found guilty. Great for sob stuff, but the biggest danger in using depressing angles is that the program may become stuffy and vapid, especially when it comes on every week night.

Miss Schaeffer displays an interest in common people and homey topics needed for the heart jerking biz, and with swifter pacing and sprightliness in choosing bits, spot will catch on and attract plenty dial attention. Fact that she does no ad spelling, copy limited to announcer's plug on opening and on tag, rates a mention and adds considerably to the personal warmth of her message.

ORO.

## Mayor McNair

Reviewed Thursday 8-9 p.m. Style—Talk, stories and violin solo. Sponsor—Standard Brands, Inc. Station—WEAF (NBC network).

According to the papers, in Pittsburgh they call him "Wild Willie." Otherwise, the full title is Mayor William N. McNair of that city, who recently appeared in vaudeville and plans to take to the local ether upon his return. As guest of the Rudy Vallee-Fleischmann Yeast hour, Mayor McNair broke the jump from Washington in order to make it and apparently is the kind of man who intends to go over on his merits as an entertainer rather than on the sheer strength of his being a city official.

Mayor McNair, interviewed by Vallee, told of the chemicals that were being emptied into the Allegheny River and his efforts to stop the pollution. After raising money on his own hook, the local politicians refused to let him use it. Then he hung his salary check over the water cooler. He spoke about politicians and then told of his act wherein he trotted out some old stories. This led him into telling a few and there was no kidding about them being old. For the big finish he played a creaky violin solo for the especial benefit of some friends, selecting *Home, Sweet Home*. Whether deliberate or otherwise, for fair or for fun, the Mayor can sure drag a god-awful how across those strings. The Vallee band chimed in with a discord for the finish, saving the listeners the pain of the final fiddling notes. On a vaude stage in Pittsburgh there is no doubt but that the Mayor can draw and seem funny. As a local program on the air he should also make good. A one-time shot is plenty on any network.

M. H. S.

★ LEITH STEVENS ★  
Conductor  
exclusive management  
COLUMBIA BROADCASTING CO.

★ BOB FRIDKIN ★  
AND HIS MUSIC  
The International Maestro  
NOW ON TOUR.  
TAPS, Personal Rep.  
1619 Broadway,  
N. Y. C. Columbus 5-1566.

VICTOR Shell Oil Program.  
WITH WALLACE BEERY YOUNG  
WEAF, Saturday, 9:30-10:30 P.M. NBC Network.

ED WEEMS  
AMERICA'S MOST VERSATILE ENTERTAINING ORCHESTRA  
Reopening in the EMPIRE ROOM OF THE PALMER HOUSE CHICAGO, JAN. 6  
Now on Tour Warner Bros. & R. K. O. Theaters.  
Earle Theatre, Philadelphia, Pa., week ending Dec. 5.

EDDIE LEONARD, JR.

## 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 Friday, November 15, to Thursday, November 21, both dates inclusive.

On Treasure Island.....	41	Twenty-Four Hours a Day.....	18
I Found a Dream.....	38	I'm Sitting High on a Hilltop.....	16
Red Sails in the Sunset.....	35	Will Love Find a Way?.....	16
No Other One.....	22	Roll Along, Prairie Moon.....	16
I've Got a Feelin' You're Foolin'.....	21	I'm on a Sessaw.....	15
Little Bit Independent.....	21	Isn't This a Lovely Day?.....	14
Boots and Saddles.....	20	It's Written in the Stars.....	10
I'd Rather Listen to Your Eyes.....	20	I Dream Too Much.....	10
Thanks a Million.....	20	Begin the Beguine.....	9
Why Shouldn't I?.....	19	When the Leaves Bid the Trees Good-	9
Here's to Romance.....	18	by.....	9

ACE BRIGADE

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

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

# West Coast Notes; Newspaper Outlets

LOS ANGELES, Nov. 23.—California's smaller cities are seeking radio stations of their own and two applications were made the past week to the Federal Communications Commission in Washington. First was filed by the Merced, Calif., Sun-Star for permission to operate a 250-watt daytime only station. Newspaper is basing its need for a station on the fact that the greater portion of the broadcast time will be given over to news and very little advertising will be permitted. Second newspaper to file for permission to operate a station is the Ventura County Star. Other California small town newspapers which previously had filed for permits and whose applications are still to be acted on include The Vallejo Times-Herald, The Santa Rosa Press-Democrat, The Watsonville Pajaronian and The Visalia Times-Delta-Star.

Meanwhile in Washington the FCC has ordered a hearing on the application for license renewal of KMTR, Los Angeles, to be held in conjunction with a rehearing on the request of the Pacific Acceptance Corporation for permission to build a 100-watt station at San Diego and hearing on plea of Pacific Sales Co. for a small station in Los Angeles. KFOX, Long Beach, was successful in having its license renewed after Commission had ordered a hearing because of patent medicine programs carried by the station. Station professed ignorance and stated it was not aware preparations had been banned by other government authorities.

Despite any complaints that might be coming out of England, Bill Ray, former chief announcer for KFVB, Hollywood, has opened his House of Lords cocktail den in the cinema city.

Tomorrow night Raymond Paige and K. C. B. will return to a Sunday night spot on the Don Lee network from 7:30 to 7:45. S & M Food Products are sponsoring.

Josephine Fuller is the new traffic manager at KMTR, Hollywood, replacing Gere Te Groen. Sally Neff is a new addition to the production department.

KEJ has snapped up Olive Jones and placed her under contract as a featured singer. Miss Jones, a former Warner Brothers star and recently returned from New York, will warble under the name of Olive Cromwell.

## San Francisco

SAN FRANCISCO, Nov. 23.—KFRC has turned over the job of emceeing its half of the 60-minute Happy-Go-Lucky Hour to Gene Hawes, better known to dialers as Pedro Gonzales. He replaces Sam Moore on the five day weekly Don Lee network mid-afternoon funfest. Moore is to have spot programs thruout the evening schedule. He's busy during the day with his sausage factory. Bill Goodwin continues to emcee the second 30 minutes of the broadcast, which originates from KEJ, Los Angeles.

KYA has a new musical feature, the Close Harmonizers, heard three nights weekly. It's a male trio, with Jay Jergin and Al Dupont, baritones, and Hal Wayne, tenor. Gene Close plays the piano and directs.

Because of the Corn Cob Pipers' return to the air, the Carefree Carnival, which was networked over NBC's KPO, has been shifted to KGO at 9 p.m. PST. It's not heard in Southern California, but continues to the Northwest and East.

Harold Dana's theme, song on his new NBC three weekly program, sponsored by Lehn & Pink Products Company, is his own composition. It's Your Hands and appropriate too. He's plugging Hinds Honey and Almond Cream.

## Material Protection Bureau

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

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

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

# AIR BRIEFS

By JERRY FRANKEN

ONE for the books: None of the singers on the Lucky Strike Saturday night show are given any billing over the air. The reason is said to be that after George W. Hill, head of the American Tobacco Company, heard the name Will! Morris he thought it bore too close a resemblance to Philip Morris and decided against naming them.

Helena Rubenstein looking around for a program. Agency is J. Stirling Getchell. Testimonial being planned for January 26 for Harry Hershfield is expected to be one of the most elaborate affairs of that kind. It will be broadcast by WMCA. Talent on the first Mary Pickford show for ice manufacturers will include Nelson Eddy and Jeanette MacDonald, as guest stars, and Al Lyons and his orchestra. Time has not been cleared yet, but the show is scheduled for NBC. Elton Britt, the whiskerless hillbilly of Pappy, Zeke, Ezra and Elton, is doing a night-club stint at the Village Barn.

Information is given that the Soony show which went on last week with Os-good Perkins and East and Dumke will be kept on, with no more changes to be made. Maybe so, but the best time to believe it is after the first 13 weeks.

Jack and Loretta Clemens do the guest-star honors with Frank Parker December 7. Rumor and denial. The first is that Ward Baking Company will sponsor a junior edition of the March of Time to be called the March of Youth on CBS. Denial—From CBS spokesman. Conclusion—Ward's will most likely sponsor a show, etc. WNEU is carrying a series of talks on banking by leading financial men.

Al Pearce, his gang and their Pepsi-coat commercial move from New York to Chicago December 16. Irene Beasley has returned to song writing, collaborating with Harold Maxwell. Andrew F. Kelly, with two broadcasts weekly, has taken the spot on WOR previously filled by Heywood Brown. Kelley does a philosophy routine of the homespun kind in an Irish dialect. Louis Gross is now the music director on the Eddie Cantor show. Paula Gould, femme press agent and also doing a show on WHN, is having a novel published February 1. Barry McKinley is back in town. A prominent male radio team are in a jam over a series of commercial transcriptions they made while supposedly exclusive to another account. A renewal may be lost as a result.

# CHI AIR NOTES

By NAT GREEN

First registration day for WBBM's Twin Winner Unknown Singer Contest auditions drew 361 aspirants. Registrations continue until December 9 and the winners, one man and one woman, will each be awarded a \$1,300 radio contract. Jesse Crawford, NBC poet of the organ, is consultant in the installation of the new organ in the NBC studios. Completion of the organ in January will mean the complete discard of the old WENR studios in the Civic Opera Building, where the Amos 'n' Andy theme music now originates. Two years ago Holland Engle, whose one-man song and piano program is aired over WBBM three times a week, lost his voice and was warned by his doctor not to sing a note for two years. At that time he was doing 98 broadcasts a week. His voice regained, Engle will limit his singing programs to seven a week, but in addition he has far more than that number of dramatic activities. Enric Madruguera and his band, heard over NBC from the Terrace Room of the Morrison Hotel, have made quite a hit.

In the first two weeks after he opened, 25,543 people, by actual count, had dined, danced and listened to Madruguera's music in the Terrace Room. Dixie Mason, featured on the Gloom Dodgers with Herbie Kay, is also appearing nightly at the Edgewater Beach Hotel and daily on the air with Herbert Foote, feature organist of the Edgewater.

Gus Van became interlocutor of the Sincilar Minstrels on Monday of this week. Malcolm Claire also has joined the cast as endman. Eddie Cavanaugh, of the popular Eddie and Fannie Cavanaugh team on the air, celebrated a birthday November 25. Gale Page is back on the Climalese Carnival after a week's illness of laryngitis. Cyril Pitts, NBC tenor, in New York on a business trip. A scout for one of the nation's largest food companies has offered Audrey Cull, violinist-composer-songstress of the Fibber McGee and Molly program, a contract to make radio transcriptions for a chain of small Middle-Western stations. Phil Levant, youthful Chi band leader, who has been touring the South for several months, is now heard over WTMJ, Milwaukee, from the Hotel Schroeder. Featured with the band is Diane Dempster, Chicago girl, and Larry Johnson, California tenor, recently heard over WGN.

Jane Bennett, featured vocalist with Charles Boulanger and his orchestra at the Oriental Gardens, heard over an NBC network, celebrated her 18th birthday November 15. Speaking of fan day letters, Don McNeill, m. c. on the NBC

Breakfast Club, received a real one the other day—a letter written on a Japanese fan. Virginia Clark (Helen Trent) is credited with having probably the best wardrobe of any Chicago radio artist. Last week the script of Flying Time, NBC serial drama of the airports, had Capt. Bob Ross crash and land in a hospital. Now Ted Maxwell, who plays the part, is actually in a hospital and very ill. Fourteen hour programs by the Minneapolis Symphony Orchestra have been added to NBC's schedule of symphonic events for the current season. Joe Eolen, a six-foot, 270-pound Indiana farm boy, whom Rico Marchelli happened to hear singing as he was driving along an Indiana highway, joined the Fibber McGee and Molly program November 25.

Notes of WLS: Burrige D. Butler (WLS prexy) and Mrs. Butler left for their ranch near Phoenix, Ariz., to spend the winter. Dixon Stewart, of the Transradio Press New York office, visited the local office this week. Joe Kelly, announcer, and Merl Housh, formerly of the team (now disbanded) of Hank and Hiram, are the two new endmen of the WLS Morning Minstrels, replacing Chuck Haynes and Ray Ferris, who are on the road with the new WLS Minstrels unit. Roy Anderson and Tumble Weed entertained the Sigma Delta Chi at their banquet at the Bismarck Hotel.

Three principal members of the first cast of Ma Perkins are still with the program on its second anniversary of Coast-to-Coast broadcasting and are still playing the roles they originated. They are Virginia Payne, Charles Egelston and Marjorie Hannan. Ma Perkins today is broadcast by 57 stations.

# New Amateur Shows For Pittsburghers

PITTSBURGH, Nov. 23.—The amateur hour craze on local airwaves has taken on new force with the signing of Bernie Armstrong, local emcee and organist, by a jewelry concern to conduct a weekly full-hour program over WJAS. Sundays between 3 and 4 p.m. amateurs here and in immediate vicinities are given an opportunity to win a week's engagement at Warner's Stanley Theater and a chance at a number of other prizes. Between 3,000 and 5,000 applications are being received weekly.

The Palace Credit Department Store conducts an amateur program Fridays direct from the stage of the Liberty Theater. Entertainment is broadcast over KQV and winners are determined by the (See New Amateur Shows on page 12)

# New Biz, Renewals

NEW YORK, Nov. 23.—National Broadcasting Company's renewals:

BRISTOL MYERS CO., thru Young & Rubicam, renews, effective October 2, 1935, Wednesday, 9-10 p.m., on WEAF and 53 stations. Program is Fred Allen and orchestra.

AMERICAN RADIATOR CO., thru Blaker Advertising Agency, renews, effective December 15, Sunday, 7:30-7:45 p.m., on WEAF and 17 stations. Musical program.

WHEATENA CORP., thru McKee & Albright, renews, effective December 10, Tuesday, Thursday, Saturday, 7:15-7:30 p.m., on WEAF and 25 stations. Popeye, with Vic Irwin's Orchestra.

## Columbia Broadcasting

GENERAL BAKING CO., thru Batten, Barton, Durstine & Osborn, renews, effective December 2, daily except Saturday and Sunday, on WABC and 10 stations. Adventures of Terry and Ted.

## Newark

CARLSBAD PRODUCTS CO., thru H. M. Kelsewetter Agency, began November 18, three times weekly, 11-11:15 a.m. Transradio news. WOR.

EK-LAX CO., thru Joseph Katz Agency, Tuesday and Thursday, 4:30-4:45 p.m. Strange as It Seems (transcription). WOR.

MURINE CO., thru Neiser-Meyerhoff, starts November 28 Thursday, 9:30-9:45, with the Blue Diamond Orchestra, on Mutual Broadcasting System. WOR, WGN, WLW and CKLW.

## Chicago

PENN TOBACCO CO., thru Ruthrauff & Ryan, series of News Summaries of the Day by Pat Flanagan, to be broadcast daily except Sunday over WBBM.

New and continuation business reported by WLS includes the following: BALL BROS. CO., thru Applegate Adv. Agency, 26 five-minute daytime Homemakers' Hour talks.

BERNARD PERFUMERS, thru Hilmer V. Swenson & Co., increased schedule for five-minute morning talks twice weekly, to.

FATHER FLANAGAN'S SCHOOL FOR BOYS, Bozzell & Jacobs, Inc., 24 one-minute daytime announcements.

CREOSOTED PINE POST ASSN., thru Ferry-Hanly Adv. Co., 27 15-minute early-morning programs.

JUNG SEED CO., thru Frizell Adv. Agency, 78 one-minute daytime Homemakers' Hour announcements.

JUNG SEED CO., thru Frizell Adv. Agency, three one-minute early-morning announcements, to.

B. MAX MEHL, thru Guenther-Bradford Co., 15-minute morning program once weekly, to.

ILLINOIS WOMEN'S DEMOCRATIC CLUB, direct, one 30-minute afternoon program.

ACME FEEDS, Inc., thru Wade Adv. Agency, 39 two-minute early-morning announcements.

WERTHEIMER CATTLE CO., direct, continuation order for three one-minute morning announcements.

SEARS, ROEBUCK & CO., direct, five-minute early-morning talks twice weekly, to.

OYSTER SHELL PRODUCTS CO., thru (See NEW BIZ on page 12)

MELODIES BY LARRI WMCA



GYPSEY LEE, Accordion. POLLY WELCH, Harp.

NOW ON TOUR. Personal Management FRANCIS GORDON.

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

# charles carlile

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

FRANK ANITA JOE ROSS • PIERRE • SCHUSTER

THE BIG BROADCAST OF 1935.

Now on Tour. Direction: NAT KALCHEIM, Wm. Morris Office. JACK KALCHEIM, Western Rep., Chicago. ROGER MURRELL, RKO Rep.

# Ad Agencies and Stations Join Up With Drug Group

Nearly 20 agencies and 16 outlets join proprietary organization as associate non-voting members—move seen as result of Copeland bill compromise

NEW YORK, Nov. 23.—Apparently the recent compromise on the Copeland drug bill between the Proprietary Association members, advertising agencies and radio stations, with few exceptions, has brought about a more harmonious situation, and the above-mentioned organization announces a considerable number of new members. The hearing scheduled on the proposed New York regulations on pure foods and drugs, which was to be held early in December, will not be held now until the spring, or some such time has elapsed to give the Copeland bill an opportunity to become a law through action of Congress.

Nearly 20 advertising agencies have joined the Proprietary Association, which is 53 years old and has a wide and influential membership of package drug manufacturers, cosmetics and proprietary articles. The agencies signed as associate non-voting members, at \$50 each, are: Benton & Bowles, Inc.; Pedlar & Ryan, Inc.; Luckey Bowman; Brooke, Smith & French; Thompson-Koch; Erwin Wasey; Collier Service Corporation; Arthur Kudner; J. M. Mathes; Martin, Inc., of Detroit; William Esby; Cecil, Warwick & Cecil; Ruthrauff & Ryan; Marshchalk & Pratt; Aitkin-Kynett, of Philadelphia; Charles W. Hoyt and Dillard Jacobs Agency, of Atlanta. Another agency, among the first to join, requests that its name be withheld.

Broadcasting stations which joined the past week are: WFBR, Baltimore; WSYR, Syracuse; KOIN, Portland, Ore.; KHJ, Los Angeles; KFRC, San Francisco; KGB, San Diego; KDB, Santa Barbara; KMJ, Fresno; KPBK, Sacramento; KWG, Stockton; KERN, Bakersfield; KVI, Tacoma, KCL, Seattle, and KFPY, Spokane. Coast outlets are the Don Lee chain of 12 stations on the Coast. There are four additional stations joining, but the status of at least one of the major networks appears to be on the fence. The chain is in favor of the Copeland bill, but does not want to go on record as being officially a member of the Proprietary Association so as not to sacrifice a neutral status.

## NEW BIZ

(Continued from page 11)

Husband & Thomas Co., Inc., 26 50-word morning announcements.  
NEW WHITCOMB HOTEL, St. Joseph, Mo., direct, one-minute morning announcement twice weekly.

### Philadelphia

PHILLIPS PACKING CO. (soups), thru Aitken-Kynett Agency, starts November 21, ending February 14, 1936, participation in *Uncle Wip* program. WIP.

ELECTRICAL ASSO. OF PHILA. (electrical appliances), thru Stewart Jordan Agency, starts December 2, ending December 14, 1935, daily except Sunday, 10-10:15 p.m., together with two spot announcements weekly. E. T. WIP.

ADLER SHOP (gowns), placed direct, started November 25 for four weeks, three spot announcements weekly, participation in Shopper's Review. WEL.

S. S. WHITE (tooth paste), thru Thomas F. Harkins Agency, renewal, starting November 25 for 26 weeks, 18 spot announcements weekly, participation in Classified Section of the News. WFL.

B. RUBIN & CO. (corsets), placed direct, started November 22 for 12 weeks, daily spot announcements. WDAS.

MENGES CO. (household furnishings), placed direct, started November 18 for 26 weeks, two spot announcements weekly during Italian program. WDAS.

POMER'S SHOP (dresses), placed direct, starts November 25 for 36 weeks, three spot announcements daily. WPN.

HAMBURG-BREMEN S. S. AGENCY (ship tours), thru Crowley-LaBrum Agency, renewal, beginning December 2 for 26 weeks; two time signals daily. WRAX.

MAYS SHOP (dresses), placed direct, started November 25 for 13 weeks, three spot announcements daily. WRAX.

STERN CO. (credit furniture), thru Crowley-LaBrum Agency, started November 22 for indefinite period, daily spot announcements. WRAX.

### Denver

NEW METHOD CLEANERS AND DYERS, 312 announcements. KOA.  
KING'S INC., 28 temperature an-

nouncements over a four weeks' period, and 12 additional announcements. KOA.  
DENVER ART MUSEUM, two announcements. KOA.

THE MAY COMPANY, four announcements. KOA.

PHILLIPS PETROLEUM CO., 36 announcements. KOA.

THE DENVER DRY GOODS CO., 40 10-minute programs broadcast direct from the store. KOA.

I. ZEKMAN, furrier, sponsorship of the 12 noon newscast for one week. KFEL-KVOD.

KINGSTON CLOTHES SHOP, thru the Ted Levy agency, three announcements daily for one year. KFEL-KVOD.

COLORADO NEW MEXICO LAND CO., thru the Connor agency, 30 15-minute programs. KFEL-KVOD.

DUPLER'S FURRIERS, thru the Raymond Keane agency, three announcements daily for one month. KFEL-KVOD.

MY LADY ESTHER BEAUTY SHOP, thru the Raymond Keane agency, one 15-minute program daily for one month. KFEL-KVOD.

COLORADO AUCTION CO., one announcement daily for one month. KFEL-KVOD.

HOTEL CLARK, Los Angeles, thru the J. Russell Miller agency, 218 one-minute electrical transcriptions. KFEL-KVOD.

COLORADO PASCAL CELERY CO., sponsorship of the 8 p.m. newscast for one week. KFEL-KVOD.

DENVER BUICK-PONTIAC, INC., thru the Ted Levy agency, sponsorship of the 8 a.m. newscast for one year, and three announcements daily for one year. KFEL-KVOD.

FATHER COUGHLIN one 45-minute program each Sunday for 26 weeks. Thru the E. W. Hellwig agency. KFEL-KVOD.  
FATHER FLANAGAN'S BOYS' HOME, thru the Bozell & Jacobs agency, 13 announcements. KFEL-KVOD.

### West Coast

CALIFORNIA BREWING ASSOCIATION, San Francisco, thru Emil Brisacher & Staff, San Francisco, renews December 6 for 13 weeks, Fridays, 3:45-4 p.m. PST, NBC-KPO, KFI, KGW, KOMO, KHQ, KFSD, KTAR, KOA, KDYL. Program, *Woman's Magazine of the Air*. Talent, Bennie Walker, emcee, and guest artists.

EASY WASHING MACHINE CORP., Syracuse, N. Y., thru Henri, Hurst & McDonald, Inc., Chicago, renews December 4, for 13 weeks, Wednesdays, 3:45-4 p.m. PST, NBC-KPO, KFI, KGW, KOMO, KHQ. Program, *Woman's Magazine of the Air*.

## Syndicated Cartoons, Features Still After Ether Advertisers

NEW YORK, Nov. 23.—Following the example of newspapers and publishers in getting a foothold in radio, newspaper syndicates are taking steps to increase revenue by sale of their features to radio advertisers. Indicative of this step is the placing of the Bell Syndicate of all its syndicated properties with Jesse Butcher and Bruce Chapman, latter two to handle exclusively radio sales. A short while ago King Features (Hearst) established a radio department, while *The New York Daily News* has effected a tieup with the National Broadcasting Company whereby its comic strips will be put on the air over NBC every Sunday. These comics are syndicated by the Chicago Tribune-Daily News Syndicate.

Altho several Hearst comic strips (*Flash Gordon*, *Buck Rogers*) have been on the air some time, move by Hearst in organizing the King Features radio department is taken as indicating a desire to increase this income. Head of

Talent, Bennie Walker, emcee, and guest artists.

CAPWELL, SULLIVAN & FURTH, Oakland (department store), thru Frank Wright & Associates, San Francisco, started November 15, for four weeks, six weekly spot announcements on KGO.

## NEW AMATEUR SHOWS—

(Continued from page 11)

applause of the customers in the theater at that time.

A drug store chain sponsors another full-hour amateur program Saturday afternoons at the Moose Temple. Entire affair is being conducted similar to Major Bowes' program.

And now comes word that Mayor William N. McNair will be the gong striker at a new amateur program to be staged in the huge Syria Mosque, December 3. The Mayor is interested in discovering new talent and Major Bowes, he declares, gave him the idea for such a program.

## STATION NOTES—

(Continued from page 9)

WSM sports announcer, will handle the broadcast, coming from the sports rooms of *The Nashville Tennessean*.

WHIO, Dayton, O., has arranged a tie-up with the RKO Colonial in that city for a trailer showing pictures of the station to run in the house for the next two weeks. In return the theater gets a 15-minute period once a week presenting the current vaudeville unit.

W. H. HORNE is now on the engineering staff of WMAZ, Macon, Ga., replacing Lester E. Bessemer.

KNX, Hollywood, has resumed its frost-warning announcements for the benefit of local citrus growers.

ERNEST L. ADAMS JR. has replaced R. H. Lingle Jr., resigned, as chief engineer of WHIO, Dayton, O. Felix Farrington, announcer with that station, has left to go with WSPD, Toledo, in a similar capacity.

KTUL, Tulsa, has sold all its United Press news spots commercially.

WKRC, Cincinnati, has started a new series of religious broadcasts, interdenominational in character, three times weekly.

WWL, New Orleans, has organized a company of minstrels, some of whom have been associated with big-time minstrel in the past. The cast, headed by P. T. Paul, includes four end men, Paul, Gene Youngblood, Bob Kane and Frank Arena; Jimmie Willson, program director of WWL, interlocator, and eight in the circle. A full-hour show is given at the Strand Theater for flesh appearance at 8:30 p.m. Saturdays and Sundays, with additional time given once a week for a studio broadcast.

## WPA CHICAGO—

(Continued from page 4)

labor and the unit will have an entire working personnel of the theater from the front to the back, it being the WPA's intention of renting the four walls only of any theater they secure. The project, under the direction of Theodore Viehman and assisted by Robert Breen, will try

out new plays and produce old plays except those of American authorship. It will be conducted as a large repertoire company and will probably occupy a Loop theater.

Officials of the WPA are expecting a momentary approval of \$85,000 to cover the operation of Project No. 2 calling for 140 people, 46 of whom will be actors. This unit, under the direction of Harry Minturn, will specialize in the production of such old American classics as *Uncle Tom's Cabin* and *Secret Service*. It is expected to be located in a neighborhood theater with a 25 cent top admission. Both projects are expected to be in operation before Christmas and rehearsals will start almost immediately.

Ten vaudeville units, numbering 360 people, have been on the payroll for the past three weeks but have been delayed in giving performances because the musical project had not yet been approved and each vaudeville unit required an orchestra.

Russell C. Spindler, who was associated with Thomas Wood Stevens and the Old Globe Players, has been appointed his assistant for this district. At the suggestion of Mrs. Hallie Flanagan and Mr. Stevens, Lee Norval has been appointed State supervisor for Indiana, under Mr. Stevens. Two more projects to employ Negro and Yiddish players are in process of formation.

## EQUITY STRAW—

(Continued from page 3)

promised, would be kept under cover.

The most striking thing about opinions expressed was that a large number of the actors who have given thought to the question have not yet, at present writing, decided which way to vote. They may be swung Monday afternoon, to one side or the other, with the results known by the time that this hits the street. Many of those in the middle expressed the opinion that they saw no issue on which to vote, feeling that both the present officers and a young opposition group were needed. This is the opinion also aired to large extent at meetings of the so-called "third party" group of Equity centrists who have gathered to try to thrash the matter out.

As a matter of fact, the "undecideds" were the largest single group uncovered in the poll, representing more than one-third of those queried. This is important in that it indicates that a large number of members must either be educated to a point where they accept one policy or the other, or else they will remain as a centrist group, feeling that a showdown is unnecessary, if not harmful.

Typical comments of this group include the following: "No reason for Gillmore to resign, but he ought to listen to the younger people." "Grand to have a minority group in Equity, but would also like to see the present administration continue." "Think discussion enlightens and is a good thing, but Equity must remain a protective organization. To develop into a group with political leanings would be deadly." "Forum is o.k., but only if it keeps its place and doesn't try to overthrow the whole organization." "I'd like both administration and Forum to continue."

Those who took one side or the other seemed about evenly divided in the straw poll. Due to hit-or-miss system of picking voters, however, it is possible that results may have included undue representation of one of the groups. If "undecideds" decide to swing one way as a group, that side should walk off with an easy victory. If "undecideds" split, result may be close.

**WHOLESALE  
MERCHANDISE  
DEPARTMENT**

In This Issue

Immediately preceding  
Amusement Machine Section

SAVE MONEY BY  
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DEPARTMENT

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

## Band Bookers Breaking AFM Rules Will Have To Post Bond

**AFM franchise holders will have to guarantee against further violations—machinery for policing system being set up—must depend largely on local's vigilance**

NEW YORK, Nov. 23.—Altho all franchised band bookers will start off without being required to do anything but agree to the American Federation of Musicians' franchise system, those adjudged guilty of violating their franchise contract will be asked to post a bond insuring against future violations. The bond will be one of the angles used to discipline chiseling franchise holders, the AFM reveals. The most important penalty, of course, will be revocation of the franchise, which theoretically will force a band booker out of the business. Up to Thursday the AFM office here had received 104 applications for franchises. Among the more important applicants were the Music Corporation of America and the artists' bureau of WOR and its Bamberger broadcasting group. The AFM explains that it doesn't expect all radio stations to apply, but only those operating artists' bureaus which handle bands. The NBC and the CBS artists' bureaus would come under this classification.

The AFM will begin mailing out franchises in a couple of weeks, the franchises not being operative until January 1. By that time President Joseph N. Weber will be back from the West Coast and the AFM's executive board will be having its first meeting of the year. Kinks in the actual working out of the franchise plan will be ironed out in this meeting.

It is expected that policing of the system will be the AFM's biggest problem. It now has to depend solely on the alertness of its locals to check on violations of rules by traveling or local members. When the franchise system is operative, it will have to depend on the locals for complaints and evidence against bookers or members who might break the franchise regulations. The AFM has a State officer in each State, but they are advisers only and are not expected to be of much help in policing the franchise system.

## More N. Y. Nite Spots Opening

NEW YORK, Nov. 23.—Several new spots opening here this and next week. The new Club Montmartre in the Wintergarden Building will open Wednesday, with Beatrice Lillie and Gomez and Winona featured.

Joe Howard's Showboat Club, postponed several times, is slated to open Wednesday also.

Lina Hoberg's Sidewalks of New York Club opened Wednesday night, also after several postponements. Roscoe Ails heads the floor show.

The Club Sharon, new night club, will be opened on the site of the old NVA Clubhouse December 1. Eddie Ashman and orchestra will head the show.

The Casino Venezia opened Tuesday night. Features Don Palma and an orchestra.

## Curfew Rings in Frisco

SAN FRANCISCO, Nov. 23.—Curfew is ringing for San Francisco's hot spots. Warning has gone out to the town's night clubs and beer parlors to close at 2 a. m., which is the law here. Many have been remaining open until dawn and getting away with it. Police have issued orders that all must close at the given hour or suffer the consequences. Murder of a woman in a Market street beer parlor recently, coupled with police graft investigations being conducted by the district attorney's office, is believed to have a lot to do with the general movement to operate night spots strictly in accordance with the law.

## Bookers Happy Over Heavy Hotel Trade

NEW YORK, Nov. 23.—Hotel business has risen 60 or 70 per cent of the 1929 level, according to D. B. Mulligan, president of the New York City Hotel Association.

Most of the bigger hotel spots report a heavy increase in the number of banquets and private entertainments booked.

Local bookers and acts are getting a break, as most of the larger hotels spend good dough for music and talent.

## NIGHT CLUB REVIEWS

### Serf Room, Waldorf-Astoria, New York

This is a strictly formal spot, the swankiest of the Waldorf-Astoria's swank niteries. Catering to the society crowd, it has been playing to heavy business ever since it opened several weeks ago.

Xavier Cugat's Tango Band and the Al Donahue Orchestra alternate for the show and for the dancing. Entertainers consist of Many and Drigo, dance team, new in the East, and Russell Swann, magician, also making his Eastern debut here.

Many and Drigo are a well-matched pair, the girl being a slender brunet and the boy a Latin type. They did three numbers: a waltz emphasizing close embraces and graceful movements, a lively Machicha number and a distinctive Tango. All three show the team at its best, permitting it to indulge in graceful movements embellished with occasional and appropriate acrobatic flourishes. Made a fine impression.

Swann, first magician to play this spot, won the customers easily with his ingratiating personality, intimate chatter and magic tricks. Presents several tricks, utilizing Donahue's fine accompaniment and emphasizing the comedy angles all the time. He switches the color of his bow tie in response to colors called out by the customers, which is a cute trick and serves to give the act continuity.

F. N. Laurence White, society man, is appearing here Tuesdays and Fridays, presumably because of his popularity with the society crowd. He has a fair baritone but lacks an interesting delivery.

Cugat's Orchestra provides swell dance music, his distinctive tango rhythms and his own genial personality serving to make the band stand out. Donahue, young and personable, has built up quite a rep among the smart set. He provides thoroughly pleasing dance rhythms, striking a middle course between queer arrangements and the more ordinary band styles.

Two shows each evening, with a \$1.50 cover after 10:30 weekdays and \$2 Saturdays. No Sunday shows. *Dents.*

### Famous Door, New York

A little less than a year ago about 16 musicians got together and decided to open a night club. The Famous Door was the result. It clicked from the beginning and has held on since, being not only a rendezvous for musicians but a favorite late spot for the laity as well. Something else the Famous Door did was to start the vogue for jam bands, swing music, bringing out Louis Prima and his torrid outfit and later causing other leaders to form similar outfits.

Just opened here are Wingy Mannone and his four-piece—himself included—razmataz jam outfit. Mannone, of course, has the spotlight with his stand-out trumpet playing. Mannone, who is one-armed, is rated as one of the best trumpeters playing today. Bow also goes to his clarinet player, as torrid a one as around, with the possible exception of Eddie Farley, another jam band-ite. When the band isn't whooping things up Teddy Wilson, a colored pianist, and a swell example of the pianist jazzologist, works.

Prices are moderate and the food, es-

### Free Lessons to Patrons

PHILADELPHIA, Nov. 23.—"Truckin'" has become such a rave among the bop vivants that the Plantation Cafe here is now offering free instructions to all its patrons. Donna Lyons, emcee at the spot, has them coming in on Friday nights for lessons in this latest of dance crazes. After the period of instruction a Truckin' Contest is held on the floor with cash prizes to the winners.

### New Pittsburgh Agency

PITTSBURGH, Nov. 23.—Louis J. Finchak has opened a booking office in the Fulton Building here under the name of Drake's Theatrical Service, Inc. Will handle theatrical, night club, hotel and private entertainment shows.

## Harlem Hot Spots Cooling

**Declining patronage blamed on race riots and new colored spots downtown**

NEW YORK, Nov. 23.—The Harlem hot spots are cooling down and it's not the entertainment, but the patronage.

Two main reasons seem to explain the trend. One is the changing attitude of the Harlem folk, brought out in the open during the spectacular rioting last summer and in the tense feeling arising out of the Italian-Ethiopian war and the recent Joe Louis-Max Baer prizefight. Tourists and night-club patrons have been keeping away from Harlem in increasing number, preferring to avoid possible unpleasant scenes.

Other angle is the opening of big colored floor shows away from the Harlem section. Connie's Inn on 48th street, in its second season, has the biggest colored show in town. The new Black Cat in the village section also features a big colored show.

## New Talent in Chi Loop Shows

CHICAGO, Nov. 23.—Most of the night spots in Loop hostilities have augmented their shows with new talent during the past week and are presenting many well-known artists.

At the Walnut Room of the Bismarck, where Dorfmeid, magical emcee, heads the show, Chita Chavez, glamorous Spanish dancer, is playing a return engagement, and Berenice Ripley, lyric soprano, is offering charming songs. Jennings and Murry, dance team, continue their graceful ballroom routines. Dorfmeid has made quite a hit with his clever story-telling and bits of magical foolery.

New at the Terrace Room of the Morrison are Martha Raye, "Thunderbolt of Rhythm," and Toyo Sabe, Chinese acrobatic contortionist, whose work is astounding. Gwynne, magician, has made such a hit he is being held for an indefinite engagement. Rosalean and Seville also have had their contract extended.

The Joseph Urban Room of the Congress has reopened with Benny Goodman and his orchestra making a hit with their swing tunes. Helen Ward is Goodman's soloist and doing a swell job. In the floor show are Florence and Alvarez, ballroom dance team, and Ada Lee, dancer.

No changes at College Inn, where Ethel Shutta, George Olsen's Band and the aggregation of ice-skating stars continue to attract the crowds. The ice show has hit a new high since the advent of Evelyn Chandler, noted figure skater.

## Two Bands Organize

CINCINNATI, Nov. 23.—Bernie Armstrong, organist at the Harris-Alvin Theater in Pittsburgh, has organized a band and will succeed Joel Candullo's outfit at the Roosevelt Hotel's Gold Room on Thanksgiving night. Bernie has Billy Yates, formerly with Don Bestor, and Lucille Kaye as vocalists; Charley Springer, Bernie Drown and Bill Owens, saxophones; Harry Walton, piano; Joe Catizone, trumpet; Leo Strini, violin, and Joe Wallace, bass. The leader will play an electric organ as well as conduct.

Jules Klein, who has conducted the Statler Ensemble in Detroit for 17 years, has organized an orchestra, featuring Peggy Neilan, Pat Conway, Sally Johnson and Tommy Evans, singers, and the Three Kings Jesters. The orchestra is broadcasting nightly from the Hotel Statler over WJBK.

Krupa, on drums, is exceptionally entertaining, and Allen Kruss does a nice job singing solo.

In the floor show Larry Blake pleases with his impersonations, and Florence and Alvarez are a clever and graceful dance team. Their Cucaracha and a satire on the modern dance are especially good. *Green.*

pecially the steaks, is an improvement on average nightery fodder. Door has a \$1 minimum. *Franken.*

### Cocoanut Grove, Boston

The Cocoanut Grove is one of the city's oldest dine and dance spots. Cocoanut trees line the dance space, and stars twinkle from copper ceilings above the tables. Over the dance floor the famous opening roof, now closed for the winter season, adds beauty with its deep blue star-studded surface.

The current show moves swiftly, handled in fine shape by Ranny Weeks, orchestra leader and emcee. Eight girls are used in the opening, fitted natty costumes of crimson, with silver spanjaks. Una Cooper does a solo dance with the girls working back of her, followed by a fast moving team, the Miller Sisters, in a tap routine to good results.

Miss Cooper comes back for a solo, working thru a good routine. Ethel Grenier does a group of vocals, scoring with *Cheek to Cheek*. She sings well thruout and puts her numbers across in a clever manner.

Next comes the featured act, a modernistic dance rendition to Gershwin's *Rhapsody in Blue*, by Melba Brian. It is a spectacular, finely done routine and the girl can dance. Wears a coat of silver paint with the entire number done under a blue spot. It would make a good feature for a far more pretentious show than this one.

The line again, this time in attractive lemon colored evening gowns, is followed by another dance by the Miller Sisters finishing with a double crab that wins a heavy hand. Una Cooper follows with an entertaining bit of acrobatic toe dancing. Then comes Frank Mazzone and Company, three girls and a man, in leopard skins, doing a fast moving bit of modified adagio dancing climaxed by pyramid work with the man doing the understanding. Spectacular stuff, smoothly done.

A novelty number, next, with the girls in snappy bellboy suits of scarlet, carrying black suitcases, doing a tap dance a la Bill Robinson. The Miller Sisters back again, close the show with the chorus in a clever ensemble number.

Ranny Weeks' band does a nice job thruout, the show moves along with pleasing speed, and the wardrobe is neat and new. Show runs 40 minutes. *Beal.*

### Urban Room, Chicago

The Urban Room of the Congress Hotel, named for the late Joseph Urban, noted scenic designer and designed and decorated by him a year or so before his death, has reopened with Benny Goodman and his orchestra furnishing the music. The room is too well known to require description. It is quite attractive and in addition to the tables there is a semi-circular bar at the back of the room, where patrons may sit in informal style. Since its recent reopening patronage has been excellent, due chiefly to the popularity of Benny Goodman's "swing" style of music, appealing particularly to the younger set. Already regarded as among the top-notchers by music and dances lovers, Benny and his boys are gaining many new friends in the Urban Room. Petite Helen Ward, torches in typical Goodman style, which, combined with an unusually good voice, has made her a hit with patrons. Gene

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**Detroit Wages Up;  
Novelty Acts Scarce**

DETROIT, Nov. 23.—Walter Ryan, American Federation of Actors' representative here, this week pushed thru an increase in the wage scale for acts playing smaller gardens and night clubs. The former scale of \$4 a night for singles playing three shows nightly was boosted to \$5. Spots playing but two shows nightly remained on the \$4 scale, however.

A survey by the local representative of *The Billboard* indicated that in almost all instances the new wages were being paid, altho a few clubs dropped the extra floor show, giving the acts the same amount of money for less work.

DETROIT, Nov. 23.—A shortage of better grade novelty acts in this vicinity was reported this week by Charles B. Burns, of the Michigan Vaudeville Association. Local night clubs especially are feeling the effect of prolonged repetition of song and dance turns. Magic acts, however, have been going over in a big way recently, but at the present time the patrons are becoming a little tired of sleight-of-hand stuff and want something different.

**Lenora Staging Troupes**

NEW YORK, Nov. 23.—Lenora Dance School is now concentrating on night clubs rather than vaudeville. Has several girl troupes out now, including the Lenora Debs at the Mirror Room of the Pennsylvania Hotel, Philadelphia. This troupe had a previous six-month run at the Hotel Adelphia there.

Acts and orchestras playing night clubs are included in the Route Department of *The Billboard* each week. Artists appearing in clubs are urged to send their route to Route Department, Box 872, Cincinnati, O., timing arrival for not later than Friday.

**Better Acts Help Cleveland**

CLEVELAND, Nov. 23.—Local moist spots are enjoying prosperity, with capacity crowds reported at a majority of the better class spots. Freddie's Cafe, Ambassador Club, Backstage Club, Three Arches, Avalon Club, Vanity Fair and the Club Chateau are the leaders.

Cover and minimum charges have apparently been discarded by most of the spots and this may be the real answer to the "why" of capacity biz. However, the boys are leaning steadily toward better entertainment, with the days and nights of the office-working performer on the downward trend. Their places are being filled by professional artists.

**New Bridgeport Night Spot**

BRIDGEPORT, Conn., Nov. 23.—The former Rainbow Inn has been remodeled and reopened as the Coconut Grove Thursday. Opening show is the Dance Cocktails Revue, with Dawn and Bertram, Twelve Cocktail Shakers and Benny Keys.

DUNFEE AND COLLETTE, dancers, are now at the Nut Club, New Orleans, and under contract to Paul Maurice's Club Entertainment Bureau. Had jumped in from Cincinnati October 1, playing the Golden Pumpkin Danceland, New Orleans, for a month. Next date is San Francisco, followed by a tour of Australia.

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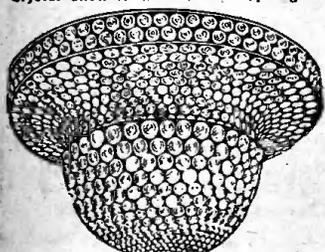
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In This Issue

Immediately preceding  
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**CLUB CHATTER**

**SWEEPSTAKES CLUB**, formerly the Claremont Tent in Cleveland, is offering something different in the form of a miniature tab show. . . . Lee Sprankle, emcee; Skippy Douglas, comedy; Jack O'Brien, dance monolog; Vera Mansen, blues singer; Harriett and Al Gamble, comic dancers, and a line of girls form the roster. . . . Donn Arden recently completed 14 weeks of dancing at the Mound's Country Club in St. Louis and opened for a month or more at the Embassy Club in Toronto. . . . Winton and Diane are dancing at the Arabian Supper Club in Columbus, O. . . . Club Arbor, Charlotte (N. C.) spot, is now under new management due to the recent death of its founder, John Arbor. . . . E. D. Singlettery is the new skipper. . . . Current floor entertainers include Cooke and Cooke, Helen and Boone; Jack Taylor, emcee; 8-year-old Mae Parish and Frankie and Johnnie's Orchestra.

**NEW YORK ITEMS:** Bert Goldberg, of the Bruce Chapman Agency, spotted the Three Heat Waves into the Club Deauville. . . . Kay Parsons and Showboat Revue opened at the Cafe Rene last week. . . . Isabelle Henderson goes into the Radio City Rainbow Room December 7. . . . Andre Duval, model and showgirl, is plotting a spectacular publicity campaign. . . . Fay Marbe comes out of her retirement to go into a class night spot next month. . . . Lorraine Collier, contralto, is being set for a swank spot next week.

**REPORTS FROM COLUMBUS, O.** indicate that the recent Notre Dame-Ohio State football week-end was the biggest of the year for local night spots. . . . Prince Leonardo, mentalist, is working Southwestern night clubs. . . . Ann Flybon's Merry-Go-Round Girls, including Louise Dunn, Annabelle King, Martha Hartman and Betty Hartsell, two weeks ago opened at the Paradise Club in Youngstown, O. . . . Pierre and Sylvia, dance stylists, formerly known as DeSyrrette and DeBruin, are working at Pirone's in Los Angeles with Patsy McNair, Dorothy LaMont and Dave Mack.

**DAVID SAMUELS** is sponsoring the New York debut of Julie Razez, Cleveland society girl, now a dancer. . . . Samuels' second show at the Condado Hotel, San Juan, Puerto Rico, opened November 9 and includes Don Carlos and Granada, Mimi, the Oujidas and Renee. Four weeks and options. . . . The Beale St. Boys have gone into Jim Healy's.

New York. May go to Europe this winter. . . . Meeres and Meeres, now featured at Connie's Inn, New York, sail for London next month to join the new C. B. Cochrane show.

**GASTON AND ANDREE**, dancers, returned from Europe this month and are slated to go into the Radio City Rainbow Room, New York, next month. . . . Harry Spear is back in New York and has gone into Ben Marden's Riviera as emcee. Booked until January 1. . . . Georges Metaxa went into La Rue's, New York, last week. . . . Norman Ward is now playing the Papagaz Cabaret in Budapest, Hungary.

**BOBBIE STEVENS** returns to the Club Cassano in Cincinnati this week, featuring her unusual dance routine, "La Temptation." Miss Stevens is well known to Cassanogers, having played the spot for several weeks last year. . . . Rollet and Dorthes, versatile dance duo, recently closed a four-week engagement at the Colonial Club in Jackson, Miss., to go into the Mounds Country Club in St. Louis. . . . Doryce and Freddie Drew will dance indefinitely at the Mirror Room of the Hotel Pennsylvania in Philadelphia. . . . Karlon Owens, Bobbie LaRue, Carl Clewis, Vern Valdez and Johnny David head the floor bill at Hollywood (Calif.) Frolic Inn. . . . Personnel is in on a long-term contract. . . . The recently redecorated Cameo Club in Portsmouth, O., is presenting an eight-act floor show nightly this season. . . . The lineup of talent last week included the Lantz Sisters, Norman Brothers, Dora Lee and Jan LeToy and his orchestra, besides Bobby Jones, emcee. . . . Alva and Floyd Ball's Tropical (See **CLUB CHATTER** on page 28)

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# BANDS and ORCHESTRAS

**BEN BERNIE** will be at Convention Hall, Philadelphia, for the Charity Ball November 27. . . . **Johnny Hamp** at the Sunnybrook, Pottstown, Pa., last Saturday (28). . . . **Johnny Benson** goes out of the Embassy Ballroom, Philadelphia, to be replaced by a non-union band sans the WIP wire. . . . **Boyd Gaylord** replaces **Art Hicks** at **Frankie Conway's** place in Collingswood, N. J. . . . **Leo Zollo** is paying the \$3 per man tax to the AFM for his NBC wire from the Ben Franklin Hotel in Philly. . . . **Reds Gresh** moves in as **Harry Young** moves out of **Pierre's Roof**, Philly. . . . **Villa's** tango combo is set for cocktail hours at the **Arcadia International House**, Philly.

**BOB CROSBY** and his orchestra open at the Hippodrome Theater, Baltimore, November 29. Outfit's commercial will be broadcast from there. . . . **Farley-Riley** orchestra is now broadcasting over NBC. . . . Plenty of prominent orchestra leaders turned out for the stag party thrown **Abe Lyman** this week at **Jack Dempsey's** restaurant, celebrating his fourth year on the air for the same sponsor. . . . Among those attending were **Ted Flo-Rito**, **Glen Gray**, **Eddie Duchin**, **Ray Sinatra**, **Mark Warnow**, **Harold Stern**, **Freddie Martin**, **Kavler Cugat**, **Jack Denry**, **Freddie Rich**, **Lud Gluskin**. . . . **Fred Waring** served as master of ceremonies and did a swell job. . . . He showed a lightning quick wit at repartee. . . . Friday (23) the Professional Music Men (song pluggers) honored **Jimmy Carr**,

N. Y. . . . **George Smith** is booked five nights a week until the end of January playing **Detroit** society dates. . . . **Alma Rose** and her 12 Viennese Beauties, fem band, are at the **Alhambra Music Hall** in Paris.

**REGGIE CHILDS** and his orchestra leave the **Essex House** in Newark, N. J., November 29, with a local band going in and the NBC wire coming out. . . . Both **Childs** and **Charlie Boulanger**, who leave the **Oriental Gardens**, Chicago, on the 28th, will play party dates until after New Year's. . . . **Basil Fomeen** and his **Internationals** have drawn a renewal at the **Hotel Savoy-Plaza**, New York, until the first of the year.

**CATO AND HIS MUSIC**, formerly known as **Cato's Vagabonds** open at the **Hotel Texas** in **Port Worth** November 28. . . . **Phil Levant** is clicking at the **Hotel Schroeder**, Milwaukee, with two new soloists, **Diane Dempster**, Chicago girl, and **Larry Johnson**, young California tenor. . . . **Frankie Ray** opened to a nice crowd last week at the **Cozy Grill** on Chicago's south side. . . . Contract calls for an indefinite engagement. . . . **Forrest Bradford's** orchestra will continue indefinitely at the **Glenn Rendezvous** in **Newport, Ky.** . . . **Dale Stevens** completed a four week run at the **Olmos Club** in **San Antonio** November 20, **Benny Meroff** replacing. . . . **Stevens** will one-night thru **Texas** until

# MUSIC NEWS

(Communications to New York Office.)

A new gesture in the way of song exploitation was successfully tried out by **Eddie Duchin**, band master and composer, last week. Piloted by **Sam Serwer**, of **Remicks**, Duchin visited a large local department store and established himself back of the music counter. It was not long before his advertised presence became known. In a short time he personally sold his own numbers, including his folio arrangements, and other works published by the well-known firm. On each copy sold the maestro attached his autograph, besides playing the effusion. All in all he had a grand time besides making new admirers and increasing his well-deserved popularity.

An unusually large gathering attended the initial breakfast party of the Professional Music Mens, Inc., at **Ben Marden's Riviera** Friday night, November 22. The affair started at 11 p.m. and continued until almost dawn. While the affair was confined almost exclusively to members a number of folks high in the destinies of the industry were present.

**Bill Weiman**, sales manager of the **E. B. Marks Company**, is scheduled for another trip in the interest of his firm. This time he will take in territory heretofore not traversed.

**Will Lewis**, composer-publisher, with offices in the **Woods Theater Building**, Chicago, is introducing a new waltz ballad **Old Kishwaukee River**, which he wrote in collaboration with **Jack Harmer**. The tune is already being featured by many radio artists and orchestras in the Chicago territory.

With the passing of **Ballard McDonald**, noted songwriter, who died last week at the age of 52, comes the announcement that arrangements were recently completed for the re-copyright of the numbers which he wrote in conjunction with **Harry Carroll**. These include the widely-popular **Trail of the Lonesome Pine**, **Girl in the Heart of Maryland**, **Somebody Loves Me** and others which had a lesser vogue. **McDonald** was also well versed as a composer.

**Willie (The Lion) Smith**, better known as composer and entertainer and responsible for **Echo of Spring**, a real, meritorious effusion, has organized his own band. He will shortly be installed at one of the important night spots.

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# Sheet-Music Leaders

(Week Ending November 23)

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

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

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

PHONOGRAPH RECORD best sellers will be found on page 116.

orchestra leader, with a dinner at **Marden's Riviera**. . . . **Louis Armstrong** and his orchestra, **Don Gilberto** from the **Toreador**, **Mike Landau** from **Del Monico's** and **Nell Golden** from **Queens Terrace** are now broadcasting on **WMCA**, New York. . . . **Roger Van Duzer** and his orchestra are at the **Larchmont Casino**, New York, and **Charles Hagelston** is at the **Post Lodge** in the same town. . . . **Lee Parker** is playing at the **Log Cabin**, **Armonk, N. Y.**

**JIMMY DOREY** and band will be replaced by **Tom Gerun** at the **Grove** in **Houston, Tex.**, November 27. . . . **Roster** of the **Dorsey** outfit includes **Joseph Yuki**, **Jack Stacey**, **Don Batteson**, **Bob Van Eps**, **Bob Burns**, **George Thow**, **Roscoe Hillman**, **Arthur Herfurt**, **Jim Taft**, **Raymond McKinley**, **Kay Weber** and **Bob Eberle**. . . . **Al Marisco** opened an indefinite engagement last week at the **Club Mipador** in **Homestead, Pa.** . . . **Chauncey Graham's** band is current at **Frank C. White's** restaurant in **Dunkirk**,

December 1, then rejoin the **Hilton Sisters' revue**. . . . **Phil Amigone**, proprietor of the classy **Chez Ami** in **Buffalo, N. Y.**, has announced a return engagement of **Hod Williams' orchestra** beginning January 1. . . . The bank will have a **CBS** hookup three times weekly thru **WGR**. . . . **Bill Lava** and orchestra begin a limited engagement at the **New Lookout House** in **Covington, Ky.** this week.

**BEN PARIS** and his orchestra, recently returned from **South America**, is now at the **Situate Country Club**, **Situate, R. I.** . . . Vocalists are **Bernie Billings** and **Marion May**. . . . The band played at the **Astor Hotel** and **Eldorado Club** in **Valparaiso, Chile**. . . . **Mike Riley** and **Eddie Farley** have changed the name of their jam band to **Farley-Riley Orchestra**. . . . It was formerly the **Eddie-Riley Orchestra**. . . . Orchestra is still at the **Onyx Club**, **New York**. . . . **Don Richards** and his orchestra concluded a run at the **Casino Montclair**, **New York**, Wednesday (20). . . . **Frank and Milt Britton** and their orchestra open a dance tour at **Cedar Rapids, Ia.**, December 4.

**RUBY NEWMAN** and his orchestra, hailing from **Boston** and new to **New York**, opens at the swank **Rainbow Grill**, **Radio City**, **New York**, December 1, succeeding **Arthur Ravel** and his crew. . . . **NBC** has spotted **William Scott** and his orchestra on a Sunday evening sustaining spot, the time formerly held by **Joe Venuti** and his orchestra. . . . **Venuti** is now at the **Baker Hotel**, **Dallas**, opening at the **Palomar** on the **Coast** December 1. . . . **Tom Coakley** leaves the **Netherland Plaza**, **Cincinnati**, where he reopened last week when the hotel and musicians' union ended their disagreement, December 5, opening at the **Lowry Hotel**, **St. Paul**, the following day.

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# POLL SHOWS VAUDE DEMAND

## Checkup of Dailies Gives Clear Picture of the Flesh Situation

(Continued from page 3)  
says William C. Repass, managing editor of *The Houston Chronicle*. Equally, is not more, illuminating is the reply from *The Wichita (Kan.) Beacon*, signed by W. C. Shanklin, managing editor: "I took the matter (vaudeville poll) up with executives of the Fox Theaters in Wichita, who own the major theaters here. While they found the proposal very interesting and worth while, they informed me that they were not in a position to consider vaudeville for their theaters. They have been inaugurating a number of new policies recently which they felt would conflict with any vaudeville program. They felt, therefore, that any vaudeville for Wichita would be inadvisable for the time being."

Answer upon answer, from the editors, indicated clearly that vaude is being kept out in direct opposition to the wishes of the public. Charles H. Friske, editor and manager of *The Pasadena (Calif.) Star News*, says, in part: "I feel that the day is at hand when the public would welcome a return of high-class vaudeville performances." From *The Reno (Nev.) Evening Gazette*, of which Graham Sanford is editor, comes the advice that "the return of vaudeville . . . would be warmly welcomed by theatergoers and (we) have said as much editorially on several occasions."

Dwight Marvin, editor of *The Record* newspapers, of Troy (N. Y.), states: "As far as vaudeville is concerned, I would say that the attendance at RKO Proctor's in Troy indicates the desire people have for vaudeville performances. The house is packed pretty nearly every night, whereas this is not true, except for outstanding pictures, at the movie houses." This concerns the Troy residents in the main, altho Mr. Marvin further states that he himself does not care for vaude, but says: "I look with longing to the time when the stock companies will return to cities of the size of Troy."

Boston is another city that wants vaude, according to C. E. Carberry, managing editor of *The Boston Post*, who says: "I have not any doubt that public

opinion here is overwhelmingly in favor of the return of vaudeville."

Editors—invariably reliable gauges of public opinion—reiterate the desire for vaudeville and indicate, further, what it means at the box office. Only one city has definitely gone on record that it does not want steady vaudeville. This is Dallas, where, according to John E. King, managing editor of *The Dallas Morning News*, a poll was held a little more than a year ago. Mr. King states: "The Dallas public has proved not only by its votes, but also by its attendance, that it does not want week-in, week-out vaudeville. It has also proved that sporadic stage shows, with name value, are welcome."

"The Interstate Circuit," continues Mr. King, "tells us that they stand always willing to return weekly vaudeville to the Southwest whenever the demand is felt and whenever the supply of vaudeville is available."

Several newspapers, in addition to vouchsafing their opinions favoring vaudeville, are conducting polls of their readers. Among those definitely cooperating in the canvas of public opinion on vaude are *The Lexington (Ky.) Leader*, *The Morning Courier and Evening Journal*, of Evansville, Ind. and *The Fort Worth (Tex.) Star-Telegram*.

### Rockwell O'Keefe's Two Units; Mitzi Green and Cooper Tyros

NEW YORK, Nov. 23.—Rockwell O'Keefe Agency, in conjunction with its theater representative, Phil Bloom, is sponsoring two new units. First is headed by Mitzi Green and labeled *Hollywood Comes to Town*. Cast includes Ross and Edwards, Mona Leslie, Tom, Dick and Harry, Gaylene Sisters and 12 Hollywood Beauties. Opened Thursday in Hershey, Pa., following with Springfield, Mass., for Paramount.

Another unit is Ralph Cooper's *Harlem Amateur Hour*, a 32-people colored show, headed by Don Albert's ork.

### Melton at \$2,500

NEW YORK, Nov. 23.—James Melton will go into the State here this Friday at \$1,000 boost over his old salary, the result of his picture success. He's getting \$2,500 for the week, the date being agented by the Morris office.

### Claim Against Perkins Denied

NEW YORK, Nov. 23.—The international executive board of the American Federation of Musicians denied the \$50 claim of Vera Waterhouse, of Jerry and her Baby Grands, against Johnny Perkins. Miss Waterhouse's alleged claim was for money due her for rehearsals while with the Perkins unit last year.

## Stamping Out Nudity Trend; General Orders To Lay Off

NEW YORK, Nov. 23.—The swing towards nudity in vaude shows has met with vigorous opposition, with the combo houses already taking active steps to stamp out this form of entertainment. Most of the opposition towards nudity is coming from the Midwest, where units with such features have been prevailing. Bookers have been warned to lay off booking shows containing such features and they in turn have passed the word on to unit producers, and Dave Idzal, managing director of the Fox, Detroit, even went so far as to give his statement to a daily paper.

Idzal, in an interview story in last week's *Detroit Sunday Times*, talked about a unit he recently had at his house. He stated to the paper the following: "I even went to another city to see that unit and it looked pretty good, tho I realized some of the brazen nudity should be taken out for Detroit. But when the nudity was out there was so little entertainment value left that I

### Almost Taps

NEW YORK, Nov. 23.—Taps, the agent, has been trying to sell Ella Logan to Sidney Piermont, Loew booker, for the last two years, and that meant hammering away at every opportunity. This week Piermont found he could use her, putting a phone call in to Taps. Girl secretary on the other end had Piermont in a rage when for 10 minutes she wouldn't connect him with Taps unless he explained his business. Luckily Taps got on anyway and Piermont by this time got the humor of the situation—so Logan was booked.

## Reps Still Huddle With Moss on Bill

NEW YORK, Nov. 23.—The License Department's case against Bill Schilling, for operating without an employment agency license, came up in Special Sessions yesterday and was postponed until January 9. Postponement was agreeable to both License Commissioner Moss and Schilling's attorney, I. Robert Broder, in view of their current huddles toward drafting an ordinance to bring about licensing of artists' representatives.

Broder and Sidney Kaye and J. A. McDonald, respectively attorneys for Columbia Broadcasting System and National Broadcasting Company, met with Moss again Thursday morning. They went over the proposed ordinance, and Broder obtained eliminations of clauses to which the reps were not agreeable. It is expected that the ordinance will be presented shortly to the Board of Aldermen.

The reps are continuing to work on their plan to form an organization to embrace recognized reps in all fields.

### "Pepino in Paris" New Unit

CHICAGO, Nov. 23.—Jules Desvall's new unit, *Pepino in Paris*, headed by Pepino, noted European comedian, opens at the Main Street Theater, Racine, Wis., November 28-29, and then goes to the La Porte Theater, La Porte, Ind., for two days. Both dates were booked by Dick Hoffman, of the Billy Diamond office here. The unit opens at the Riverside Theater, Milwaukee, December 6. Cast includes Olympia Desvall, Novelle Brothers and Sally, Sanna and Loomis, Summers and Eileen, Nolly Tate, Charles Brugge, Bacardi's Novelty Band and a line of 16 girls.

### Blackstone for Interstate

NEW YORK, Nov. 23.—Blackstone, the magician, will take his show on a tour of the Interstate Time, opening December 28. His show follows the Ina Ray Hutton unit, which opened today in Dallas.

## Houses Build Own Shows

Units hurt by trend of theaters to build own shows—m. c. returning

NEW YORK, Nov. 23.—Despite all the hurrah about units the last couple of months and the heavy play given them by the vaude bookers, the situation on units is not so healthy as it appears. There was a better season for units than there is now, the play being taken from them by the trend of the theaters to build their own shows. This is being done extensively now, with the result that the emcees are coming back to their own again.

The idea of building their own shows is less expensive to the theaters than units. They avoid heavy railroad costs, rehearsal expense, producer profits and the like—all of which are tagged on to the cost of the unit. Furthermore, by assembling shows the theaters feel that they can call on lots of specialty people, thus developing new talent, and not be compelled to stick to solid acts.

Loew has been doing this show assembling right along, playing shows intact in Baltimore and Washington. Ed Lowry opened today in Washington with a show built around him and Benny Rubin just completed those dates with his show. Circuit also has built shows around Ed Sullivan, who goes into the State here December 27 for the fourth time this year. NTG recently played State with an assembled show.

RKO has gone in for this type of show as well. Rubin recently playing for the circuit in Boston and next week going into Chicago. Milton Berle has often played for the circuit in an assembled show, and he's being dickered for to head another one. Judith Allen and Jack Doyle together with Louise Beavers and Johnny Perkins have been given a couple of weeks by the circuit as a combo. Then, too, shows have been built around personalities such as Eddie Peabody and Vic Oliver.

Warner built shows around Paul Ash in Washington and Pittsburgh. Larry Golde in booking Toronto and Montreal buys for specially built shows, Harry Anger being the house producer. Public builds its own shows in Boston, Detroit and Chicago, and the Roxy here has been very successful in building its own shows.

## New "Auction Nite" Stunt for Houses

NEW YORK, Nov. 23.—David S. Stern, special presentation broker, has lined up another one-night attraction, *Auction Nite*. Uses a professional emcee as auctioneer, calling on the audience for different articles and purchasing them, prices ranging anywhere from 25 cents to \$5. It shapes up into a half-hour entertainment. Auctioneers are all labeled "Auctioneer Sam."

"These one-nighters are currently playing theaters in the metropolitan area, with RKO, Skouras and Warner going for the idea. Jimmy Nolan is in charge of the auctioneers, while Henry Cogert, formerly of Cogert and Motto, is one of the auctioneers in addition to being exploitation and promotion man of the project.

### L. A. Houses Fight With Bands

LOS ANGELES, Nov. 23.—Town's new vaude houses swing to "name" bands next week in competition to one another. Frenobon & Marco Paramount will have Cab Calloway and his band back for a repeat week. Sherill Cohen has booked Ted Lewis and his band into the Orpheum at a flat \$7,500, while Calloway will draw \$8,500 flat for his repeat week. Four weeks ago Calloway received \$10,000 on his initial go at the house.

## RKO Boston to Pix For 3 Dec. Weeks

BOSTON, Nov. 23.—The RKO Boston Theater here will drop its stage shows for three weeks during next month, but will resume with a combo policy on Christmas Day. Ben Bernie, opening here Thursday, will head the last vaude bill going into the house before it goes straight pictures for the three pre-holiday weeks.

The theater, under the supervision of Charles Koerner, has been enjoying healthy business the last couple of months since staging costly vaude bills topped by two and sometimes three "names."

## More American Acts Sailing for Europe

NEW YORK, Nov. 23.—Several American acts left today aboard the Lafayette for London. Batie and Foster and Nathane and Sully open at the Piccadilly Theater, London, December 2, booked thru Frank Belmont.

Lita Grey Chaplin, opening at the same house December 16, and Van Cello and Mary and Roscoe Ates, opening December 2, also sailed aboard the Lafayette. Lou Irwin agented Miss Chaplin and Simon handled Ates.

Joe Morris will sail aboard the Ile de France December 6 to open December 18 at the Piccadilly. Devito and Denny also sailed today aboard the Lafayette for a quick return tour of Europe, booked thru Dick Henry.

## Jack LaRue for Personals

LOS ANGELES, Nov. 23.—Fanchon & Marco are building a four-people sketch around Jack LaRue, film star, for a vaude tour after the first of the year.



**Loew's State, New York**

(Reviewed Friday Afternoon, Nov. 22)  
(First Show)

State's in for another big week what with Willie and Eugene Howard heading the vaude bill and the screen giving out with *Barbary Coast*. Amazing at the enthusiasm for vaude of this house's first-show crowd—their entrance with all the acts and send them off with heavy applause bouquets. This week they get a 68-minute show and kept palm-whacking for more. A splendid bill, despite usual first-show sillups, and one that keeps up with the excellent vaude pace set here the last couple of months. House was crowded at this viewing.

Picchianni Troupe, seven males, makes an ideal starter, the turn thrilling and arousing audience response. These men wade thru a flock of sensational teeter-board tricks at a rapid pace, offering three and four-high leapups and a triple somersault into a chair. Shown appreciation after practically every trick.

Alice Dawn follows and she stopped the show cold, actually being compelled to come back with an encore. In businesslike fashion she sang her way thru three numbers, all well chosen, and encored with *Lullaby of Broadway*. Gal has a grand pair of pipes and she knows how to control it before a mike. She has looks besides; very fetching in that gold gown.

Willie and Eugene Howard take this spot and the laughs start to pour in. They do an interview bit, with Milton Frome straightening cleverly as a reporter. Reel off a flock of gags at a fast clip, and then Willie swings into his Jessel and Jolson mimicry, always surefire. Slayed them right there, but instead of encoring with Cantor he should have announced the next act and said he'd be back later.

Roy Sneek came in for a big reception with his always entertaining musical act. He's a wiz at string instruments, altho his high spot is the steel guitar. Very interesting, tho, when he does intricate playing of the banjo. Tops the act off with his Bill Robinson imitation by finger strumming the uke.

The Howards are back again in this spot with two of their wow hits. First is the *Rigoletto* quartet, in which they are aided by Edna Page and Helen Bard, and then the "Comes de Revolution" riot. Audience howled all the way, and it's no wonder, and they took their leave to tremendous applause.

Lynn Burno *Revue* is back again and it's a trim little flash, dressed and staged tastefully and moving along rapidly. Talented also, with Burno at the piano and neat specialties from Florence Hedges, effective prim; Dorothy Arden, toe dancer; Violet West, acro lass, and Teddy Wren, whose acro work features corking splits.

Ruby Swerling and his pit boys play the show well. SIDNEY HARRIS.

**Shubert, Cincinnati**

(Reviewed Saturday Afternoon, Nov. 23)

It's agreeable stage fare at the RKO Shubert this week with the attraction the *Sligh-Salkin Hit Parade of '36*, featuring Nina Olivette, comedienne, and with Frank Gaby, gabby comedian, in as added attraction. There's variety in the current program and another element that's been missing in too many of the shows that have played here this season—sock comedy. The show is further enhanced by 16 attractive and well-dressed chorines, who do well in the varied numbers. In addition to the above there's good dancing offered by the Three Wiles, male trio, and the Bartell-Hurst Foursome; a corking canine novelty by Al Gordon and a pleasing bit of warbling by Verna Burke.

After the opening number by the line

girls, Al Gordon and his Racketeers, the latter an assortment of mongrels, come on to wring an abundance of laughs from this early show crowd. Gordon's canine routine is vastly different from the conventional. At times it leaves one wondering whether Gordon has the dogs trained or vice versa. At any rate, they rang the gong easily and pulled a strong hand at the windup.

Frank Gaby, assisted by an unbilled fem and a plant in an upper box, fills this spot in A-1 fashion. Chief stress is laid on the comedy crossfire between Gaby and the plant. It's smart material and was good for almost continuous laughter. Girl also contributes a tasty bit of hoofing. Gaby and his cohorts grabbed a sweet get-away hand. In their second spot, later in the program, they scored equally as well, with Gaby now doing his vent work. The chatter between the dummy and the plant is good for more belly laughs. Gaby and the girl indulge in more horseplay and the plant comes on stage for the windup. A novelty closer brought them another hearty round of applause.

Verna Burke, dynamic warbler of songs, scored handsly with her treatment of *I Feel a Song Coming On* and *Lonely Street*. Bowed to much hand-clapping and returned to sing *End of Honeymoon Lane* to lead the chorus into a novelty black-and-white number on a darkened stage. The number was well received.

The Three Wiles, male trio, experienced little difficulty in pleasing this crowd with their novelty dance routines. Open with a variation of a sand dance, followed with a number that has them attired as Charley Chaplin, Jimmy Durante and Groucho Marx, and closed with a wooden soldier routine, which is their best. Their transformation into soldiers in full view of the audience is a novelty in itself. Took the bows to a sound miffing.

Two lads and a girl, of the Bartell-Hurst Foursome, work in the next girl number and contribute a tasty and graceful bit of ballroom adagio work. The full foursome, three lads and the girl, also work in the closing spot, offering a sensational bit of adagio work, the likes of which haven't been seen here in some time. Took a strong finish hand.

Nina Olivette, assisted by Murray and King, male duo, found the going easily and hung up a full show-stop. Open with a bruising dance session, with Nina taking the bumps. She follows by warbling a novelty ditty, *I'm a Lady*, after which the trio swings into a wild-and-wooly comedy adagio session with Miss Olivette still on the receiving end. It had the customers holding their tumblers thruout. Nina begged off with a brief curtainer. BILL SACHS.

**Palace, Chicago**

(Reviewed Friday Afternoon, Nov. 22)

Jack Hylton, famous English band-master, in this country but a few weeks on a radio contract with a large oil company, made his first appearance on any American stage this afternoon and if his reception can be taken as a criterion then he is already well established in the hearts of American radio listeners. Altho his band is composed of American musicians, the direction, arrangements and specialty people are typically Hyltonesque. His manner of conducting is unique. He uses no baton and he is always injecting little mannerisms and bits of showmanship in the proceedings that serve to keep the audiences in a warmly receptive mood. He calls his show the *Continental Revue*.

After the opening number, *You Shall Have Music*, with a vocal chorus by Pat O'Malley, the band swung into a fast tune called *Clarinet Marmalade*. A symphonic arrangement of *On Treasure Island*, featuring Cecil Reed's trumpet and the low-voiced Peggy Dell, was next and then a medley comprising *Top Hat*, *St. James Infirmary*, *Cheek to Cheek*, *Roll Along Covered Wagon* and Fred Switzer playing a clarinet and sax at the same time. Magna Neeld sang a selection from *The Pirates of Penzance*, and Pat O'Malley made a hit with *Albert and the Lion*, an English novelty.

Fred Switzer did a bit of comedy conducting with the boys and Eve Beck sang *The Gentleman Obviously Doesn't Believe*. Audience wouldn't let her go so she encored with *Mad About the Boys*. George Lyons played two harp selections, and the band did *You Are My Heart's Delight* in symphonic manner, with vocal by Magna Neeld. Peggy Odell returned for the singing of *Treds*

on the *Tails o' Me Coat*, an Irish tune, and then Alec Templeton, blind pianist, made one of the biggest hits of the afternoon with his piano playing and impressions of a soprano and an old phonograph record. The band played *London on a Rainy Night*, with a vocal chorus by Pat O'Malley and a novelty instrumental quartet. Finale was a distinct novelty called *Changing of the Guard*, a colorful presentation with costume and scenic effects. Hylton is a gracious fellow, a thoro showman and an asset to American entertainment. He has a swell organization and deserves every bit of success he attains while in these United States.

F. LANGDON MORGAN.

**Roxy, New York**

(Reviewed Friday Afternoon, Nov. 22)  
(First Show)

A pleasant stage show supporting Edward Arnold in *Remember Last Night* (Universal) on the screen, with the stand-out being the work of the Gae Foster Girls, house troupe. The kids do three numbers and they're all honeys. First is an odd affair in which they raise their skirts to reveal dolls spliced to their legs. Second, the best, is a very effective routine in which they wear dresses, the bottoms of which are formed by hoops. The hoops are manipulated for unusual and excellent effects in a very clever number. Third is a hotcha jungle affair, which, despite the stereotyped medium, manages to be grand, one of the most effective hotcha whirligigs this reporter can remember. In the hoop dance two youngsters are pulled out for whirris; and in the jungle number two more step forward for hip tossing. All four are excellent. Margie Newman, also from the line, leads the group in the first number with some excellent toe work.

The Beau Brummels (Lentz, Lewis and Lane) get top program billing. They're the three chief stooges from Jack Pepper's old act and they keep much of the material, using Billy Keaton as straight. They also, however, add some new bits of their own. Turn shapes up as excellent comedy. Further comedy is offered by Wally Brown and Annette Ames. Brown has a distinctive and potentially excellent style, but he's hampered by material that's blue without being funny. Little Miss Ames comes on for the closing sock and scores nicely with her baby talk. Pitts imitation and dance.

The Honey Family, ace acrobatic turn, closes the show in its usual splendid style, ringing down plenty of deserved applause. The Perry Twins (lads) open with a couple of smooth tap routines, and Dorothy Johnson sings *I Found a Dream* for the midsection production number.

Week's air amateur is Stephanie Dale from Irvington, N. J., a pretty blond youngster who sings *One Night of Love* in a really beautiful voice—rich, clear, powerful and well handled. Musical comedy producers, please note.

Freddy Mack leads the pit boys and does emsee. House was average at the first show opening day. EUGENE BURR.

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

(Reviewed Thursday Evening, Nov. 21)

Music Hall this week is really the show case of theaters, not only for its structure, but for the entertainment it harbors. The stage show is tops—a class trade spectacle—and the pit is *Crime and Punishment* (Columbia), headed by Edward Arnold and Peter Lorre. From the appearance of the turnout at this last show opening day the week's take promises to be a healthy one.

Following the newsreel and a grand Silly Symphony cartoon, the stage show, *Around the Town*, gets started. It's replete with beauty, drawing on the hugeness of the stage and the many facilities backstage, and Leonidoff, Russell Markert, Albert Johnson and Florence Rogge are among the staff folks deserving much plaudits.

Symphony ork is a part of the stage show in the opening spot, *At the Concert*. Offer Tschakowsky's *Fourth Symphony*, Second and Fourth Movements. Played beautifully, with the audience warm in appreciation.

*The Song of Steel* follows, calling upon Von Grona, a familiar figure from the old Roxy days. Number is built to outstanding heights, the Glee Club leading off with a special number written by Meredith Willson, and for at-

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mosphere the steam sound effects and a huge furnace are used. Von Grona does his mechanical dance atop the furnace and it's a grand creation executed brilliantly, lighting throwing his shadow to great effects.

At the *Horse Show* starts off with a steal from *Jumbo*. Whereas in the latter show Paul Whiteman leads from a white horse, Robert Weede makes his entrance here on a white charger, sings on stage and then goes off singing while mounted. His song *Comrade* was written by Maurice Baron and Al Silverman. The Rockettes are a big hit in their horse number, observing their keen precision while prancing. Life of the number, tho, is given by the act *Pansy the Horse*. Ideally spotted, the turn provides many laugh minutes, the prop horse, paced by a honey of a gal, carrying on very amusingly.

At the *Opera*, the closer, is a repeat of a couple of weeks ago, *Ballet de L'Opera*. Program reveals it's repeated at request. Number is indeed a beaut, the ballet girls first working at the sides of the house and then going on stage, where their ranks are swelled to some 60-odd girls. That's a sight to behold. Marie Grimaldi and Nicholas Daks round out the number with excellent ballet routines, and Beatrice Joyce gets a brief inning early in the number for a song.

SIDNEY HARRIS.

**Bronx, Bronx, N. Y.**

(Reviewed Friday Evening, November 22)

A substantial four-act show this half with Peter Randall doing the emcee. Opening turn is Captain Dabiny, whose strange acrobatics astride a large wagon wheel brought shrieks of fright from the audience. Top stunt is jerking the wheel up a flight of stairs while riding it. Good novelty.

R. Don O'Brien, Irish tenor, is better than average. Has a sweet voice, specializing in popular ballads without use of a mike. Did four numbers and won a good hand.

Randall, doing a brand new turn, revealed an improved showmanship and much better comedy material. Brings on a gorgeous blonde, Gloria Mossman, to croon a pop and returns to close the act with singing of *The Spell of the Blues*. Routining could stand fixing. Had no trouble getting over here.

Great Dagmar, magician, entertained the customers with a raft of magic tricks, assisted by two women. Does needles, coins, bird-catching net, silks out of bowl and bell-ringing glass, closing with a trunk escape and switch stunt. Nice presentation, altho lack of special settings was a handicap.

**Grand Opera House, N. Y.**

(Reviewed Thursday Evening, Nov. 21)

Good show in this four-act offering, better than a number of those previously caught at the 23d street landmark. Acts are, in running order, Olvido Perez and Company, Lee Marsh, Lavan and Boles, and De May, Moore and Martin.

Perez, starting off, has a satisfactory turn on the high wire, the "Company" being a woman to give him one or two items with which he works. Stunts include the handkerchief pickup, balance on a small plank and on a ladder. Perez could try to effect more showmanship and make the tricks look harder.

Lee Marsh soloed in second with a line of fairly amusing chatter delivered in a casual, dead-pan style. He gathered a few good laughs. Sings *Brother, Can You Spare a Dime?* in femme fashion and closes with a stuttering tune.

Lavan and Boles, in the main spot, got over with a sock. The male half of the act does practically all the work, his lady partner doing a little foiling and some pretense at singing. The man mugs, clowns, delivers some chatter and participates in comedy work at the piano. Wears a comedy outfit and sports a screwy hair comb.

De May, Moore and Martin, a five-people flash, supplied a strong closing, featuring two men and a short, slight

blond girl, together with another blond lass and a young pianist. Latter also has a fast spot of his own on the accordion, handling *Tiger Rag*. The second blonde and one of the men open with an acrobatic tap number, work which they later repeat individually. The other man and girl start out with a legitimate ballroom number, then going into a burlesque of the same, and quite good. These two, together with the third chap, return for a pip of a throw-around routine, with the girl getting almost as much tossing around as Peggy Taylor in her act. This number should close the act instead of bringing on the accordionist and going into one or two lesser contributions.

Business was good at the end of the supper show. JERRY FRANKEN.

**Chicago, Chicago**

(Reviewed Saturday Afternoon, Nov. 23)

Jesse Crawford started the show with his organ, *Melody Parade*, which consisted of his usual excellent playing of *I Feel a Song Coming On*, *Song of Songs*, *A Little Bit Independent*, *I Love You Truly* and *Sittin' High on a Hilltop*, all done with slide effects. Drew a good hand.

The first stage divertissement opened with Mark Fisher singing *Thunder Over Paradise* as the curtains parted, showing the Evans ballet in hoop-skirt effect. Novelty costumes before a stage bathed in blue. After a neat routine by the girls the Stuart Morgan dancers, three men and a woman, contributed some fine adagio work that included several breath-taking throws and catches. Nice hand.

Nell Kelly romped on and proceeded to make the customers feel good with her nut comedy. After her opening song she did a satire on Greta Garbo and closed with a caricature of a Salvation Army lass singing *Beans, Beans, Beans*. She works hard, is on the move all the time and took a nice hand.

*Harvest Festival* was a radium novelty and opened with Mark Fisher singing *Shine On, Harvest Moon*. During the production the pumpkin, trees, fence, a turkey goblin and the pump came to life and moved in rhythm to the music. Stepin Fetchit, of the movies, came on to the tune of *Lazybones* and did practically the same routine he did when he appeared here at the Palace Theater some time ago. His apparent laziness tickled the audience and he closed with a few dance steps to much applause. Con Colleano's appearance was preceded by the Evans girls in Spanish costumes for a short dance number before he mounted the tight wire and went thru his swell wire walking. His dancing on the wire is better than some accomplish on a floor, and the closing trick, a forward somersault, feet to feet on the wire, was rewarded with heavy applause.

F. LANGDON MORGAN.

**Earle, Philadelphia**

BENNY DAVIS UNIT

(Reviewed Friday Afternoon, Nov. 22)  
(First Show)

One of the best gangs in Benny Davis' career of star hunting is brought by the songwriter to the Earle this week. His show is chock-full of youthful talent, with songs, dances, comedy and novelty well mixed. A full house gave the show an enthusiastic okeh.

Benny opens by singing a new song, *Merrily We Roll Along*, followed by some classy tapping from Alice Miller. The *Winstead Trio*, two men with guitars and a girl with a voice, harmonize on *Swing It* and *I Got Trouble*.

Catherine Harris won a big hand with her toe tapping and her acrobatic stepping. The girl has class and plenty of polish. Tony Angelo, a clear-voiced tenor, is next on the bill with *You're All I Need* and *Red Sails in the Sunset*. More dancing comes from Joe and Betty Lee, who perform an acrobatic ballroom number and encore with a rumba.

Ginger Dulow follows with impersonations, beginning with Joe Penner and then doing a skit in which she imitates Zasu Pitts, Mae West, Lou Holtz, Stepin (See REVIEWS on page 40)

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## NEW ACTS

### Henry Scott

Reviewed at Bronx, Bronx. Style—Piano and comedy. Setting—In one. Time—Ten minutes.

Scott is a swell pianist who can, nevertheless, hoke up his routine sufficiently to sell it to a neighborhood audience. Starting off as a straight piano turn and dressed immaculately in formal clothes, he switches to hoke, wearing a wig and doing a comedy Paderevski.

Other tricks are wearing a pair of mittens without breaking the rhythm of a pop number and then playing a hot tune while wearing the mittens. For an encore he offered a pantomime of a man undressing and taking a bath. He also did emcee, revealing a fair talent for comedy talk.

Undoubtedly a personality, Scott needs a more closely knit act. With a real act

behind him he should climb fast.

P. D.

### Reckless and Retlaw

Reviewed at the Bronx, Bronx. Style—Comedy and cycling. Setting—Full stage. Time—Ten minutes.

Man and woman doing comedy cycle turn. Not a sensational turn, but it's thoroly pleasing. The man, in baggy comedy outfit, does most of the work, specializing in stunt and comedy stuff.

He does stunts atop unicycles and bicycles, ringing in a few collapsible wheels for comedy effect. The girl is on for a few fast turns, filling in nicely.

The sort of act the Kiddies love, this one had no trouble pleasing the family audience that crowded the house for this performance. Was in the opening spot.

P. D.

## VAUDEVILLE NOTES

VICTORIA LORENZE, of the vaude team of Victoria and Lorenze, who fractured her right arm while playing the State-Lake, Chicago, recently, is vacationing in Wisconsin until she recovers from the injury. . . . Preston Sellers, organist at several of Chicago's downtown theaters, has joined the staff of the State-Lake, Chicago. . . . Murray Korman is working with Sam Saxe on ideas for a novel Vitaphone short. . . . Joe White and Freddie Mayo have joined the Mike Hammer Agency, New York. . . . Charles Stone is doing a new four-people flash. . . . Cal Kenyon, formerly of Mahoney and Auburn and the Kenyon Bros., is now working with the Five Elgins. . . . Tom Kearns, former p. a. for Eddie Peabody, is now p. a. for all F. & M. attractions.

ABE FEINGOLD is no longer associated with Thurston due to the latter's illness and compulsory layoff. . . . Jimmy Shure, g. m. for Hal Sands South American tour, is due back in New York December 15 after a 10-week run. . . . Mizzy and Taylor, amateur song-writers, following their Fred Allen tour, have been contracted by F. & M. . . . Judith Allen and Jack Doyle, handled by Johnnie Dugan, of the Simon office, have landed six weeks from RKO as a result of their Boston showing. . . . The team, Louise Beavers and Johnny Perkins are working as a combo on some of the dates.

SEROVA DANCERS opened last week at the Grand Opera House, New York. . . . Will play 12 weeks in Miami this winter, followed by a run at the Venetian Gardens, Chicago. . . . Charlie Abbott, of Abbott and Robey, was stricken ill last week in his home. . . . Is recuperating in a New York hospital. . . . Gil Lamb is picking up a few vaude dates before sailing for a return tour of Europe late next month. . . . Paul Duke opened his European tour at the Palace, Manchester, instead of Liverpool, as originally booked. . . . Got rave notices, calling him "one of the cleverest and most original turns on the music-hall stage today."

SELMA MARLOWE goes into the Metropolitan, Boston, this Friday following engagements in Detroit, Washington and Baltimore. . . . George Price, after two weeks at the Piccadilly, London, is now on the high seas headed for New York. . . . Louis (Eppy) Epstein, who was out with the Minsky unit, touched on the Chicago unit situation by saying, "All you have to do is stand on Randolph street and yell 'unit' and 40 of 'em will smack you right in the kisser." . . . Olsen and Johnson unit has a couple of weeks around Chicago for Paramount, starting January 3. . . . Veloz and Yolanda go into the Chicago, Chicago, in January. . . . Lester Hammel, of the Morris Agency, is going on a trip.

PHIL OFFIN cracked another nifty when he spotted Hugo Morris coming on the RKO booking floor with his turned up black hat and ever-present stump of a cigar. . . . Phil piped, "Give me a couple of more days on the mortgage." . . . Mazel and Zita, dance team, are featured in Aldrich's *Oriental Fantasies*, which is headed south. . . . Milton Berle is grooming himself for a boxing bout he'll stage soon with Benny Leonard at a New York benefit affair. . . . Victor, formerly with Nasib the photographer, is back on the stage again with the act of Ruloff, Victor and Tamara.

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# Variety Stage Shows and Their Importance at the Roxy Theater

By HOWARD S. CULLMAN



THE Roxy Theater is today the only first-run Broadway motion picture theater offering variety entertainment as well as a screen program. This is a rather recent development. For many months, however, the stage show at the Roxy has occupied a very important place in its policy. Many have commented on the spontaneous and enthusiastic response of Roxy audiences to the stage program. Frequently acts reported to have received a cold response elsewhere have stopped the show. Certain types of radio and screen personalities have attracted tremendous crowds, far beyond their anticipated drawing power. The Roxy was, in fact, even before its present unique position, a veritable mecca for the thousands of New Yorkers who craved and enjoyed variety as well as screen entertainment.



Howard S. Cullman

I believe there are a great many reasons why our stage policy at the Roxy has proved a success. A few stand out as particularly important. In the first place, we have keyed our budget to the times; we have rigorously avoided extravagant production costs and kept within a limit making possible regular weekly profits. This, from the theater manager's standpoint, has been essential. We are dealing today with a highly price-conscious public, and I do not think any stage presentation can or should carry the initial load of an excessive budget.

In the second place, we have paced our show to the tempo of the times. When we first introduced our present policy we recognized that, so far as the mass audience was concerned, the day of the heavy, elaborate, slow-moving spectacle was finished. Tempo on the stage today is just as important as it is on the screen. We have tried at all times to keep things moving on our stage and apparently we have succeeded.

Third, we have kept our entertainment at all times at the level of our audiences. Recognizing that we were operating a popular-priced house, we visualized our patrons as average men and women—the same group who read tabloid newspapers and motion picture fan magazines, who listen to the radio and ride on the subway. We have therefore kept our stage show strictly in the form of popular entertainment. We have not tried to uplift our patrons with symphonic concerts. Instead, we have given them popular music, ballads and, on rare occasions, highly familiar operatic numbers. We have not dazzled our audiences with complex modernistic ballets, but we have tried to entertain them with original, amusing and always understandable routines by a well-trained line. In this connection I must make acknowledgment to Miss Gae Foster, whose ability is largely responsible for the success of the Roxy line. The Gae Foster girls at the Roxy invariably come in for their full measure of applause, due not alone to the excellence of their dancing, but also to the striking and entertaining effects conceived by Miss Foster.

In the choice of acts we have also aimed, within the limits of our budget, to feature the kind of personalities who would have real appeal to our patrons. Jack Partington, our producer, deserves particular credit, both for the skill he has shown in ferreting out new talent and for his remarkable instinct in exploiting certain types of personalities.

I believe it might be valuable at this point to depart from generalities and enter into some of the more specific facts and factors which have shaped the Roxy stage show policy during the past three years. For this purpose I have called upon the executives of Fanchon & Marco, who have been responsible for our productions, for assistance in making a concrete analysis of our stage experience at the Roxy.

In the first place, what is a Roxy show? Definitely, it is not straight vaudeville, nor is it a spectacular presentation of the Radio City Music Hall type. It consists actually of a variety revue based on a fairly consistent formula. We utilize our line girls both as a background for other acts and as separate

entertainment units. They usually contribute three distinct routines, one of which generally takes the form of a production number with other acts woven into the whole. We have found it advisable to include on our bill certain types of variety acts, namely, in general, an acrobatic troupe, a comedy act, a dance team and a vocal artist, occasionally varying this formula with animal acts, jugglers, etc.

At all times we have been highly conscious of the fact that we were working in a theater of 6,000 seats, with all the natural handicaps which a house of such size entails. This has influenced our procedure in every department of stage technic. We have had to limit our vocal and verbal appeal on the stage to such acts as could conveniently work with a microphone. The kind of comedian or monologist who must wander around the stage has been out.

In order to overcome the handicap of size and distance the Roxy has introduced a number of innovations. One of these—the stage apron—has made

HOWARD S. CULLMAN has been at the Roxy Theater, New York, as receiver and trustee since December, 1932. He has been prominent in civic, philanthropic and business circles thruout an active career. A graduate of Exeter and Yale, he has been closely identified with the political scene as treasurer of the Wagner, Smith, Lehman and Roosevelt campaigns. However, he has never run for or held a paid political office. His only public post at present is that of vice-chairman of the Port of New York Authority, of which he has been a commissioner for the past nine years.

His philanthropic associations are numerous and include the presidency of Beekman Street Hospital and directorship in the United Hospital Fund, Madison House and Lenox Hill Neighborhood Association.

He is vice-president of Cullman Brothers, wholesale tobacco merchants, and vice-president of Tobacco and Allied Stocks, Inc.

He has been an active figure in social movements of various kinds—was chairman of a committee appointed by President Roosevelt while governor to review medical and hospital problems in connection with Workmen's Compensation Insurance and chairman of the New York Conference for Unemployment Insurance Legislation.

It is possible for a large part of our audience to be almost on the stage and has brought a feeling of intimacy to the whole production. Another innovation is the phantom microphone concealed below the stage and arising to a convenient height at the need of the performer. This idea, originally conceived by Jack Partington at the Roxy, has since, I believe, been generally adopted in other theaters.

More recently the Brush Development Company has worked out for us a new type of crystal microphone especially adapted to the needs of a large theater like the Roxy. This, I believe, is also now available for general use.

Certain changes in lighting have been introduced—all aimed at projecting a fast moving, modern variety revue in a theater originally designed for elaborate spectacles. The most recent of these are the flood lamps made for us by Kliegl Brothers, which are now installed on the front of our balcony.

Similarly, our costume department, under the direction of Bonnie Cashin, has worked towards the single end of creating gaiety, excitement, color and action on a tremendous stage and at a minimum cost. Practically all our costumes have been modern and strikingly attractive in design. We have remade and adapted the same costumes for many different purposes. At all times the general effect has been emphasized rather than intricate detail.

In our costume department, under Miss Cashin's direction, three sets of costumes for 24 girls are designed and made from start to finish each week, together with more elaborate costumes for specialty acts. From time to time our department has even supplied other theaters with costumes.

Our scenic equipment at the Roxy has been drawn, to a large extent, from our well-stocked ware-

house. From time to time we have altered existing sets and cycloramas and added new backdrops, props, etc. One of our earliest additions was a band car on wheels, electrically operated, which we decorate in keeping with the general motif of the show and use on the stage at such times as we do not want our band in the orchestra pit.

On the whole we have used our orchestra as a background for our show. Our conductor also acts as master of ceremonies, but not along the conventional lines. His work is a rather interesting departure from the usual. He does not inject his personality into the show itself. Instead, he serves merely to introduce and co-ordinate the various acts. His remarks to the audience, therefore, are at all times brief, friendly and descriptive. He makes no attempt at wisecracks. As a result, whereas the job of emcee is usually short lived, Freddy Mack has been carrying on at the Roxy for nearly a year.

As to the choice of headliners at the Roxy: We have tried to do one of the most difficult things in the entertainment field, namely, to maintain a consistent policy. It is an all too well-known fact that the tremendous drawing name which may bring a theater outstanding business for a week or two leaves in its wake a vacuum which the manager is often at a loss to fill. The most recent example of this was the appearance on one bill of Belle Baker, Lou Holtz and Block and Sully, with tremendous success, followed, however, by a terrific letdown in the weeks that followed their appearance. We have tried at the Roxy to make our revue as a whole a consistent attraction.

However, we have frequently played headliners who have had great drawing power. They were not necessarily acts that would be regarded as equal box-office attractions in other theaters. Such movie personalities as Henry Armetta, Louise Beavers and Stepin Fetchit have proved tremendous drawing cards because they were personalities familiar to and well loved by our patrons. Even with such headliners as these we have maintained balance in our show so that the presentation of a headliner at no time caused a striking contrast in our audience's mind between the shows which preceded and followed.

We have made similar use of radio personalities. The producing staff of Fanchon & Marco is in constant touch with the radio field and maintains a steady search for new and promising talent. In this I believe they have been unusually successful. Instead of jumping on the bandwagon in the wake of national networks, they have given recognition to really talented artists, often long before they had reached any great radio fame. Such personalities as Gertrude Niesen, James Melton and Lanny Ross were featured at the Roxy long before they were widely known on the air. Their subsequent success has amply confirmed our judgment about them.

Altho we have adhered to a reasonably consistent formula we have not hesitated to vary our presentation along lines adaptable to our general framework. We have at times presented whole radio acts, such as Bobby Sanford's Showboat, the WHN Barn Dance, Cowboy Tom, the CBS and NBC Revues and Nick Kenny's Radio Roundup. These we have generally supplemented with additional acts and presented in a manner following the general lines of our standard production technic.

Generally speaking we have, thruout the past three years, adhered to our policy of an eight-act show; namely, five acts, the Gae Foster Girls, our master of ceremonies and the orchestra. At times we have had to modify this plan because of the nature of our screen attraction. When we have had an unusually strong or long feature film, we have, to some extent, cut down the length of our show without, however, at any time reducing the number of acts. With less powerful screen attractions we have usually tried to play up our stage attractions more intensively and extensively.

Finally, I must make mention of the role of the amateur in the Roxy stage show. We were, I believe, among the first to recognize the importance of the amateur vogue. The tieup which we have made with the Fred Allen hour gives the theater a weekly mention on a nation-wide hookup. Each week we present on our stage the winner of the preceding Wednesday's contest on the air. We have found these amateur winners a decided asset on our stage. Our audience has been warmly responsive to them and, I believe, for many of them their appearance at the Roxy has been a valuable stepping stone towards a professional stage career.

# Hearing Held on Proposed Building Code Revisions

**Favoritism shown; film houses powerful factor in hopes of legit men—new regulations may be adopted before January 1—McCaffrey presents theater's viewpoint**

NEW YORK, Nov. 23.—Legit theater interests, at the aldermanic hearing Monday on the proposed new building code, sought to effect changes in antedated rules and regulations which have not, it is alleged, kept pace with architectural advances in theater construction. Antediluvian measures, invoked decades ago before modern building construction eliminated fire hazards, have held up the reduction of admission prices and have placed an unfair burden upon theater owners, making a reasonable income from costly realty investments practically impossible, according to claims of the theater interests. As conditions now stands, returns on these holdings are sporadic at best, being dependent on such factors as the theatrical season and the relative success of shows.

The argument for liberalization, made all the more effective in view of the favoritism shown moving picture houses, was forcefully presented by George H. McCaffrey, of the Merchants' Association, a group instrumental in drawing up the proposed new code.

The new regulations, which, it is hoped, will be adopted by January 1, seek to permit theater building owners to derive a more continuous revenue thru renting space for stores, offices and the like. Public safety will in no way be endangered, but will continue to be of primary consideration.

Among those who attended to lend their support to the legit interests were Frank Gillmore, president of Actors' Equity; Dr. Harry Moskowitz, adviser to the League of New York Theaters; Professor S. R. McCandless, of the Yale Drama School; Mrs. Edith J. R. Isaacs, Morton Eustis and a number of theatrical architects and designers.

well acted and well directed. Uses a screen interlude, burlesquing the average movie trailer to a fare-thee-well. That gag alone is good for plenty of long laughs. *Murdock.*

## More Support for Labor Stage, Inc.

NEW YORK, Nov. 23.—Local American Federation of Labor unions and allied organizations, such as the Women's Trade Union League, are lining up more backing for the Labor Stage, Inc., which is to launch a series of plays at the Princess Theater soon.

A women's group was organized Tuesday. Among those present were Mrs. Dorothy Bryant, secretary of Chorus Equity; Mrs. Augusta Ocker, secretary of the Wardrobe Attendants' Union, and

## Guild Season in Chi Opens December 23

CHICAGO, Nov. 23.—The Theater Guild season will open here December 23 when *The Old Maid*, with Judith Anderson and Helen Menken, starts an engagement at the Erlanger Theater.

The engagement of *Dodsworth* at the Erlanger ends December 21.

## OUT-OF-TOWN OPENINGS

### "Boy Meets Girl"

(Philadelphia)

Authors. Sam and Bella Spewack. Producer, George Abbott. Director, George Abbott. Designer, Arne Lundborg. At the Broad Street Theater for one week, beginning November 18.

Cast: Allyn Joslyn, Charles McClelland, Jerome Cowan, Everett H. Sloane, Royal Beal, Peggy Hart, Lea Pennan, James McColl, Garson Kanin, Maurice Sommers, Joyce Arling, Helen Gardner, Perry Ivans, Edwina Rice, Philip Faversham, George W. Smith, Robert Foulk, Betsy Smith and John Clarke.

Robert Law and J. Carlyle Jensen, who might be 46th cousins to Hecht and MacArthur, are movie scenarists who keep the studio in an uproar with their pranks and ribaldries and are especial problems for Mr. Friday, studio chief. In the midst of a mad conference on a story for Larry Toms, the studio's cowboy star, Susie, a studio waitress, faints in the office. It is discovered that she is expecting a blessed event and the scenarists insist that the studio sign the unborn baby as a co-star for the cowboy. When the baby arrives he becomes a screen sensation, annoying the jealous cowboy, while Susie realizes a lifelong dream of going to high school. Comes a battle for "Happy's" (the baby's) contract, which smart agents get away from the scenarists, forcing them out of the studio. At the height of the fuss Happy gets the measles, gives them to the cowboy, while the scenarists take a \$5,000,000 offer for the studio from Gaumont-British if the baby is still one of the stars. Gag doesn't work because Susie has heard the call of romance. The scenarists are in a hot spot when the curtain falls.

A swift farce which looks like a potential smash. Movie ribbing is smooth and plausible, and the lices are filled with comedy punches. The plot is involved, being of the gag variety, but that won't hurt the play with the customers. It is a laugh show all the way thru, and it is

Broadway's greatest tragedy is that it is open to all. Anyone who can gather together a play, a cast and a theater is eligible. Messrs. Ed Davidow and John Cameron gathered together a play called *Satellite*, a cast which offered some of the weirdest acting this side of mania, and the nice little theater called the Bijou, which recently housed film cartoon programs. They presented the play to an unsuspecting world Wednesday night.

Messrs. Davidow and Cameron, however, should not be too harshly judged. If they made a mistake (and what a mistake) in presenting their play, they at least tried to rectify it as quickly as possible. They ceased presenting the piece almost as soon as they began. It was withdrawn after the first performance.

*Satellite* is by Kerry Shaw (absolutely no relative of George Bernard) and Joseph Mitchell (absolutely no relative of Thomas), a pair of gentlemen who thought that they could write a very funny farce about a yokel boy caught in the toils of a Broadway siren and rolled for his entire wad, who finally

## PERFORMERS!

Turn to pages 31 to 35

for our

## THEATRICAL SCHOOLS SECTION

It tells you where to polish up your talents—types of courses—fees.

Mrs. Elmer Rice. Production of one-acters already tried by amateur groups connected with local unions was discussed.

Policy now is to put on "professional plays" with professional casts at \$1 top admission and to try to lure the regular theater trade. Amateur labor theater groups would be permitted to put on matinee shows, however, but not for the general public.

## Nazimova's Richmond Click

RICHMOND, Va., Nov. 23.—Mme. Alla Nazimova presented Ibsen's *Ghosts* at the Lyric Friday and Saturday, November 15-16, with matinee Saturday, to fairly good business at all three performances. Production was pronounced one of the most artistic Richmond has seen in years, and critics of the two daily papers acclaimed it a masterpiece. It has been some years since this Ibsen play has been presented upon a Richmond stage, and its appeal has always been to a rather select type of audience, as it was this time. Members of the newly organized Richmond Theater Guild were enthusiastic patrons of the production.

# THE NEW PLAYS ON BROADWAY

## BIJOU

Beginning Wednesday Evening, Nov. 20, 1935

### SATELLITE

A farce by Kelly Shaw and Joseph Mitchell. Staged by John Cameron. Settings by A. W. Street. Presented by Edward Davidow and John Cameron.

Leona Wilson	Joyce White
Margaret Manning	Barbara Weeks
Gene Wilson	George Sherwood
Bruce Taylor	Stanley Smith
May Manning	Noel Francis
Ben Bernie	Madame Poo
Rose Cheerful	Charlotte Reynolds
Jack Palmer	Carlyle Bennett
Emil Bierkraut	Joseph Striker
Mr. Miller	Jack Soanes
	Rose Tapley
	Christola Williams
Liquor Man	Gerald Vaughn
Samuel Pokrass	Himself
Max Goldblatt	Bernard Corsey
Sunny Lane	Diane Tempest

Guests

ACT I—Scene 1: The Wilsons' Apartment in the Fifties in the Early Afternoon. Scene 2: May Manning's Dressing Room in a Broadway Theater That Evening. Scene 3: The Wilsons' Apartment. 3 a.m. ACT I—Three Months Later. Scene 1: May Manning's Penthouse in the Afternoon. Scene 2: Tony's Bar. 10 p.m. That Evening. Scene 3: May Manning's Penthouse. Same Evening. Midnight. Scene 4: The Wilsons' Apartment. The Following Morning. TIME: The Present. PLACE: New York.

goes back to the old home town with another comparatively nice siren whom he has loved, without knowing it, all along. Messrs. Shaw and Mitchell thought they could write a very funny farce upon that sparkling original theme. Anyone, of course, can be mistaken.

The cast assembled by Messrs. Davidow and Cameron gives the play precisely what it deserves. Mr. Stanley Smith, from the musicals, seems wistfully ill at ease as the yokel, while a trio of young ladies reported to have graduated from the late Mr. Ziegfeld's choir, the Misses Joyce White, Barbara Weeks and Noel Francis, offer no cogent reasons for their graduation. Miss Francis, who has the added handicap of having acted, as it is sometimes quaintly called, before the Hollywood cameras, is particularly successful in demonstrating what not to do while on a stage.

Now the Bijou can breathe a sigh of relief and maybe go back to *Mickey Mouse*. EUGENE BURR.

## CIVIC REPERTORY

Beginning Tuesday Evening, November 19, 1935

### MOTHER

A "play with music" by Brecht, based on the "classic novel" of that name by Maxim Gorki. Translated by Paul Peters. Music by Hanns Eisler. Directed by Victor Wolfson. Settings designed by Mordecai Gorelik, built by Cleon Throckmorton and painted by Centre Studio. Costumes by Fania Mindell. Lighting by Charles Friedmah. Musical director, Jerome Moross. Presented by the Theater Union, Inc.

The Mother, Pelagea Vlasova	Helen Henry Pavel Vlasov
John Boruff	Anton
Tony Ross	Andrei Maximovitch Nachodka
Herbert Rudley	Ivan Vesovchikov
Martin Wolfson	Masha
Hester Sondergaard	A Policeman
Lee J. Cobb	The Inspector
James Macdonald	Gatekeeper
Charles Niemeyer	Karpov
Lester Lonergan Jr.	Workers
James Macdonald	Stanley G. Wood
Herbert Rudley	Smilgin
Lee J. Cobb	The Teacher, Nicolai Ivanovich Vesovchikov
Stanley G. Wood	Sostakovitch
Lester Lonergan Jr.	Women
Frances Bavier	A Prison Guard
Tony Ross	Yegor Luchin
Herbert Rudley	Scab
Charles Niemeyer	Eutcher, Vasil Yefimovich
Lee J. Cobb	The Butcher's Wife
Frances Bavier	The Landlady, Vera Stefanovna
Millicent Green	Lydia Antonovna
Frances Bavier	Another Tenant
Hester Sondergaard	A Doctor
James Macdonald	

Two Workers... Lee J. Cobb, Herbert Rudley  
An Official... Tony Ross  
A Woman... Frances Bavier  
A Woman in Black... Hester Sondergaard  
A Servant Girl... Millicent Green  
A Worker... Charles Niemeyer  
OTHER WORKERS: Guy Smith Jr., Robert Miller, Bradley Louis Roberts.  
AT THE TWO PIANOS: Jerome Moross, Alex North.

The Action of the Play Takes Place in the Cities of Tversk and Rostov, Russia, 1907-1917.

ACT I—Scene 1: The Home of Pelagea Vlasova, Tversk. Scene 2: The Same. Scene 3: At the Gate of the Sukhlinov Works. Scene 4: Inside the Yard of the Sukhlinov Works. Scene 5: The Home of Pelagea Vlasova. Scene 6: A Street.

ACT II—Scene 1: The Home of Nicolai Ivanov Vesovchikov, the Teacher, in Rostov. Scene 2: The Same. Scene 3: The Same. Scene 4: The Same. Scene 5: The Prison. Scene 6: A Country Road. Scene 7: The Kitchen of the Smirnov Farms.

INTERMISSION—9 Minutes

ACT III—Scene 1: The Home of the Teacher. Scene 2: The Same. Scene 3: The Same. Scene 4: A Street Corner. Scene 5: In Front of the Government Copper Office. Scene 6: A Street.

Advertised curtain time—8:40. Curtain rose at showing caught—8:49.

The Theater Union, as its first production of the season, presented a piece called *Mother*, written by a gentleman billed only as Brecht and turned into English by Paul Peters. It is based (as a bit of sawdust is based on a tree) upon Maxim Gorki's novel of the same name, and it first saw the New York light Tuesday evening at the Theater Union's Civic Repertory Theater. It might fittingly have been called *Educating the Old Lady or Communism in One Hard Lesson*.

The play (let's call it a play, anyhow) is acted out in brief scenes that follow each other rapidly upon a revolving stage. Above the rostrum is a screen, upon which are flashed explanatory subtitles and, on occasion, stereopticon slides. Thus, just before a scene in which the mother distributes pamphlets in order to keep her son from doing so, appears a slide which informs the audience that the mother is about to distribute pamphlets in order to keep her son from doing so. It is thus almost impossible to be mistaken about what is going on.

But in order to make quite sure of audience reaction songs are interposed in the action. A belligerent-looking group marches on from the wings at frequent intervals and intone the caterwauling dissonances credited to Hanns Eisler and called "music" on the program. This is supposed to make the audience react tremendously.

It is an interesting method—interesting because it parallels the method used by Percy Mackaye in *Six Who Pass While the Lentils Boil* and his other plays for children. In *Six Who Pass*, if you remember, Prolog picks up a lentil and says to the audience, "This is a lentil. It is not a pea nor yet a bean, but is akin to both." That is precisely the manner in which the Theater Union attacks its left-wing instruction session. One looks around instinctively for a Communist Sir Davey Littleboy.

As a matter of fact, there is one, grown old and gray, however, and turned into a mother. Mother meets many strange characters, and sets out on a Golden Quest, just as Sir Davey did. Only mother's quest is Communist, with the brief interludes of the play tracing her party career from the time she was inadvertently caught in the organization's fold because of the activities of her son, thru the son's arrest, escape from Siberia and death at the hands of the police, thru mother's continued work for the party, all the way up to the Revolution, which is told in an effective Greek-chorus manner, a manner used previously with similar effect to tell of mass murders by the police.

It is all, of course, supposed to be a lesson to mothers (and other party workers) everywhere. It is, obviously, an illustrated lecture rather than a play, a lecture presented in terms simple and obvious enough for even Theater Union audiences to understand. It may be that it was made so painfully explicit in an effort to reach the masses—but if so the Theater Union is defeating its own ends. The masses attend the theater unfortunately and naively, in order to be entertained—and *Mother* is not only an insult to normal intelligence but it is also unbearably dull. Those who enjoy it are those who have already been convinced.

It is a primer of Communistic econ- (See NEW PLAYS on page 23)

# The Legitimate Taking the Air

By NOEL MEADOW

**T**HE early winter has always been a favorite time to take stock of the art and business of the legitimate playhouse. Devotees of the field have been stunned by the disturbing physical changes which 1929 started, counting among losses to date razed theater landmarks of the midtown Manhattan area, some still in the clatter and confusion of the wreckers. The decline and disturbance in the substance that constitutes play material is even more revolutionary.

When the silent films first found havens on the main stems of populous centers the legitimate theater voices of their time sniffed scornfully. A passing gimmick which would have its hour and depart, they said. When the inarticulate film held on, multiplied, and was followed by the talking screen infant, the same voices were less scornful. When conversions of legitimate theaters to cinema temples, added to the hitherto unknown commodious palaces given to the audible cinema, joined the ranks of sturdy opposition to the legitimate theater, the protagonists of the latter confessed to the jitters.

What has happened to the legitimate since, in town and on the road, in the key cities as well as in the sticks, everyone who reads as he runs knows. Stock company representation of legitimate plays, which at its heyday in America numbered more than a hundred, was the last of the cinema's opponents to give up the fight. Today the number of stock companies may be listed on the fingers of a single hand. The legitimate theater is on its way out. How far it will go on its tour toward its last mile remains for time and the causes fomenting its evolution to tell. That the disintegration has set in with a bang needs no mathematics. With a list of more than 70 theaters largely given over to legitimate attractions in 1929 to a figure counting less than half of that number now if we count those that are closed many weeks at a time thruout a season, tells its own story. With this preliminary inventory establishing the legitimate's losses within our own purlieus to date, the designed summary has but to take cognizance of further conditigns to bring the prognosis for eventual early destruction to a comprehensive head. With the reduction of the legitimate outlets in playhouses brought in so short a time as six years to their present scant figure, which in turn has reduced the volume of players either thru transplantation to Hollywood or defection to some other ranks where the ever necessary beer and skittles may be attained, the sliding scale of recession is obvious. The defection of this strata of legitimate players to working ranks must include the mummies who are now on the pay rolls of the relief projects.

Taking its toll also of the legitimate is the decline and threatened extinction of the box-office commodity known as vaudeville. Vaudeville must be considered in any anticipation of the legitimate theater's eventual fortune. This is so because vaudeville has ever been a cradle for the sounder mimetics of the theater proper. Looking to the recently successful crops of group theater units for hope for the legitimate's succor is a mirage. For one thing the groups are radical for the most part, if not out and out communistic. A soufflé doesn't give a play-hungry populace the satisfaction of a full-length menu. One swallow doesn't make a summer. So, where is the legitimate theater at in the present survey? Going out, thank you, and going out fast. Visible without inviting myopia is the dramatic art from the ranks of the major target carriers of the drama commercially. Gone from the local scene are the Erlangers, the Frohmans, Dillingham, Belasco, the Selwyns and others of a list extended enough to dismay sympathizers, the losses including old guard members like Winthrop Ames.

The explanation of the disappearance of the mentioned standard-bearers of the drama, where the reaper's toll isn't counted, is due to the same causes as brought about the shrinkage in footage of legitimate theater projection spots. The losses from the player ranks is to be similarly attributed. If production money is difficult to get up, there's nothing else to do but close shop, beat it and hustle fast for meal ticket prospects in some other line. With the strangled theater acreage, the all but annihilated old-time legitimate producers, the panic among the legitimate's greasepaint expressionists, the literal extinction of playwrights because of the West Coast's

cinema temptations of comparatively certain lucrative opportunities, what's left of what was once a glorious heritage and an inspiration for the cherished sentiments, morals, manners and cultures of civilized mankind? There is no more or, at any rate, so little left that it is difficult to be optimistic regarding the legitimate's future. What, for instance, does next season hold forth as indications of the legitimate's capacity to carry on? A search of the promises of the new-school producers for this and next season gives no signs of shelves loaded with acceptable manuscripts nor any commensurate plans to produce those submitted that have been approved by play-readers.

Since plays, theaters and players have been lost to the legitimate thru the causes enumerated, where is the decline to stop, and how long will the end be attaining its consummation of final extinction? With the sources for birth, growth and motivation dried up, how long can the legitimate carry on before its final curtain falls? This essayist's prediction is another decade of the present depression. This season's announced activities find the field's most publicized unit, the Shuberts, almost alone among the oldtimers, heading the lists of promised productions. But the Shuberts' enterprise is a defensive one. They have a scattered area of theaters to protect. Plus these are the expectations of an occasional

**NOEL MEADOW** is reputed to be among the town's better press agents, but his profession should not be held against him. Despite that, he is a serious student of the drama. Altho he has traveled along the high and low spots of the Gay White Way over a period of eight years, he still considers himself an apprentice in the theater's arts. Nevertheless, Mr. Meadow to date has been an office boy on a theatrical publication, a reporter on The New York Times, magazine writer, play critic on half a dozen magazines, radio commentator, producer, promoter, actor (for one performance only), and last, but far from least, a press agent, representing some of the biggest names in radio, legit, screen and opera. He is a native New Yorker. He managed to work his way thru high school and exactly two lectures at Columbia University. He is co-author with P. W. Tell of a play, "Public Relations".

manager daring to tempt the dwindling legitimate's clientele. Add to these occasional ventures the cinema-backed legitimate pieces to test the quality of and create interest in their film transfer. And, after everything is said and done, it is to the cinema finance that the producer of any legitimate piece now is driven. For one play that survived because of its own sensational content, as, say, *The Children's Hour*, 100 fail. Of this list some are purchased by the talkie companies, but no fair proportion of the whole.

The price paid for cinema transfer very often doesn't pay for the costs of the legitimate producer's performances. What can a situation like this augur but annihilation? What will it matter if 100 new plays are produced on Broadway during the present season if the percentage of chance for profits is but one in 100 or thereabouts? Destructive causes for the obliteration are, in addition to these here set down, the ravages due to unions that aim to protect the workers backstage as well as those before the footlights. Come into the loss side here also the absurdities of the demands by scene painters' and transfer organizations. But is there no hope for reclamation from this roster of jetsam? Perhaps there are two ways to delay the execution. One is in the hands of the fates now hovering over the country with their headquarters in the White House, that may bring back normal incomes. The other is, falling the restored normal spending condition, for the little theater movement to expand until it is a national institution.

The little theater movement has shown that it can bring staged understanding and moving expressions of an author's concepts despite adverse conditions. There will be many experiments of one sort and another among devotees, all aimed at a maximum attainment with a minimum of expense, made locally and in the hinterlands. Local support and boards of trade, local amateur acting organizations, local playwrighting concentrations, local newspaper promotion of these projects will all be adjuncts of this

movement, which, in the face of the declining legitimate professional service, may become a rage and preserve from the silence of play book shelves the immortal dramas we cherish as well as other modern sound pieces that are accessible to the new adventurers.

## An Actors' Basic Contract in Legit?



**T**PRESENT writing the actors, thru the Actors' Equity Association, are free to impose any conditions that they desire upon managers. That Equity will at any time go haywire, imposing a set of impossible or hobbling restrictions, is highly improbable, but at the same time the managers are asking a basic contract to stabilize conditions in the field. There is much to be said for the managerial viewpoint.

It is improbable, the managers argue, that Equity will impose murderous restrictions—but, under the present setup, not impossible. Conditions change, and, they say, a safeguard could certainly do no harm. The field at present, according to their claims, is in an unstabilized state, and such a situation keeps potential investors away. For the good of the industry (and, of course, the good of the managers) they ask a basic contract.

There has been no actor-manager basic contract in legit since the abrogation of the old Equity-MPA agreement several years ago. At that time the managers made tentative efforts to have conditions of the agreement assumed by the League of New York Theaters, their current remarkably stable organization. Equity was unimpressed, and the matter was allowed to lapse.

With the advent of the Actor's Forum, militant Equity group, matters took another turn. Spurred on by the Forum, Equity council last season passed several rulings not entirely to the managers' liking, the chief managerial complaint coming with the passage of pay for rehearsals. Again a basic agreement was asked—and this time the managers will probably keep on asking until they get it.

They point to the contract between managers and stagehands as a model for a working agreement which would satisfy the managers and, at the same time, allow the actors the free hand which they presently enjoy. In the stagehand contract there is a provision that either party, if changes are contemplated, must call for negotiations late in the spring. The contract is a one-year affair, Labor Day being its renewal date; if no demand for negotiations is made in the spring the contract is automatically renewed the following Labor Day.

In this way the stagehands can make, after due negotiation, any changes they see fit, even refusing to renew the contract if there is an impasse. But the managers know that the working conditions of the field must remain stable until the season's end; they know the conditions with which they have to cope.

To date the chief opposition to a basic agreement from the actors has come from the Forum group. A basic contract, they contend, would tie the actors' hands; it would prevent remedial legislation; it would be inflexible and thus might work untold hardships in the course of changing conditions. They point to fluctuating money values as an example of the last point.

All that opponents of a basic agreement say is true—if the agreement, like the old MPA pact, were to cover a period of years. But none of the arguments hold water if applied to an agreement such as that between the managers and the stagehands. No one's hands are tied; conditions may be changed each year. Fluctuating financial values and the like seldom vary so much in the course of a single year that hardships would result. It would merely mean that the managers, starting out a given season, would know the working conditions that would prevail until that season's end.

## NUDITY TAKES A BACK

(Continued from page 8)

fields even have recruited nude items right out of burlesque. Legit revues, the starters of nudity in the theater, of late have stepped away from this mode of entertainment.

The so-called parade strippers in burlesque are slowly but surely losing their foothold, yet it is dangerous, from the standpoint of the authorities, to overdo the practice of using the daring type of strippers, the hotcha kind that grind and bump with exaggerated gusto. An out, tho, is to cut down on the number of strippers. If only two strippers to a show were used the audience would attach

(See NUDITY TAKES A BACK page 26)



Noel Meadow

NEW PLAYS

(Continued from page 21)

omy and Communistic truisms—the latter including, according to evidence in the script, the dicta that police always attack workers and that if you buy a pickle wrapped in a pamphlet you will forthwith be popped into jail.

The cast doubles so much in the course of the many scenes that Mother seems almost like a one-night repertory program. Going all the way thru, however, is Helen Henry, who gives a magnificent performance in the title role, tender, understanding and as effective as the presentation allows it to be.

Mother has one shrewd line: "People who will never understand Marx take to him like ducks to water." That was proved last night on both sides of the proscenium. The chief thing wrong with left-wing theory is the fanaticism of those who preach it.

That fanaticism is shown not only in the silly presentation but also in a coldness which substitutes Communism for mother-love and in a theatrical astigmatism which substitutes lantern slides for drama, even in the potentially affecting portions of the play.

Poor Gorki! EUGENE BURR.

EMPIRE

Beginning Monday Evening, Nov. 18, 1935

FOR VALOR

A comedy by Martha Hedman and Henry Arthur House, starring Frank Craven. Staged by Frank Craven. Settings by Edward Morange. Presented by George C. Tyler. Corporal Colt... Frank Coletti Private Malinsky... Sam Sidman Frau Fritzie Schmitt... Frederica Going Lieutenant Wallace I. Brown... Frank Craven First Landstrum... Emil Hoch Second Landstrum... Victor Rosenberg A German Lieutenant... John Harwood Mary Brown... June Walker Robert Lake... Thomas Coffin Cooke Postman... George Whitson Betsy Dale... Rheta Martin Mrs. Peter Teasdale... Beatrice Terry Aurelia Slater... Hilda Plowright Harold Pratt... Charles Laite Mr. Sims... Charles Dow Clark Gen. Von und zu Puopendorf... Manart Kipper Orderly... Frederick Klein First Officer... Hans Warden Second Officer... Oscar Meyer Third Officer... Karl Mueller Fourth Officer... Arnold Sudman "The Siren"... Lenore Sorsby Congressman Henry O'Day... Jay Wilson A Newsreel Photographer... George Lewis German Soldiers, Infantrymen, etc.

PROLOGUE—Behind the German Lines, Alsace, 1918. ACT I—Scene 1: Home of Wallace and Mary Brown, Rogue River Falls. Early on a Monday Morning, 1935. Scene 2: The Same. Five o'clock That Afternoon. Scene 3: Mary Brown's Idea of German Headquarters, Alsace, 1918. ACT II—The Home of Wallace and Mary Brown. The Friday Following Act I, Scene 1.

Advertised curtain time—8:40. Curtain rose at showing caught—8:48.

This morning's chores need detain us only momentarily. George C. Tyler emerged from announced retirement Monday night to present a play by Martha Hedman and Henry Arthur House, with Frank Craven in the starring role. The piece is called For Valor, and it is playing (or was at the time that this was written) at the Empire.

As pointless a so-called comedy as ever dawdled across a Broadway stage, it deals with Lieutenant Wallace Brown, who escaped from the Germans by donning the dress of an amorous Alsacienne. Years later his pushing wife gets him a congressional medal for his bravery, and employers fanciful tales of his exploit—tales told in a flashback scene that seems as tho it were a product of the dramatic workshop of Public School Number 9. In desperation Wally tells the true story, but his home town's bustling committees decide to go ahead and honor him just the same.

That, me hearties, is the story. It might have made a mediocre revue skit. Stretched out over four scenes and a prolog of appallingly uninspired writing, it possesses a dullness that is monumental.

The reasons for people like Mr. Tyler, Mr. Craven and Miss June Walker... to say nothing of Thomas Coffin Cooke and Charles Dow Clark—getting themselves mixed up in this sort of thing are, to say the least, obscure. They do their best, but it would take greater magic than theirs to breathe life into so waxen a dummy.

There is a slight indication that the authors were trying to satirize pushing small-towners. Unfortunately, they only managed to satirize the Broadway stage. EUGENE BURR.

HIPPODROME

Beginning Saturday Evening, Nov. 16, 1935

JUMBO

A circus-musical, with libretto by Ben Hecht and Charles MacArthur, and music and lyrics by Richard Rodgers and Lorenz Hart. Production staged by John Murray Anderson. Book directed by George Abbott. Equestrian, acrobatic and aerial ballets by Allan K. Foster. Rhythmic movement and dance impressions by Marjory Fielding. Production and New Hippodrome designed by Albert Johnson. Scenery built by Vail Scenic Construction Company, and painted by Robert W. Bergman Studio. Costumes designed by Raoul Gene DuBois and executed by Brooks Costume Company. Additional costumes and masks designed by Wynn and James Reynolds. Masks and animals executed by Remo Bufano. Orchestration under the supervision of Adolph Deutsch. Additional orchestrations by Murray Cutler, Joseph Nussbaum, Hans Spielak and Conrad Salinger. Choral arrangements by Charles Henderson. Production assistant, Will Morrissey. Presented by Billy Rose.

Mr. Ball... Bob Lawrence Mr. Jellico... A. P. Kaye First Artist... Tom Lomas Second Artist... Fred Bear Poodles... Poodles Hanneford John A. Considine... Arthur Sinclair First Razorback... Ray Miller Mickey Considine... Gloria Grafton Matthew Mulligan... W. J. McCarty Matt Mulligan Jr... Donald Novis Second Razorback... Dave Adams United States Marshal... George Watts Claudius B. Bowers... Jimmy Durante Flanagan... Henry LaMarr Auctioneer... Willard Dashiell Little Girl... Sybil Elaine Chief of Police... Donald Black Mr. Piper... Phillip Wood Sweeney... Gene Greenwald Mr. Murphy... Walter Lewis Reilly... John Kuebler Jumbo... "Big Rosie"

SPECIALTIES: Paul Whiteman and His Orchestra, Grace Elizabeth Hanneford, Arthur la Fleur, Takayama, A. Robins, William Ferry, Barberte, Minnie LaPell, Helen Harney, Yvonne Miller, Helen Brooks, Camilla's Birds, Stanley's Bears, Dr. Ostermeier and Doherty, Allen Bennett, Jack Barnes, Albert Dewberry, William Selig, Joseph Caplan, Margaret Donahue, Robert Reano, Sonny Lang, William Brooks, Claude Ratliff, William Freeman, Karl Kosicky, Liiri Wagner, Frances Van Ritter, France and LaPell, The Lomas Troupe, Helene Brown, Edna Lee, Mademoiselle, Dave Ballard, Josie DeMotte, Tom Green, Charles de Camo, Lenze Duo, The Nagys, Jim Mandy, Olivette, Tyana, Jack Pickford, Ed and Helen LaNole, Harry Jackson Sr., Mary Jackson, Harry Jackson Jr., Arthur Sherywood, Tiny Kline, The Stonleys, The Kimrils, and menagerie from John T. Benson's Wild Animal Farm. THE SHOW GIRLS: Anita Ardant, Alma Constant, Madeline Ecklund, Maurine Holmes, Mildred Hughes, Carlotta Mann, Gayle Melrott, Julie Sterling, Ethel Summerville.

THE DANCERS: Evelyn Bonifine, Dorothy Bradshaw, Violet Carson, Gloria Claire, Vyna Dale, Betty De Elmo, Margaret Donahue, Virginia Gray, Joan Gray, Rida Gerge, Bill Goyce, Patricia Knight, Carlotta Lorraine, Lela Mann, Lila Mano, Edwina Steele.

THE ALLAN K. FOSTER GIRLS: Nancy Antoine, Florence Belair, Mickey Elbert, Vivian Francis, Mona Gray, Betty Harris, Dorothy Keller, Gladys Lorraine, Josephine Martin, Kathryn McDonald, Virginia Moore, Lillian Sherry, Gwen Star, Francis Stuart, Dorothy Warren, Effie Winter, Mac Winter.

HENDERSON'S SINGING RAZORBACKS: David Adams, Edward Angerey, Allen Bennett, William Bernms, Theodore Daniels, Daniel Densby, Lipman Duckat, Lynn Eldredge, Philip Eppens, William Freeman, Roger Gerry, Eugene Greenaway, Julius Johnson, Albert Johnson, Joseph Kaplan, John Kuebler, Henry La Marr, Jack Leslie, Walter Lewis, Rudolph Mattson, Ray Miller, J. H. Pendergrass, Jack Phillips, Claude Ratliff, Carol Tole, Howard Urbach, Herbert Waldman, Merrit Wells, Solon West, Arnold Wilson, Clifford Whitcomb, Victor Young.

ACT I—John Considine's Wonder Shows. Morning. Rehearsal. ACT II—Scene 1: Considine's Tent (Same as Act I). Several Weeks Later. Scene 2: Considine and Mulligan's Combined Circus. Several Weeks Later.

Advertised curtain time—8:30. Curtain rose at showing caught—8:45.

In the long, long ago, in the dim days when the Radio City Music Hall was Sixth avenue's biggest attraction, long before sandwich elephants wandered in ponderous file up and down Broadway's asphalt strand, a man named Billy Rose conceived the idea of presenting a musical comedy with a circus background—or a circus with a musical comedy background; one could never be sure just which. As the days, weeks and months sped on the project slowly assumed form. Back in the late summer days when Shakespeare was still the name of a playwright rather than of a forward-pass thrower, the opening date was announced. As the days, weeks and months still sped, opening date after opening date came and went—but the opening itself still remained coyly in the future. Jumbo (for that, dear reader, was the name of the show) became a Broadway legend, a sort of Flying Dutchman of the tinsel terrain. Sailing by us, dimly and majestically, waited

BROADWAY RUNS

Performances to November 23, inclusive.

Table with columns: Dramatic, Opened, Perf. Lists plays like Abide With Me (Hits), Bertha, the Sewing Machine, Girl (Fifth Avenue), Blind Alley (Suburb), Children's Hour, The Elliotts, Crime Marches On (Morocco), Dead End (Belasco), For Valor (Empire), Let Freedom Ring! (Broadhurst), Moon of Broadway Street (44th Street), Mother (Civic Rep), Mulatto (Vanderbilt), Night of January 16, The (Ambassador), On Stage (Manhattan), Farnell (Barrumore), Personal Appearance (Henry Miller's), Pride and Prejudice (Music Box), Remember the Day (National), Satellite (Bijou), Squaring the Circle (Lyceum), Stick-in-the-Mud (48th St.), Strip Girl (Longacre), Tambling of the Shrew, The (Guild), There's Wisdom in Woman (Cort), Three Men in a Honeymoon (Playhouse), Tobacco Road (Forrest), To Catch a Bridegroom, A (Golden), Winterset (Beck).

Musical Comedy

Table with columns: Musical Comedy, Opened, Perf. Lists comedies like At Home Abroad (Winter Garden), Earl Carroll's Sketch Book (Madison), Jubilee (Imperial), Jumbo (Hippodrome), Forgy and Bees (Alvin).

fications. That, however, is far from the truth. Even when the musical comedy threatens to swallow up the circus Mr. Rose's canny sense of showmanship and his lavish production make his show a thing to see and hear. And the second half, picking up as the first half never does, proves a complete delight.

In that second half the musical comedy elements are relegated to their proper position—they serve simply as filler, breath-taking and eye-filling filler, between the circus acts. The second half of Jumbo is as smooth, breath-catching, lavish, exciting and all-fired entertaining an interlude as the spectacle show-shops may ever hope to catch within their walls.

The list of performers in the gargantuan jamboree is imposing—and somewhat frightening to a reviewer who wants to list those contributing notably to the entertainment. So many did that that a reference to the complete cast lineup is obligatory. Among the highest peaks of Mr. Rose's series of Himalayan divertissements, however, are Paul Whiteman and his band, with Mr. Whiteman opening the show impressively by leading from atop a white charger; A. Robins, a vaudeville clown who steals the chief laugh scene from the redoubtable Mr. Durante; the Stonleys, a lad and lass who teeter precariously over a careful of roaring lions; the Kimrils, another lad and lass who hang by their toes from bars revolving just under the ceiling, and many, many staple performers of the circus, including a group of grand oldtimers, some of whom were in Mr. Rose's previous Small-Time Cavalcade.

Young Mr. Novis has a sweet voice, but one not entirely suited to the robust circus milieu. He does, however, do a turn of bareback riding which earns him a solid and deserved hand. Miss Grafton, as the heroine of the Messrs. Hecht and MacArthur's puerile fable, sings nicely, acts naively, and, when called upon to sit on a horse, wears an expression of acute discomfort. Mr. Durante, in addition to working strenuously for laughs, allows an elephant to kneel over his recumbent form—tho this reporter thought that the otherwise omniscient Mr. Rose had missed a chance by not having Mr. Durante kneel over the elephant. Messrs. Arthur Sinclair and A. P. Kaye, excellent actors both, are lost in the general hurly-burly. Bob Lawrence sings a couple of numbers excellently. And Big Rosie, who plays the title role, performs with dignity and intelligence, tho her habit of trying to get peanuts out of Mr. Durante's pockets shows that she has a coy streak somewhere. Allan K. Foster's ballet girls perform amazing routines on horseback, on the aerial rings and almost everywhere else except hanging by their teeth from the second balcony. They rate a major share of the plaudits.

But the big thrill of the evening, at least to this reporter, was the appearance of Josie DeMotte, starred equestrienne of the Barnum show 50 years ago. Dainty and agile, she goes thru a bareback routine that is both excellent and heart-catching, displaying grace and ability that may be envied by many far younger performers.

The credits on the show—in which there is so much that is creditable—seem almost limitless. To those who were omitted in this brief survey go this reporter's sincere apologies. It is not (See NEW PLAYS on page 28)

IMPERIAL, Toronto, Week of Nov. 22. LOEW'S, Montreal, Week of Nov. 29. GILBERT LAMB Direction NAT KALOHEIM, Wm. Morris Agency. OLD PLAYS Over 1,000 famous old Melodramas, Comedies, Farces, etc., fast running out of print, for sale at 25 cents each. Send for Free List of Titles. SAMUEL FRENCH 25 West 45th Street. New York.

onward by the passionate sighs of Mr. Richard Maney, the answer to a dramatic editor's dream, it seemed fated never to reach port. A refurbished Hippodrome stood ready and waiting, but the phantom ship sailed on.

Finally, last Saturday night, it came to rest. It came to rest in a Hippodrome decked out in Mr. Albert Johnson's most garish reds and blues, a Hippodrome with its orchestra and first balcony meeting to form one vast grand stand, a Hippodrome with a ring in the center of its floor and seats rising from three sides around it, a Hippodrome that was the embodiment to any kid's idea of what a circus setting should be. The survivors of those who had read Mr. Rose's original announcement hobbled there and saw a show. A show, gentlemen, a show!

There is no use in using superlatives to describe the production that Mr. Rose has furnished after his months of travail, the production that has stepped like Venus full-formed from his brow after his aeons of gargantuan theatrical childbirth. Superlatives are for lesser shows than Jumbo. Jumbo stands above and beyond them—beyond description, as a matter of fact. Call it just a show—but take into consideration all those things that the word "show" really means. Jumbo has all those things. Words such as "colossal," "tremendous" and "mammoth" fade into pallid insignificance before it. It is, gentlemen, a show!

Not that it has nothing wrong with it; it is far from perfect—but who could expect perfection in so huge a whole? For one thing, its musical comedy continuity is a pallid, trite and obvious tale which must have been knocked out by Messrs. Ben Hecht and Charles MacArthur on some dull morning while they were waiting for a double date with the dentist. For another thing, that sad tale quite overshadows the circus elements during Jumbo's first half—and a reporter eagerly awaiting animals and acrobats and the daring feats of the sawdust was forced for the most part to content himself with long duets between Mr. Donald Novis and Miss Gloria Grafton. The duets were pleasant, but certainly nowhere near as pleasant as animals and acrobats and daring feats of the sawdust; for Messrs. Richard Rodgers and Lorenz Hart, who wrote music and lyrics, performed a job not very much better than the job done by Messrs. Hecht and MacArthur. In the first half instead of seeing elephants one saw Mr. Jimmy Durante's elephantine proboscis wagging away above his sputtering mouth. Mr. Durante is extremely funny, but there can be over-large doses even of fun when there is an elephant waiting in the wings.

All of which would seem to indicate that Jumbo is not entirely up to speci-

**EXHIBITORS ORGANIZATIONS**

Forty-eight independent theater owners of Iowa and Nebraska have formed a protective business combine, it was announced at the closing session of the Iowa-Nebraska Allied convention in Des Moines last week. Outfit will operate as a protective agency against circuit theaters, and will build houses when competition demands. Each member invested \$1,000 in the organization.

Elections of Iowa-Nebraska Allied resulted in the re-election of Leo F. Wolcott as president. Other officers are H. A. Larson, vice-president, and Charles Peterson, secretary. Members of the board of directors include Wolcott, Larson, H. A. Taylor, Phil March, William Miller, Jacob Rosenthal and Clifford Niles.

Among the resolutions passed by the organization during the convention were a demand that circuit houses be included in the State chain-store tax, a demand for State laws for the protection of indie exhibs against the ASCAP, a vote in favor of good singles rather than weak duals, and a vote in favor of re-establishing certain portions of the motion picture code, but not the code as a whole.

Wolcott stated at the opening session of the convention, "Iowa-Nebraska Allied is willing to co-operate with the national Allied organization, who withdrawn from membership, on all national programs for the good of their interests." He stated that the consensus of members showed that sex pictures do not produce box-office results, which was attributed to the clean-up campaign. He said that clean pix have helped the district's theaters immeasurably in recent years, and that many of the houses have been enabled to make improvements.

About 200 members attended the convention, the large attendance being attributed to improved financial conditions in the Midwest.

Fear of the enactment of a 12 per cent gross receipts tax in Ohio was dispelled last Tuesday at the Ohio ITO convention in Columbus, when Gov. Martin L. Davey, speaking at the convention banquet, promised continuance of the present three per cent levy. The governor said that he was opposed to discriminating against films in the levying of taxes, because smaller theaters could not pass them on to the consumer. He indicated that he is in favor of a sliding tax scale to fit the various types and classes of theaters.

P. J. Wood, business manager of the organization, told members at the afternoon session that amendments to the tax are being sought, whereby a 10 per cent penalty would be imposed if the tax were not paid by the 10th of the month. He said that the Tax Commission is at present auditing theater accounts, intending to file damage suits if and when false reports are discovered.

All officers were unanimously re-elected. They are Martin L. Smith, president; Sam E. Lind, vice-president; M. B. Horwitz, treasurer, and P. J. Wood, secretary. The board of directors includes Charles Weigel, Henry Greenberger, John Kalafat, Robert Menches, J. R. Neth, Max Stearn, F. W. Huss Jr., John A. Schwalm, R. E. Myers, L. F. Eick, Nat Charnas, Henry Bierberson, Harold Bernstein and John Pekras.

At a closed session just before adjournment the members were addressed by Sidney Samuelson and Abram F. Myers.

The convention of the MPTO of Oklahoma was held Tuesday in Oklahoma City, with about 250 theater men attending. Ed Kuykendall, national president, was present, and there was a dinner-dance at the Biltmore in the evening. Chief topic was old-age pension taxes, with Morris Lowenstein, president of the outfit, claiming that the tax situation has become acute, with exhibs paying taxes to the extent of about 2 per cent of their gross or 5 per cent of their net.

**MERRY XMAS**  
**CINCINNATI MOVING**  
**PICTURE OPERATORS'**  
**LOCAL NO. 327**

**"REMEMBER LAST NIGHT"**

(UNIVERSAL)

TIME—81 minutes. PRODUCER—Carl Laemmle Jr. RELEASE DATE—Nov. 4.

**PLOT**—A bunch of gay and exceedingly unpleasant people get themselves extremely cockeyed, and wake up the next morning to find that one of them has been murdered. The innocents can't remember anything about the night before, which makes it easy for the guilty to pretend the same. A friendly detective is called in on the job, with mysteries and counter-mysteries occurring and murder piling on murder.

**CAST**—Edward Arnold, Constance Cummings, Sally Eilers, Robert Young, Robert Armstrong, Reginald Denny, Monroe Owsley, George Meeker, Ed Brophy, Jack La Rue, Louise Henry, Gustave Von Seyffertitz, Gregory Ratoff, Arthur Treacher and Rafaela Ottiano. Many well known relegated to minor roles.

**DIRECTOR**—James Whale. Makes it both sophisticated and mysterious. A neat accomplishment. Smooth job, tho some cutting could still be done.

**AUTHORS**—Screen play by Doris Malloy, Harry Clark and Dan Totheroh, from a novel by Adam Hobhouse. Generally good job, tho the characters, particularly the principals, are too unpleasant to get sympathy.

**COMMENT**—Universal has cashed in on that awful empty feeling (the morning after) when you realize that anything might have happened the night before. Plenty of unusual angles for mystery meller and ace production. Give-away of about half the mystery in the early reels is inadvisable.

**APPEAL**—Mystery and meller fans and all those who have experienced the above-mentioned empty feeling, which makes it practically universal. With proper building, can stand alone.

**EXPLOITATION**—Memory contests, teaser campaign stuff and countless other angles. The name-filled cast should also get plenty play.

**"SPLENDOR"**

(UNITED ARTISTS)

TIME—74 minutes

RELEASE DATE—November 23.

**PLOT**—The old one about the poor girl marrying a society lad whose family, on the rocks, thinks of nothing but money and social position. As usual, everybody loves somebody else, the boy's cousin, influential, falling for the gal, and shoving her husband ahead because of that. Lass wants to keep away from him, but hubby's family insists, and so comes the inevitable breakup. She bravely runs away to earn her own living, and he, waking up, sells the old Fifth avenue homestead and gets a job too. So they're together again at the end.

**CAST**—Miriam Hopkins, Joel McCrea, Paul Cavanagh, Helen Westley, Billie Burke, Katherine Alexander, Ruth Weston, David Niven, Ivan Simpson, Arthur Treacher and others. A grand cast, about the only thing grand in the picture.

**DIRECTOR**—Elliott Nugent. An uninspired job with stale material.

**AUTHOR**—Screen play by Rachel Crothers, no less. One wonders what happened. A mimeograph machine could have done just as well.

**COMMENT**—Stale and unappealing, with nothing new to offer, and little or no interest.

**APPEAL**—Hard to find it. Its playdate position depends entirely on business to be expected from the names in the cast.

**EXPLOITATION**—The cast is the only bet.

**FILM CONSENSUS**

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

Name	Favorable	Unfavorable	No Opinion	Comment
Thanks a Million (20th-Fox)	18	0	0	"Box-office shatterer."—Hollywood Reporter. "Every element of surefire entertainment."—Mirror.
In Person (Radio)	6	2	0	"Sound showmanship."—M. P. Herald. "Fairly good comedy."—Harrison's Reports.
The Man Who Broke the Bank at Monte Carlo (20th-Fox)	13	1	3	"Highly entertaining."—Daily Variety. "Just fair."—Harrison's Reports.
Stars Over Broadway (Warner)	11	2	6	"Good musical entertainment."—Film Daily. "Tuneful and amusing."—American.
Mary Burns, Fugitive (Paramount)	14	0	2	"Powerful gangster melodrama."—Harrison's Reports. "Should rate as a moderate."—Variety.
Crime and Punishment (French)	9	0	0	"Superb study."—Post. "Truly superior screen entertainment."—World-Telegram.
The Payoff (First National)	5	6	0	"Decidedly lesser work."—Herald-Trib. "Product of the three-for-a-nickel film mills."—Times.
The Last of the Clintons (Berke)	2	0	2	"Good Western."—The Billboard.
Skybound (Puritan)	1	1	1	"Weak."—The Billboard.
The Judgment Book (Beaumont)	3	0	0	"Better-than-average Western."—The Billboard.

**NEWS OF THE WEEK**

Columbia announced last week that its net profits for the quarter ended September 28, 1935, are \$495,083.54, after deducting all charges and provisions for federal taxes. This sum, after deducting preferred dividends, is equal to about \$2.84 per share on 182,382 outstanding shares of common. Last year's figures were \$235,712.19, or \$1.29 on 172,073 shares.

Current assets on the consolidated balance sheet are \$7,744,353.50, and liabilities \$1,381,271.65. Earned surplus amounts to \$3,857,258.39, with working capital going up to \$6,363,081.85.

Outfit has declared a quarterly dividend of 25 per cent a share on common stock and voting trust certificates for common, payable January 2 to stockholders of record December 18. It has also declared two semi-annual stock dividends on common and voting trust certificates, each consisting of two and a half per cent, payable in common stock. First is payable February 3 to stockholders of record January 23. Second is payable August 3 to stockholders of record July 23.

Company also announces that at the special meeting of stockholders there was authorized an amendment to the corporation's charter eliminating the old convertible preference stock. Redemption price of old convertible preference is \$47.50 a share together with accrued dividends from December 1 to January 20, date fixed for redemption, at which time all dividends on that class stock will cease. Holders may deliver certificates to City Bank Farmers Trust Company, New York City.

New standard 2,000-foot reels will be used for all feature releases of Columbia, MGM, Para, Radio, Goldwyn, 20th-Fox, UA and Warners starting April 1, 1936. It was announced last week by Gordon S. Mitchell, manager of the Academy Research Council, as a result of final formal approvals of the change received by the Council from those companies. Altho Universal has not yet approved, all other majors have recognized economies and advantages of new standard, and are making necessary changes in exchange vaults, shipping equipment, etc.

Sample reels meeting the new specifications are being shipped from the Council to New York for inspection by the committee representing the New York distributing companies. They have diameter of 15 inches, with five-inch hub. Specifications and drawings of the new reel are being shipped to all reel manufacturers, who will, between now and April 1, prepare to manufacture the new sized reels and cases.

Walter Reade, New York City exhib, was exonerated last week of a malicious mischief indictment returned by the New York County grand jury last May after fixtures of the Astor Theater were wrecked just before Reade turned the house over to court receivers in a foreclosure proceeding. Judge Owen W. Bohan dismissed the indictment in general sessions on the motion of Reade's lawyer, holding that there was no evidence that Reade and the four others indicted with him were in the theater on the night the fixtures were wrecked. The court said, however, that the district attorney could submit the case to the grand jury again if he obtained additional evidence.

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**"CRIME AND PUNISHMENT"**

(COLUMBIA)

TIME—80 minutes. PRODUCER—B. P. Schulberg. RELEASED—November 20.

PLOT—Raskolnikov, brilliant student of criminology, murders a pawnbroker when driven desperate by poverty. When the police begin investigating, he is half mad with fear, finally conquering fear and assuming Napoleonic fortitude. The clever inspector, played by Edwin Arnold, finally traps the murderer but lacks sufficient evidence. The murderer, conscience stricken, is urged by a streetwalker who loves him to give himself up. The picture ends as he presents himself to the inspector.

CAST—Peter Lorre, Edward Arnold, Marian Marsh, Tala Birell, Elisabeth Risdon, Douglas Dumbrille and Mrs. Patrick Campbell.

DIRECTOR—Josef von Sternberg, who turns the powerful Dostoevsky novel into a good Hollywoodish melodrama.

AUTHOR—Dostoevsky.

AUTHOR—Dostoevsky.

COMMENT—*Crime and Punishment* is a sparkling gem of screen entertainment. As the spirit crushed authority on crime, Peter Lorre, the international star, carves a niche for himself in cinema's hall of fame. Edward Arnold, in the role of the over-zealous inspector, also offers a sterling performance. Despite the two grand performances, however, this picture is not as fine as the French version now running in New York. In embellishing it with melodramatic flourishes for the sake of making it palatable for the masses, Von Sternberg had to sacrifice some of the novel's driving power.

EXPLOITATION—Play up Arnold and also the picture deriving from the famous Russian novel.

**"HIS NIGHT OUT"**

(UNIVERSAL)

RUNNING TIME—74 minutes. RELEASE DATE—October 24.

ASSOCIATE PRODUCER—Irving Starr.

PLOT—Edward Everett Horton, employed by a drug concern and a hypochondriac, promises to pay for the operation necessary to the brother of the girl he loves, an employee of the same firm. Jack LaRue, a gangster, steals some bonds from the firm; the girl confesses, thinking she is protecting Horton, who, thinking the reverse, does likewise. LaRue thinks Horton is in cahoots with his enemy, kidnaps him and threatens to kill him. Horton escapes, manages to save the bonds, altho he doesn't know it, and he and the girl live happily ever after.

CAST—Edward Everett Horton, Irene Hervey, Robert McWade, Lola Lane, Willard Robertson, Oscar Apfel. Horton gets every laugh possible, playing the dumb-bell in his usual apt style. Rest of the cast is satisfactory.

DIRECTOR—William Nigh. Gave the picture just the rapid-fire pace it needed and turned out a good job. Best part is the burlesque of gangsters and their habits.

AUTHOR—Charles Christenson.

COMMENT—A first-class neighborhood program that will get by alone in the lesser spots and will perk up any double bill.

APPEAL—Strong for the family trade and might even amuse the older youngsters.

EXPLOITATION—Horton's name will help sales, while word of mouth should get around, as additional boosting.

**"THE CASE OF THE MISSING MEN"**

(COLUMBIA)

TIME—80 minutes. RELEASE DATE—October 15.

PLOT—Jimmy Hudson, convinced by his girl friend that he is an artist, quits his job as newspaper photographer to open a portrait studio. Business is bad, so he conceives the idea of becoming a roving street photographer. Unwittingly he snaps the picture of a murderous criminal just as the latter is leaving the scene of a job. Two henchmen, sent to destroy the film, beat up Jimmy and smash the camera. On a tip from a friendly police sergeant Jimmy examines the film cartridge, finds it okeh, and develops all the negatives. By various processes of elimination he discards all the photographs until only that of the missing criminal remains. An arrangement is made with a newspaper to run a faceless picture identification contest, in the hope that the murderer, for the sake of safety, will call for his photo. He does, and the police are there to grab him. Whereupon the hero grabs the \$10,000 reward and marries the girl.

CAST—Roger Pryor, Joan Perry, Thurston Hall, Arthur Kohl, George McKay, Tommy Dugan, James Burke and Arthur Rankin.

DIRECTOR—D. Ross Lederman. Did a pretty good job in that the picture moves along at a good pace and manages to keep up interest.

AUTHORS—Story and screen play by Lee Leeb and Harold Buchman, who have managed to get up a pretty interesting plot in view of the fact that stories of this type drug the market.

COMMENT—Fast action and suspense, with a nice wrinkle in the plot. Good for double billing.

APPEAL—For non-class audiences. Any age.

EXPLOITATION—Mystery, thrill, action, with the timely element of the street photographer.

**"MUSIC IS MAGIC"**

(FOX)

RUNNING TIME—85 minutes. RELEASE DATE—November 1.

PLOT—Old story about the difficulties of a chorus girl achieving success, with Alice Faye as the chorine. She is in a vaude act with Mitchell and Durant, and the object of affection of Ray Walker, m. c. with the vaude unit. She is doubtful about going to the picture field, but goes when Bebe Daniels, as Diana DeValle, worn out picture star, tells her success is only for the talented and beautiful. Out there Walker tries to get her a job and fails. Mitchell and Durant get her a job in DeValle's picture, in the line. The director is having trouble with DeValle, and Walker, working for a lunch-serving outfit, steps into the studio, makes believe he is sent by the producer, Pomery (Andrew Tombe) and gives the lead job to Miss Faye.

CAST—Alice Faye, Ray Walker, Bebe Daniels, Frank Mitchell, Jack Durant, Rosina Lawrence, Thomas Beck, Andrew Tombe, Luis Alberni, Hal K. Dawson. Performances are routine, with Miss Daniels miscast as the washed-up star.

DIRECTOR—George Marshall. Only did so-so. Picture is very jerky in pace, with only a few laugh spots. Dance scenes are average.

AUTHORS—Screen play by Edward Eiscu and Lou Breslow, based on a play by Gladys Unger and Jesse Lasky Jr. Music and lyrics by Arthur Johnston, Oscar Levant, Raoul Roulien and Sidney Clare. Songs are not so hot, only the title song impressing as having any possibilities at all.

COMMENT—Evidently this is one that has been on the shelf for a while, released under the Fox banner, not 20th Century-Fox.

APPEAL—Limited, but to the family trade.

EXPLOITATION—Another tough one to sell, with Miss Daniels the only drawing name. Strictly for the double spots.

**"TO BEAT THE BAND"**

(RADIO)

TIME—67 minutes. RELEASE DATE—November 8.

PLOT—Hugh Herbert has to marry a widow in order to inherit \$59,000,000. He loves a gal who's not a widow, so he marries her off to a guy who's going to commit suicide. A band, which will inherit the money if Herbert doesn't, tries to keep the chap from carrying out his plan, and Herbert, meanwhile, is caught by a lady lawyer who is a widow. The would-be suicide, in love with his wife, stays alive, and Herbert discovers that his aunt, who left him the money, isn't dead after all.

CAST—Hugh Herbert, Helen Broderick, Roger Pryor, Fred Keating, Eric Blore, Phyllis Brooks, Evelyn Poe and others. They do what they can, tho the Misses Brooks and Poe are somewhat trying. Broderick is unfortunately snowed under by the terrible material.

AUTHORS—Screen play by Rian James, from a story by George Marlon Jr. Music by Matt Malneck. Lyrics by Johnny Mercer, ouch!

COMMENT—Strictly a weak sister. As silly and inane and unfunny a comedy as might be imagined.

APPEAL—Lower half of the duals, if you have to play it.

EXPLOITATION—Play up the music and the band specialties, but have excuses ready as the customers file out.

**"THE LAND OF PROMISE"**

(EURIM-PALESTINE RELEASE)

TIME—80 minutes. RELEASE DATE—November 20.

PLOT—The story of the Jews recreating their national life in Palestine today. The camera takes in the entire field of Jewish interests in the Holy Land, showing pioneers in their various commercial, home, farm and cultural activities. Has no story basis, being more of an elaborate newsreel.

DIRECTOR—Judah Leman. Boris Morros arranged a score of original folk songs and modern music as background for the film. David Ross, radio announcer, speaks the narrative, written by Maurice Samuel.

COMMENT—A moving camera, a wide variety of scenes, good sound and musical accompaniment, an intelligent narrative and occasional titles all combine to make the film extremely interesting.

APPEAL—Main appeal is to the Jewish element, of course. It is essentially a Jewish patriotic film and should do great business where Jewish patronage is obtainable. Altho it has sufficient general appeal, it will probably be able to attract only the liberal and intellectual non-Jewish element. After the picture has been played out as a feature, we suggest it being cut down to about a half hour and played as a travelog, with the strictly Jewish angles eliminated. It should make a fascinating travelog.

EXPLOITATION—Play up the indorsement of the film by prominent Jews, including Eddie Cantor. The travelog angle also deserves emphasis.

**"GUARD THAT GIRL"**

(COLUMBIA)

TIME—67 minutes. RELEASE DATE not given.

PLOT—Robert Allen and Ward Bond are engaged to guard an heiress from possible harm for three days, at the end of which her inheritance will be given her. Their secretary, Florence Rice, is used to substitute for the real heiress, picture then detailing the various attacks on the girl's life. Plot works up a fair amount of suspense. Love interest is in Allen and Miss Rice and Bond and Barbara Kent, playing the part of a maid to Miss Rice, but really the heiress.

CAST—Robert Allen, Florence Rice, Ward Bond, Barbara Kent, Arthur Kohl, Elisabeth Risdon, Wryley Birch. In the main, it's typical scare and shudder performing. Miss Risdon does a grand job as the cranky old lady at whose house all the excitement takes place.

DIRECTOR—Lambert Hiller.

AUTHOR—Lambert Hiller.

COMMENT—Average meller program for the double bills.

APPEAL—Adult mystery fans.

EXPLOITATION—No names in the cast. Build up story angles and, if possible, make a tieup with some current scandal story in the news. It's the only chance.

**"FOUR MASKED MEN"**

(OLYMPIC)

TIME—63 minutes. RELEASE DATE not given.

PRODUCER—Julius Hagen.

PLOT—Four masked men hold up big social events from South America to London. Lad is killed when he recognizes the leader, and his brother sets out to track them down. This he does, with his love interest turning out to be the niece of the head man. Her complicity is never satisfactorily explained away.

CAST—John Stuart, Judy Kelly, Athole Stewart, Miles Mander, Richard Cooper, Sebastian Shaw and others. Nice, if British, thruout. Stuart, a personable leading man, could be imported with profit. Something very catchy about the Kelly mix, and she looks (and even talks sometimes) like an American performer whom this reporter can't rightly place.

DIRECTOR—George Pearson. Meller emerges clear-cut enough, but pace is slow, in the approved British manner. Also, not enough is made of what action there is. Routine job at best.

AUTHOR—Cyril Campion, story. H. Fowler Mear and Campion, dialog. Good routine meller idea, but bad dialog. And many of the important and exciting events are told in dialog rather than action. Approach, therefore, rather like that of a legit play.

COMMENT—Made in England in 1934 and just released here, this one offers a not very mysterious mystery, but enough meller for the subsequent runs. Just run-of-the-mill.

APPEAL—Thrill fans. Just about enough to get by.

EXPLOITATION—Use the masked men, if possible, in the lobby. Distinguished British cast can be played up by stretching a few points.

# Twenty-Five Years of Burlesque

By FREDERICK M. McCLOY



TWENTY-FIVE years ago there were approximately 700,000 burlesque fans in key cities throught the United States east of Omaha. In each of those cities the Columbia Amusement Company conducted one or more theaters, with headquarters in New York. It was a great system. There were 40 theaters and 40 shows. The companies followed one another around in regular rotation, playing one week in each city. Theater managers and company managers were required to report to the home office every week in complete detail. And so the general manager was kept in close touch with the minutest affairs of the entire circuit.



Frederick M. McCloy

The weekly statements gave the number of tickets that were sold at every performance and recorded the extent of women patronage, as nearly as it could be arrived at. The Columbia Amusement Company was determined to get away from the "For men only" characterization of burlesque. The general manager knew that only clean shows and perfectly conducted theaters could accomplish this. The results of this policy were quickly in evidence. Women and children soon became regular attendants of Columbia burlesque. Clean shows and clean environment did the trick. And regular weekly patronage of those vast numbers of people could be depended upon. The prices were low as compared with the so-called legitimate theaters, and the performances were novel in form and routine. In this particular they were entirely distinctive. Short comedy scenes alternated with lively musical specialties and vaudeville acts. There never was a dull moment. It was all rapid-fire and good. Costuming was elaborate and beautiful and the scenery was plentiful and wholly adequate.

All of these details made Columbia burlesque decidedly attractive. Its business was enormous. Everybody concerned with it made money. Forty thousand dollars profit on a season for each theater and company was not extraordinary.

It was a high-pressure business conducted by a high-pressure man. That man was Sam A. Scribner. Scribner was Columbia Burlesque. He had been a great circus man in his day, and they do say he was an extraordinary tuba player. But when he tackled burlesque he brought his circus technic with him. Scribner never did things by half: with him it was everything or nothing. He rode rough-shod over opposition when any person had the temerity to offer it. When he said "no" it was final.

Here is one instance of his methods: A certain Columbia star who was a big money-getter was assigned to open a new theater in Cincinnati, built by the Columbia Amusement Company. This star was rated as a "smut-thrower." The manager of the new house was instructed to tell this star he must give a strictly clean show. At the opening performance, Sunday afternoon, the actor disregarded the manager's orders and cut loose. The house manager sent for him and told him the engagement would be canceled unless the night show were given as ordered. The night performance was not changed. The facts were wired to Mr. Scribner and Monday morning the manager was instructed to throw the actor's baggage in the alley and close the house. When the star arrived at the theater for the Monday matinee he found his trunks in the alley. His vigorous protestations were unavailing. The house was closed and remained closed the remainder of the week.

Notwithstanding his peremptory methods, Scribner never lost his temper. He was a patient listener. He didn't argue. He let the other fellow talk without interruption. He then had his say and would brook no interruption. He was brief and emphatic and when he finished, whatever it was about, the matter was definitely settled.

The record of burlesque for the past 25 years could not be accurately written without stating the reasons for its really enormous success from 1910 to 1935.

In 1928 Scribner undoubtedly foresaw the great economic debacle that followed a year later. This was a subject to which he gave long and serious thought. Seventy-five per cent of burlesque patronage came from the working classes. They were the people who would be the first to suffer. Unemploy-

ment would be rampant throught the country, and Scribner decided to bow out. He quietly began the process of liquidating the affairs of the Columbia Amusement Company. The company owned about 14 theaters and leased around 25 others. Gradually, these expensive properties were disposed of to the complete satisfaction of every person concerned, and the Columbia Amusement Company retired with every obligation equitably and fairly met.

And thus ended that quality of burlesque the public had been educated up to, the kind of entertainment that commanded the respect and the patronage of discriminating theatergoers.

But a new chapter was forthwith begun. With Columbia out of the running the newcomers promptly proceeded to reverse the old order of things. They had theaters and companies—plenty of them. But they were established upon a deliberately constructed foundation of smut. This was frankly in evidence. Starting their "wheel" with 50 houses and an equal number of shows, their character of performances rose like a rocket and fell like a stick. The public would have none of it. And from 50 "units" it speedily shrunk to 25. Eventually it was wiped out completely. These same people persisted, however. Again and again, always under different names, they tried to "put it over," but invariably their efforts met with disaster. It was a succession of "flops."

Meantime, several "independent" producers of so-called burlesque established themselves in prominently located theaters in New York. Apparently, they were all motivated by the same idea: obscenity would get the money. And they went the limit. But law-enforcement agencies stepped in and from

FREDERICK M. McCLOY was manager of the Columbia Theater, New York, and general press representative of the Columbia Amusement Company over a period of 20 years. He was also general press agent and business manager for Klaw & Erlanger for five years; manager of the Grand Opera House, Pittsburgh (vaudeville and pictures); dramatic editor of The New York Morning Journal under Albert Pulitzer; part owner and publisher New York Dramatic News in association with Leander Richardson, and personal press representative for James A. Bailey (Barnum & Bailey).

that time up to a few months ago those producers were in court most of the time defending themselves from threatened criminal conviction of presenting libidinous exhibitions.

At the outset each manager was "on his own." There was no organization. Then somebody suggested a combination in their mutual interest. This was effected, but it fell flat because they did not know how to handle it. Evidently they depended upon the old adage, "In union there is strength." But the authorities failed to agree with them in this particular instance. Arrests and raids continued, but they could not be "fixed." Political strings were pulled, but they proved futile. Then a wise bird conceived a really bright idea: "Why not try to interest Sam Scribner?"



Sam A. Scribner

Mr. Scribner had retired from all business, excepting his devotion to the Actors' Fund, of which he is treasurer. Besides this, he was proud of his golf, and when he was not on the links he was motoring around the country and, generally living the leisurely life of a retired gentleman.

A committee was delegated to wait upon Mr. Scribner. When they had presented their case in great detail, the "big fellow" looked them over and said, "There's nothing I can do for you men that you can't do for yourselves if you want to do it. Clean up your shows and your troubles will end."

"We did agree to that, but some of the fellows broke away and returned to the old style of shows," was the rejoinder.

"In that case," Mr. Scribner said, "you must select an arbiter with full authority to impose fines sufficiently large to hurt, or to order dismissal from the organization, precisely the same as Judge Landis' domination of baseball. There should be no appeal from the judge's decisions. But the man you select for that job must not own a show or operate a theater. This is your only way out. This is my gratuitously offered advice. Take it or leave it."

"But, Mr. Scribner," persisted a speaker, "that's just what we are here for. We would like you to accept this office and we are ready and willing to abide by your orders, whatever they may be."

After a few moments' reflection, Mr. Scribner said, "I will think your proposal over. I tell you frankly I do not regard it with favor at this moment. I am not desirous of getting back into the harness. Come back a week from today and I shall tell you my decision."

At the appointed time the committee returned. Mr. Scribner had his proposal ready for them, written out in detail. Forty-eight hours later he was officially notified his terms had been accepted in every detail. And so the "big boss" was again in the saddle.

When these surprising disclosures were made to me I naturally was greatly interested. I had given the best part of my life to the Columbia Amusement Company as general press agent and as manager of the Columbia Theater. There was not a twist to the great organization with which I was not familiar. Personally, I did not agree with Mr. Scribner's pessimistic notion of the "depression." Or, if it did come, I figured it would have the contrary effect upon the burlesque business. The low price scales, I thought, would drive amusement-loving men and women to cur theaters in accordance with their enforced trenchment of expenses.

If Mr. Scribner's followers in the conduct of organized burlesque had maintained the Scribner policies this exceedingly popular form of amusement would, quite likely, have continued to thrive. But they didn't. On the contrary, they seemed deliberately to get as far away from those policies as they could.

As matters now stand in this division of amusements it is exceedingly difficult to predict its future. All of the popular old-time performers have become unavailable for one reason or another. This means the necessity of creating new talent all along the line. Of course, it can be done, but it will be a slow procedure.

And also, the financial requirements stick out like a sore thumb. It is a great risk in the present situation. To finance 25 shows would require not less than a quarter of a million dollars. The existing nucleus is good, in the main. It is just a question of how far the managers will go with the do-remi at the outset.

There is a vast audience of 1,000,000 burlesque fans all over the country waiting and hoping for the comeback.

## NUDITY TAKES A BACK

(Continued from page 22)

some importance to them and applaud for encores as they did in the old days.

The trend in burlesque today leans to dialog. In the report of a private investigation carried on by the Eastern Burlesque Managers' Association, the dialog was condemned and stripping condoned. Authorities, too, have been attacking burly dialog as being beyond the bounds of decency. This is occasioned by the realization of the managers that dialog is superseding nudity in importance, with the result that the comics are urged to dig into their trunks for bits fit for burlesque consumption.

Stress on nudity was brought about thru competition. On several occasions the supply of strippers was exhausted, with the result that the chorus ranks were invaded for likely stripping possibilities. There have been many graduates this season from the chorus to spots as stripping principals.

It has been very interesting to note, in a wide coverage of burlesque houses, the audience's reaction to the various types of specialties. Whereas there was a time when the only applause registered was for encores from strippers, the cash customers are now showing applause appreciation for song and dance specialties and laughs for the comedy material. Only applause given strippers is for those who do the daring undressing or for those who have added a little novelty to their routine.

# Threatened Blowup Between BAA-EBMA Still in the Offing

**Lawyers trying to work out problems—both groups are loaded down with complaints—Katz and contract delay are main topics—managers sit down to an Astor dinner**

NEW YORK, Nov. 23.—The anticipated peace breach between the Burlesque Artists' Association and the Eastern Burlesque Managers' Association has not taken place as yet, but still threatens. Matters threatening to bring about this breach are those concerning George Katz's foldup at the Civic, Syracuse, with a two-week salary claim against him, and the delay in the settlement of the contract. Furthermore both sides are loaded down with complaints which will be thrown at each other sooner or later. BAA is leaving all matters to its attorney, while the EBMA has been holding meetings right along and this Tuesday night will tender a dinner to its members.

Henry Silverman, BAA attorney, and Jacob I. Goodstein, Sam Scribner's attorney, have been meeting with regards to these various disputes, and another meeting, with Scribner and Phillips sitting in, is due next week, when the Katz and contract matters are supposed to be definitely settled.

The BAA has been saving up a number of complaints, brought by its actor-members against managers, and the EBMA is also loaded down with complaints lodged by managers against performers. Latter group has been paying little attention to these complaints, but in view of the attitude of the BAA it is understood that Scribner will be asked to carry thru on all the complaints and see that justice is meted out.

On Wednesday night the EBMA met, discussing mostly the question of loyalty (See **THREATENED BLOWUP** page 28)

## Minsky's "Life" Has a Short Run

NEW YORK, Nov. 23.—The *Life Begins* at Minsky company returned here Tuesday and Wednesday after a short-lived tour of vaudeville houses. Show, which ran successfully on the Coast, played only a week at the Oriental, Chicago, and a half week at the Palace, Akron. Other time in Chicago was offered, but it necessitated a nine-day layoff, the company objecting.

Minskys are spreading the members of this company around in various houses, with Diamond and Faye going into the Park, Boston, along with Russell Trent; Hap Hyatt into the Republic here, and Leonard and Marshall into either the Republic or Brooklyn.

## From Burly to Drama

SYRACUSE, Nov. 23.—The Civic Theater, recently leased to burlesque interests, has a new tenant, the Syracuse University, which has taken over the house for dramatic productions and entertainments. Issy Hirst, head of the Independent Burlesk Circuit, was negotiating for the lease, but withdrew his offer after not being able to get other theaters in the territory to tie in with the house.

## U-NOTES

By UNO

BILLY REEVES and wife closed with Jack Kane's burly at the Empress, Cincinnati, last Friday and hit out for Detroit where they expect to spend the winter working clubs.

T. W. CROOKS, associated with Sedan Stages, a new transportation system, operating between New York, Cleveland and Chicago, with headquarters at the Hotel Manhattan, New York.

ROMAINE, dancer, now at Star, Brooklyn, to reopen at the Eltinge, New York, December 13, this time at a salary to reach three figures and to be co-featured with Dian Logan.

EDDIE LYNCH busy interviewing mediums and show girls, all real hoofers, for the Minsky Miami engagement, which starts Xmas eve.

BEE POWERS and Jayne Wallington stepping out of the chorine ranks at the Republic, New York, November 30. Going west, this time as a new sister team doing specialties and singing and dancing strips under the name of the Kayne Sisters, Sugar and Bee.

MIKE SACHS traded in his Ford for a new blue Pontiac Eight, thru Bill Lynch, brother of Eddie Lynch, Minsky's aid.

CARROLL SISTERS were recalled from Worcester to Boston by Ed Ryan and Al Somerby to extra attraction at the Howard in a midnighter with the Broadhurst-Hamp indie show. Taxied both ways. Only other similarly honored has been Ann Corio.

JACK TINY FULLER, featured comic at Star, Brooklyn, sporting a new set of Kaufman teeth.

JERRY BRANDOW and Sunny Day, new burly team, with new indie show, *China Doll*, which opened in Union City, N. J., last week, stopping shows with their versatile talents, which include vocal, dance and instrumental work. Ann

other show-stopping team in same show is Marty and Nancy, who come from seven months' work at McGraw's Tavern, Shenandoah, Pa. Still another show-stopper is Viola Spaeth, of Spaeth and Walters, with her different song delivery and tassel twirls. Charley Kane tenoring now as well as straightening. Max Coleman and Harry Bentley still teaming in clean comedy, and Ming Toya and Patsy Johnson, sure-fire strippers. A novelty Montgomery show.

JUNE (ZO) RHODES, recently with an indie show, now cabaretting in the Lord Baltimore Hotel, Baltimore, Md.

DOROTHY DAWN, now assistant number pro to Lester Montgomery in behalf of indie circuit shows.

JOE TINSLEY, late with the Shuberts and other legit producers, is the new stage manager at the Eltinge, New York.

PAT WHITE, once renowned burlesque comic, being nursed by his wife, the once famous Anna Grant, for a disabled knee, and would like to hear from friends at 1880 N. Cahuenga boulevard, Hollywood, Calif.

CHARLES SMITH, manager of *Okey Doak*, indie circ, informs Lou Goodman, was honored with a big banquet and party by Doc Cravatz, owner of Zeisze's Hotel, Philadelphia, November 17. Among 150 present were entire Bijou burly stock cast, Walnut Theater Jewish players, Mr. See **U-NOTES** on page 28)

PRESENT AS AN EXTRA ADDED ATTRACTION  
**MING TOY**  
 Greater of Her Own Sensational Dances.  
 All Dances Staged by Mlle. NELLENA Famous European Dancer.

**CHARLES ROBINSON**  
 Featured Comed with Buddy Abbott Unit

**MARY "MARVA" BROWN**  
 Talking, Stripping, Singing Exceptional.

THE HIP-SWINGING SENSATION.  
**LORRIE LAMONT**  
 Artistic Strip Specialties and Straights.

**DOLORES WEEKS**  
 DANCING—TALKING—STRIPS.

**DUDLEY DOUGLAS**  
 Straights With HERBIE FAYE, Indie Circuit.

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

**MARGIE WHITE**  
 PERT, PERSONABLE AND PLEASING.

**ERMA VOGEELE**  
 JUST 100% VERSATILE.

**BETTY—MACK SISTERS—SHIRLEY**  
 In Dances, Assorted, Including Acrobatic and Modernistic.

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

**BOB ALDA**  
 Straights and Baritone With the Minskys.

**SUGAR—KAYNE SISTERS** —SEE  
 Singing and Dancing Specialties and Strips

**KITTY (SEIFERT) CAMPBELL**  
 THAT GORGEOUS RED-HEAD

**BETTY KING**  
 THE TITIAN TEASER  
 Direction Nat Morton

**JOAN DEE LEE**  
 The Blonde Temptation of Burlesk.  
 Direction NAT. MORTAN.

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

## Burlesque Reviews

### Apollo, New York

(Reviewed Tuesday Afternoon, Nov. 19)

Only difference between the Irving Place and the Apollo is in their location and the fact that the Irving gets a good price for reserved seats. Otherwise, they're the same—both playing up the girl angle to excess. Apollo even overshadows the 14th streeter, its girl brigade comprising seven strippers, 14 chorines and eight showgirls. That's giving a lot for 25-cent matinees, and besides there is a wealth of outstanding production.

Not burlesque, tho, because comedy has always been a high spot of this industry, and no one can be funny after such a parade of fems. Furthermore, they're inviting trouble from authorities considering the excess stripping. Allen Gilbert is the producer, and he really

does a grand job of staging the show, drawing upon lots of colorful scenery and wardrobe.

There are seven strippers and next week Georgia Southern will be added—whew! The girls are Connie Fonslau, Mary Joyce, Joan Lee, Carrie Fennell, Maxine Du Shon, Evelyn Myers and Peaches Strange. That's cornering the market. All clever gals, with Carrie a distinct novelty and a laugh-getter, while Evelyn and Peaches are the torchiest of the teasers. Evelyn certainly goes to town here. Others are clever strippers as well, with Joan outstanding for her neat song selling. Connie and Mary do well in bits.

The comics, poor fellows, are Sam Raynor and Shorty McAllister and Harry Katz Fields. They're clever and always (See **BURLESQUE REVIEW** page 28)

## Burly Briefs

**COCKTAILS OF 1936** broke all records in Rockford, Ill., last week, grossing over \$4,000 in two days. . . . Rumored that Jimmy James will reopen the Gayety, Kansas City. . . . House has been closed for two years. . . . Both Minneapolis and Milwaukee are doing very good business, according to reports. . . . The houses are still alternating their shows every two weeks. . . . Conchita, who recently closed at Colosimo's, Chicago, is now being featured at the Rialto Theater in the same city. . . . Raynor Lehr, well-known in tab circles, was an added attraction at the Rialto, Chicago, last week. . . . Maurie Zaiden, former manager of the Gayety theaters in Milwaukee and Buffalo, recently was badly shaken up in an auto accident, but is now o.k. . . . Dorothy Dee closed at the Palace, Buffalo, last week and is being featured at the Grand Opera House, St.

Louis, where she opened Friday. . . . Milt Schuster denied the item in last week's issue that the Rialto, Chicago, gave two changes of show during the week the Minsky unit played the Oriental.

WILMA HORNER, looking swell after a lengthy illness, went into the Eltinge, New York, a week ago Friday. . . . Kitty Seifert has changed her name to Kitty Campbell. . . . Hello Jake Fields, who doesn't believe in wearing out his welcome, as he puts it, gave in his notice after eight weeks at the Gayety, New York. . . . He left Thursday to join an indie show. . . . Charles Samuels, comic, opened at the Palace, Buffalo, for Dewey Michaels, booked by Tommy Levene. . . . Florence Naomi and Syd Burke exited from the Peoples, New (See **BURLY BRIEFS** on page 28)

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 PERSONALITY PLUS TALENT.

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**3 EMPRESS VAGABONDS 3**  
 Cincinnati  
 GUS—CHARLEY—EDDIE

**MIMI**  
 MINSKY'S LATEST SENSATION.

Tab Tattles

**D**E WITT KIRK is emceeing and handling the floor shows at the Gleam, San Antonio night spot. George Tyson and Ruth Miller, of Pittsburgh, have built a 30-people unit around Henrietta Leaver, Pittsburgh lassie and "Miss America of 1935," for a tour of Eastern Ohio and Western Pennsylvania. Unit is slated to open this week-end at the Ceramic Theater, East Liverpool, O. Other features with the company will include Roy and Ken, Eddie Conti's Band and a line of eight girls. Charley (Joy) Gramlich has signed Ed Galligan, who for many years operated the Rialto, Indianapolis, to handle the advance for his musical version of *Rip Van Winkle*. The opry is slated to hit the road out of Syracuse, N. Y., this week. Art Gleason's *Town Scandals*, en route from Shreveport, La., to Winnetka, Man., played eight days in Iowa to break the jump. Now featured with the unit are the St. Clair Sisters and O'Day, bicycle act; Joe and Eddie Dayton, comedy team; Phil Bernard, the Mayfair Sisters, Allyn and Gaudreaux, the Musical Town Criers and Art Gleason.

**P**ERFORMERS, musicians and stagehands with the tabs at the Boxy and Rialto theaters, Knoxville, and staff members of stations WNOX and WROL, that city, combined and donated their services for a gala benefit performance held at the Boxy Thursday night, November 14, on behalf of Bonnie Austin, who has been confined at a Knoxville hospital for many weeks with a serious illness. Much credit is due Jay Mason, who promoted the idea, and produced the two-and-one-half-hour show and those who participated are to be lauded for so unselfishly donating their services to aid one of their own members. A tidy sum was realized from the benefit. However, the best news ament Bonnie Austin comes to us from Ben V. Murphy, of the Dixie Operating Company, Knoxville, who denies the rumor that has been making the round of tabdom to the effect that Bonnie has lost one of her limbs thru an operation. "The report is absolutely unfounded," Murphy says. "Her condition is only one of a nervous, rundown condition and she is receiving the best of medical and hospital attention. With the splendid progress she is making we feel sure that we will soon see her up and well."

**B**EN MCATEE, comedian with the Marcus show, postcards in to call our attention to the article on A. B. Marcus and his company which appears in the November 23 issue of *Colliers*. It's a well-written piece and will prove interesting reading to those familiar with the Marcus attraction—and who isn't? Bobby Jones, until recently ork leader and emcee with the Paul Reno unit and

the past summer master of ceremonies at the Wooden Shoe night club on Indian Lake at Russells Point, O., is now on location at the Cameo Supper Club, Portsmouth, O. Danny McAvoy, veteran Dutch and Irish character comedian, is now residing in Fontana, Calif. Beulah Hill, wife of George B. (Baldy) Hill, has left the hospital where she recently underwent an operation and is back at her quarters in the New State Hotel, Chicago. Beulah is able to putter about her room, altho still a bit wobbly from the knitting. Bobbie Stevens, dancer, opened November 25 at the Club Cassano, Cincinnati, for an indefinite engagement. She enjoyed a long stay there last season. Miss Stevens is late of Harrison (Chick) Kimball's *Cavalcade of Stars*. The Avenue, Du Bois, Pa., resumed a tab-picture policy last week. First in was Paul Garden's *Mixed Nuts Revue*, 19-people troupe. Mark Brower played the first tab in months at his Roosevelt Theater, Pittsburgh, last week. Show was N. A. Michelson's *Cotton Club Revue*, 30-people unit featuring Larry Steele, Estelle Costello, Billy Simpson, the Four Tan Tappers, Sally and Company, Princess Natuna and Frank Terry's Chicago Nightingales. Who is the well-known tab-show owner who recently stranded his entire company in Martinsville, Va., without money and owing hotel and restaurant bills?

U-NOTES

(Continued from page 27) and Mrs. Irving Selig, Lillian Dixon, Al Golden Jr., Wells Sisters, Clara Rothenthal, Jimmie Allen, Fifi and Frank Richardson. Music by Al DeMayo's Society Ork.

**MARY MARVA BROWN** and James X. Francis, of the Gaiety, New York, in receipt of a nice Christmas gift in the shape of deeds denoting final payment on their house and property at Lake Hiawatha, New Jersey, a new actors' colony, where Francis has sold other parcels to Lew Petel, Ina Thomas, Walter (Boob) McManus, Paul Orth, Mae Brown and Floyd Hallacy.

**JIMMY WALLACE**, comedian, and wife, after four weeks with Jack Kane's troupe at the Empress, Cincinnati, have returned to the Colonial, Indianapolis, another Kane stand.

**FREE AND FREELY**, acro dance team, managed by Ben Lyons, after their recent week at the Eltinge, New York, went to the Monta Rosa night club in New York on a six-week engagement.

**MAE NYLAN** (Mrs. Adolph Silverman), wife of the ork leader and former chorine, now operating Leary's theatrical rooming house in Brooklyn, where are Billy Harris, burly character-straight, and Butch Shelley, ex-stagehand.

**LOLA PIERCE** back from an extended visit to Fort Smith, Ark., was separated from her tonalls and is now up and rarin' to go again with an Indie show.

**ALEXANDER RAMER** is the newly appointed day manager of the Republic, New York.

**JOAN DEE LEE** left Minsky's Gotham, New York, November 16 to open at Park, Boston, for two weeks, after which on to the Gaiety, Louisville, Ky., according to Nat Mortan's booking. Replacing her at the Gotham was Ann Valentine.

**GAY LaBAR** laid off one day in Washington recently for sinus trouble treatment.

BURLY BRIEFS

(Continued from page 27) York, Thursday. Pinto and Della closed with the Indie last week in New York to open for Dave Rudnick at the State, Albany. Don Dixon is off the Indie time also. Lloyd Farrell and Esther Peters were added to the Indie show last week at the Republic, New York.

**PHIL SILVERS** reopened for the

Minskys in Brooklyn last week and returns to the Eltinge, New York, December 13. Doty Crennan and Ruby Staton, indie ponies, saving their pennies to buy a car for a trip to the Coast. George Tuttle is negotiating, thru Leonard Raymond, for a berth with Harold Stern's Ork. Harry Stratton signed with the Raymonds for 20 weeks, which will keep him at the Star, Brooklyn, until the end of the season. Chang Lee, with her dance novelty, *Lamps of China*, opened in Baltimore last week with the new *Rainbow Girls* Indie unit. Bower Sisters are current at the National, Detroit, thru Milt Schuster. They went in there after six weeks at the Roxy, Cleveland.

**COUNTESS NADIA** is headlining the Gaiety, Minneapolis, show. Bobby Vail is comic of the company, putting on the shows with Fred Binder, while Chuck Gregory is number producer. Other cast members include Renee, Eleanor Johnson, Jean Williams, Four Monitors, Nita and Bernille, Curley Kelly and Kello Sisters. Edna Dee rejoins her Indie show following its engagement this week in Philadelphia. Dagmar, who came from Boston to open a week ago Sunday for Minskys in Brooklyn, walked the first day. Nat Mortan rushed in Estelle Montillo Tuesday and she clicked without a rehearsal. Rose La Rosa opened Sunday at Minsky's Gotham, New York, as added attraction for four weeks. Empire, Newark, has made some changes in staff, cutting down expenses.

THREATENED BLOWUP

(Continued from page 27) among its membership. Other items were presented, but the main topic was that of whether or not they are all for the organization. Two of the present membership are delinquent on dues, which are \$25 a week, and that will be taken up this Tuesday night at the Hotel Astor when the organization tenders a get-together dinner for its membership.

BURLESQUE REVIEW

(Continued from page 27) sure rib ticklers, but when being sandwiched by so much fem display they're bound to be at a disadvantage. Furthermore, they haven't much to do. Raynor is aided by his clever partner, Murray Briscoe, their clean appearance certainly a treat. McAllister and Fields continue to carry on effectively. Johnny Cook is show's other straight, and he does well. Lee Roice, who straits a bit also, sings the show along with Jimmy Lewis. Both are kept busy at this, considering the many production numbers to the show. The 14 chorines and the eight showgirls are a busy lot also, and they do their chores well. Kids are up and about in peppy fashion, which is something. Layout runs an hour and 31 minutes: Business at this catching was good. SID HARRIS.

Bijou, Philadelphia

(Reviewed Tuesday Afternoon, Nov. 19) Izzy Hirst has rounded up a goodly bunch of old faves who keep things humming at his Eighth and Race street house. Show follows the same old pattern. But that's what these paying customers want and that's what they get aplenty at the Bijou. Frank Bryan takes credit for the production, if you can call three hours of strippers and black-outs such. Comedy assignment is effectively handled by Billy Hagan and Billy Fields, who have been around here long enough to know how to nurse the time-worn bits. Betty Palmer has been seen hereabouts for some time, but ever please, serving as a swell foil for Hagan's ribbing tactics.

Entire show, this week called *Rhythm Lingers On*, is built around the strippers—Diane Rowland, "Paula" (Paula Lind for the record), Barbara Kane and Sugar Farrell, gals have looks and class, teasing and pleasing no end. Paula is easily the best trick among them, a generous eye-ful, her timing should put her in top ranks among strip artists. Diane is a charming and arresting blonde; Barbara is a stunner who struts saucily and packs a load of dynamite, and Sugar is unassuming, unpretentious and in a quiet manner gives out sturdy stuff for the customers.

Line of 14 girls are whipped into shape by Morgan and do a neat, tho not particularly colorful job. Being tall on youth and looks, gals show up best in the three tabloid scenes, their costuming having plenty class and giving them all

an opportunity to show a nifty lineup of curves. John Head, playing the straights with Jess Mack, who takes credits for the skits, also whams out some corking top tenor interludes. Show can stand a girl or two with a good pair of pipes. Doris King, one of the line girls, rates a mention for a good tapping job when she did a last-minute substitution for Madge Carmyle, one of the principals who took sick just before curtain time.

The *Milky Way* tabloid and *Golden Girl* ballet had best production values, best comedy in cross-fire between Hagan and Betty Palmer. These three bits stand out among the 25 that made up the show. While plenty short on variety, customers never mind as long as the strippers are plentiful and come on often, which they do. And so that the gentry won't tire of the same faces, new strippers are added weekly while the remaining cast remains intact. Harry Dobkins does a neat job in the pit with his seven muskies, whose jazzapation sets the proper tempo for the ensuing fare. ORO.

NEW PLAY

(Continued from page 23) lack of appreciation, but simply lack of space. With the first half halted so frequently by musical interludes and excursions of the toastplot plot, it is hard to see how the Actors' Equity Association managed to classify the piece as a circus. But all is forgiven in the flowing glamorous, the superlative entertainment of the second half.

In a program foreword under Mr. Rose's by-line (but showing unmistakable thumb-marks from the fine Italian hand of Mr. Maney) the producer says that he is standing on the Rubicon rattling the dice. A series of seven bridges the eddies of an insignificant creek. Jumbo, gentlemen, is a show! EUGENE BURR.

CLUB CHATTER

(Continued from page 14) Gardens, located in the Wabash Hotel, Middleburg, Ky., opened Labor Day with Art Nason, former burly straight man, handling the emcee spot for the season. Floor entertainment being presented nightly, with Milton Estes and his guitar most recent addition to the show. Mickey O'Toole continues as emcee at the Club Biltmore in Cincinnati. The Original Three Jacks, novelty trio, who have just closed three weeks at the Moose Club, Erie, Pa., and recently chalked up a 42-week run at the Big Hollow Tavern, Peoria, Ill., are in Chicago negotiating a radio contract with one of the larger stations.



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## Hopkins Players Still in Houston

HOUSTON, Nov. 25.—On December 5 the Hopkins Players, headed by Mr. and Mrs. Monroe Hopkins, will enter their fourth year under canvas on the same lot at McKinney avenue and Crawford street here. Although the company has been augmented from time to time since its opening here, the cast which came here three years ago is still intact.

Mr. and Mrs. Monroe Hopkins and their company were recently given a splendid spurge on the theatrical page of *The Houston Press* in the form of a lengthy personal-interest story by Hubert Roussel.

The article said in part: "Persons who mourn over the passing of the spoken drama in this neck of the woods have never been to the Mr. and Mrs. Monroe Hopkins tent theater. . . . While it may not present drama in the form it assumed under Booth, Jefferson and Mansfield—or even, under Gabriel Laskin and Gene Lewis—the Hopkins organization is presenting drama of some kind and moreover it is making a profit. That's a trick that is not practiced too widely among showmen today. . . . The drama is still there and so is the pop corn, but the price of both useful commodities has been slashed to the limit to meet different conditions. 'Some weeks it's been only the pop corn that kept us out of the red,' Mr. Hopkins admits."

## Littman's Yiddish Stock In 9th Season in Detroit

DETROIT, Nov. 23.—Littman's People's Theater, Yiddish stock company, is now in its ninth season here. A benefit performance Tuesday for Jack Berlin, producer and leading man of the show, who returned to the stage after several weeks in the hospital from heart trouble, was a sellout.

Abe Littman, owner of the show, has been in the hospital for the past week for an eye operation, but is reported progressing favorably. Mrs. Ida Berlin is managing the house in his absence.

A policy of classic revivals, musicals, operettas and current productions is being followed at Littman's. Berlin's own play, *True Love*, was produced this week. Cast for this season includes Julius Adler, Louis Aranowitz, Jack Bernardi, Harry Jordan, Herman Sheratzki, Solomon Croize, Paul Zond, Nellie Green, Helena Bernardi, Bertha Gostentag, Fay Bernardi and Ida Azarov.

## Billroy Show Briefs

SYLVESTER, Ga., Nov. 23.—Licenses for tent shows playing the State of Florida are exorbitant and practically prohibitive. With this in mind, the following notice, quoted verbatim as posted upon our bulletin board, rather speaks for itself: "Inasmuch as this show has had a rather successful season and in appreciation for the co-operation I have received there will be no salary cut for Florida this winter. This is your Christmas present. (Signed) Billy Wehle." Needless to say the company members found this good news "hard to take."

Recent engagement in Dothan, Ala., proved a general get-together of Billroyans and the Milt Tolbert gang. Just a few of the folks seen and heard at that time: "SeaBee" Hayworth and wife, Marion Andrews; Billy and Ella Wagoner; F. C. Kilgore, of the Cole-Beatty Circus advance; Charles Clynes and several members of the Beers-Barnes Players.

Had the pleasure in Bainbridge, Ga., recently of forming the acquaintance of the well-known New York dance maestro and producer, Johnnie Mattison; his charming wife, Ethel; their daughter, Ethelyn, and Mattison's protegee, Blackwell Gunn. Latter is slated for shorts at the Astoria, Long Island, studios soon.

Business in Florida last week and the first half of this week was great. Chattahoochee came thru to give us one of the top Saturdays of the season and in exceptionally cold weather. Monday, Tuesday and Wednesday of this week, in the following order, Apalachicola, Marianna and Tallahassee, provided three nights of capacity business.

What with old friends turning up from all sides, to say nothing of the excellent fighting to be found in these spots, most of the folks are having a delightful trek thru this territory. Billy Wehle, Shorty Duncan, Cal West and Harry Rollins dig the tackle out prac-

## Rep Ripples

BERT ROBERTS, formerly with the Billroy Comedians, is managing the Cotton Club in Tallahassee, Fla.

HAZEL AND FRANK MONETT, formerly with "Skeeter" Kell and the past season with Jack Wolever, are now working night club dates in St. Louis.

"THE LITTLE BEE" comes buzzin' around when all the shows hit Florida," writes "SeaBee" Hayworth, of the Milt Tolbert Show, from Crestview, Fla. "There's a law down here providing that if you enter the State to make a living in any way, you must buy Florida license tabs and plates and you have to buy them for a half-year period. They just set our gang back plenty. They go by weight and, oh, doctor, did I get it with a 5,600-pound Packard and a 2,000-pound house car. And the tags are only good until January 1. This set of tags makes my third so far this season."

MAL MURRAY, after a successful season with the Bud Hawkins Players thru Kentucky, Indiana, Illinois, Missouri and Arkansas, has returned to Kansas City, Mo., to take out his Mal Murray Players on a circle thru Eastern Kansas and Western Missouri.

FRANK NAZOR, who took sick in the South two years ago, is now confined in Memorial Hospital, Shelby, O., taking treatment for diabetes. His condition is showing improvement. Frank would appreciate a line from his friends in the business. Address him 46 Grove avenue, Shelby, O.

CHIC AND ESTELLA PELLETTE have returned to their home at Lake Helen, Fla., after a 34-week season with the Frank Smith Players.

RUSTY WILLIAMS, comedian with the Odell White Show, is back with the company after a stay in Thompson's Hospital, Lumberton, N. C., where he was rushed recently seriously ill. He is on the road to improvement but still unable to work.

## Allen Bros.' Comedians Wind Up Canvas Season

LEPANTO, Ark., Nov. 23.—Allen Bros.' Comedians, under the management of Jack Vivian, closed the tent season here last week. They opened early in the spring in Missouri and played their regular summer route thru Missouri and Arkansas.

Much inclement weather was experienced the first few weeks, which naturally retarded business, but as the spring rains settled conditions became better and box-office receipts increased each week until closing time. As a whole the season was successful and one of the best in several years.

No changes were made in the cast during the entire season. Mr. and Mrs. Vivian departed for their home in Monticello, Mo., to spend the winter. Roster at time of closing included Jack Vivian, manager; Irene Vivian, Mitzel La Garde, Edna Allen, Ned Allen, Walter (Pappy) Pruitt, Ruby Pruitt, Sid Snider, Monte Montrose, J. C. Murphy, Ralph Martin and Arthur Nicholson.

tically every day and have been doing well, too.

We did the usual annual benefit matinee at the State Hospital in Chattahoochee and renewed acquaintances with a lot of the executives there. Vic Robbins, bandmaster with the Cole-Beatty Circus, caught our show there and was around afterwards for a pleasant chat. He is vacationing in Florida. Another recent visitor was Bert Roberts, former Billroyan.

Mrs. Archo Farley was recently called to her home in Dillon, S. C., due to the serious illness of her father. His condition is improving and Mrs. Farley is expected to rejoin almost any day.

Tex O'Hara is back on the show after staging a winning fight against a serious attack of blood poisoning at the hospital in Andalusia, Ala.

JOHN D. FINCH

## Tolbert Topics

LAKE CITY, Fla., Nov. 23.—This week found the Milt Tolbert Show in grand fishing territory. Boyd Holloway claims the fishing championship, with Ray Sliker a close second, yet it was Sully Sullivan who brought home the boatful of fish.

There are so many shows in this territory at present that it reminds one of the old days in Texas. When one show moves off the lot another moves on. Such was the case last Sunday at Perry, Fla., when we pulled onto the lot just as the Heffner-Vinson Show was leaving. Barnett Bros. Circus woke us up this a.m. with a: "Get off the lot, youse guys, so we can put up." It's a game of checkers down here between Billroy's Comedians, the Heffner-Vinson Players, Barnett Bros. Circus, the Silas Green Show and our own outfit. However, each seems to be getting a fair share of the business.

Some of the Heffner-Vinson showfolks were visitors last Sunday, among them Cowboy Gwinn and his young son, who will soon top his dad in size.

We are mourning the passing of Wolf, Buddy Hale's big German shepherd dog, who has been Buddy's pal and bodyguard for many years.

The show has just added a brand new light plant.

Boyd Holloway is sporting a new Plymouth sedan.

Ray Sliker's Orchestra boys manage to pick off several good dance jobs each week.

Ella Wagoner has been forced to move her concessions inside the top due to the extremely chilly nights. Billy Wagoner is still far ahead contracting the show. Says "we'll spend Christmas near Miami. "SEABEE" HAYWORTH.

## More Than 100 Circles Operating in Midwest

KANSAS CITY, Mo., Nov. 23.—A recent survey of circle stocks shows that more than 100 such shows are operating thru the Middle West. This particular type of show seems to be clicking better than companies playing three-night and week stands. Perhaps the reason for this is because the company is in the same town on a given night each week with a new play and a change of specialties. The natives become accustomed to attending the show on the advertised night each week and set aside their bridge parties, club meetings, amateur theatricals and other social activities in favor of the show.

The majority of circles employ six to eight people. Nearly all of the performers have cars in which the nightly treks are made to the spot in which the show is booked. After the performance the troupe drives back to its headquarters or base town.

All towns on the circle must be winners for the management. When a certain spot shows a decrease in box-office receipts for any length of time that town is dropped from the circle and another one is booked in its stead. This type of show business is giving employment to more than 600 Midwest performers.

Very few circle stocks are absolute flops because the majority of them have a tieup with local merchants who guarantee a subscribed amount for each performance. In addition to this, the take on the door, less theater percentage, goes to the manager's purse.

## Kansas City Pickups

KANSAS CITY, Mo., Nov. 23.—Neil Hickey, for the last two seasons with Chick Boyes, has closed with that troupe and is now sojourning in Omaha.

Emile Conley, juvenile, has closed with the Cliff Carl circle in Kansas to join the Dixiana Showboat in Chicago.

Elmore Galley is sojourning in Chicago after closing with a Western repertoire attraction under canvas.

Mr. and Mrs. Glen Chase, after closing their Iowa tent season, have gone to Florida to spend the winter.

Art and Mae Newman, formerly with the Cliff Carl show, have closed and are joining the Clyde and Bea Davis company in Nebraska.

Johnny and Dot Farley, after a season under canvas with a Western show, are now in stock at the Gayety, Minneapolis.

Alma Cobble, who recently closed with a Midwest attraction, has accepted a (See KANSAS CITY on page 88)

## Stock Notes

FRANK HETTERICK, of New York, joined Guy Palmerton's Manhattan Players at the Capitol Theater, Albany, N. Y., last week. He was formerly a member of Grant Mitchell's *Tailor-Made Man*, Bert Lytell's stock players and other companies. Mr. Hetterick has also been appointed assistant stage director of the Manhattan Players.

JACK REIDY is directing an original playlet called *Our Day of Thanksgiving*, by Harry Lawrence of the Chicago NBC continuity staff, which will be presented by the Rotary Club of Chicago at the Hotel Sherman on Thanksgiving Day. Among the dramatic stock people in the cast are Graydon Cross, Nan Dorland, Don Merrifield, Otis Gordiner and Walter McDowell.

GUY PALMERTON is the sole owner and stockholder of Guy Palmerton, Inc., altho Nancy Duncan and Frank Lyon were recently mentioned as shareholders in the newly formed corporation. Miss Duncan and Lyon merely served as the necessary second and third party in the signing of the corporation papers, resigning from office immediately after. Both appear, however, with the Manhattan Players at the Capitol Theater, Albany, N. Y. The Manhattan Players are a subsidiary of Guy Palmerton, Inc.

## Boyes Reports Business Up

LINCOLN, Neb., Nov. 25.—Word from the outpost camp of Chick Boyes, who has two rep companies on circle stock 'n houses, says the money has been more plentiful than it was last season. Chick is operating one troupe out of Hebron, Neb., and one out of Julesburg, Colo. Boyes feels this will about even up the drop in biz over his summer here this year.

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## Authority Finds Dancing Aids Mental Fitness of Children

*Asst. principal of Philadelphia recreation center makes three-year study—finds dance students made fine school records—angle for dance schools to play up*

PHILADELPHIA, Nov. 23.—The tap dancing and toe ballet, rhythmic, character and folk dancing physically developed boys and girls of today are every bit the intellectual equals of their "bookish" brothers and sisters. That's what a three-year study of approximately 600 children has proved to Hildegarde Duffy, assistant principal at the Disston Recreation Center. Miss Duffy, who holds the degree of Bachelor of Science in Education from Temple University and is now studying for her master's degree, has been teaching dancing the past 14 years. The past three years she has been studying groups of children with whom she works in respect to their comparative mental and physical abilities. The correlation which she has drawn shows that children who are outstanding physically are well-equipped mentally.

"Many educators still hold to the outdated, erroneous idea that most children who are physically outstanding are not good mentally," she says. "This attitude is neither fair nor true. The figures I have kept over a period of three years disprove it very definitely. If a person is physically developed through dancing arts, he is, of necessity, mentally fit."

In each of the three years Miss Duffy worked with some 200 children. To each child she has administered eight tests each school year. Rating is determined by the attainments of each child in dancing work at the playground and in monthly reports from school. A typical monthly record shows that, out of a group of 40 girls between the ages of 10 and 14, all with excellent dancing ability, 11 received averages of 90 or over on their report cards. Moreover, in the whole series of marks attained by these youngsters, there was only one "funky." The highest scholastic ratings are achieved by the youngsters under 14. Junior high school students are next in line and senior high-school students last. The drop in the two latter groups, Miss Duffy explained, is caused by less supervision and greater competition.

Miss Duffy, who works under George Wenner, principal at the Disston Recreation Center, teaches free tactics, acrobatics, rhythmic, character and folk dancing, toe ballet and tap dancing. She maintains that understanding of this work, its nomenclature, and retention of its movements, demands an alert mind.

### New Serova Courses Begin

NEW YORK, Nov. 23.—Madame Serova and Jack Dayton have returned to the Serova Studio here after several out-of-town teaching dates. They held a class recently in the J. J. Richards Studio, of Boston, 35 teachers from six States attending. They are planning a winter schedule of Sunday out-of-town teacher courses.

### Lewis Film School Auditions

NEW YORK, Nov. 23.—Harrison Lewis, head of the Screen and Stage School bearing his name, is now arranging for screen-test auditions. His is the oldest independent film-testing school in the city and has aided the careers of such players as Margaret Lindsay, Dagmar Erilling, Eleanor Lynn and Zeni Vettori. Erice Hutchins, Gladys Shelley, Jerry Leng and others have found their way to stage prominence after courses with Lewis.

### For Further Information:

Anyone interested in obtaining street addresses and other information concerning any schools mentioned or advertised in this department should communicate with Theatrical Schools Editor, The Billboard, 1564 Broadway, New York.

## Recordings Used By Radio School

DETROIT, Nov. 23.—The Charles Roth School of Stage Dancing has been reincorporated as the Roth & Berdun School of Stage and Radio Arts. Charles Roth and Cecil Berdun remain as managers of the organization. A new recording department has been added, giving voice pupils frequent records of their singing. This is used to check progress. Records become property of pupils. The recording service is also being used for local radio artists and advertising agencies.

The school program, *Stars of Tomorrow*, appearing regularly on the air, has been retitled *Clowns and Frowns* and is built around a circus motif, with a continuous dramatic story.

Mary Jane Johnson, a Roth star pupil, left last week to return to Hollywood on a seven-year optional contract with Paramount. Muriel Welch, Roth program director, is visiting Hollywood with her.

## There Are Lots of Ways To Run (or Ruin) a School

The Editor Gets a Load Off His Chest

Altho the public is not aware of it, theatrical schools are important as employers. Bernardi, of New York, for example, employs more than 200 performers in his own floor shows weekly. And Sara Mildred Strauss has given work to 300 dancers in engagements lasting from three days to 10 weeks the past couple of years. And yet theatrical schools are still regarded as money-gathering instead of money-dispensing organizations!

With burlesque too dirty for youthful talent and vaudeville almost out of existence, theatrical schools are being forced to serve as a sort of break-in time. Not only must the schools find and train new talent, but they must dig up places where their talent can be seen by the public. It means the teachers must run themselves ragged staging recitals and booking small cafes or private entertainments. Wotta life!

The press wires tell us that Germany's ballrooms will soon go Aryan—meaning such foreign importations as the Carioca will be banned. And another wire insists that the Irish Free State is bringing dancing under rigid control as to hours and styles. Of course, censorship of pleasure and art forms is nothing new. But American dance schools should, thru their organizations, be ever on the alert to prevent unreasonable restrictions in this country. Now, before it happens, is the time to start thinking!

### 1,000,000 Children

NEW YORK, Nov. 23.—The New York Post states "More than a million children in the United States are enrolled in dancing classes each year, according to a recent survey."

## Seattle Schools In Bank Tieup

SEATTLE, Nov. 23.—Local cultural schools will profit from a big promotion campaign which includes tieups with the Seattle Trust Company and 18 local schools. The schools are co-operating with the Seattle Trust Company in promoting thrift and publicizing Seattle's educational facilities. They are offering 30 scholarships, while the trust company is offering cash prizes, with \$300 as the first prize. The winner of the first prize may select either the cash prize or any one of the scholarships. The first contestant to enter was Elinor E. Flint, 16. Should she win, Miss Flint has assured the judges she will select the scholarship in dancing in lieu of the cash prize. She started her dancing career at the age of 7 with Winifred Salmon in the Salmon Dance School.

## Stockman School Expands

INDIANAPOLIS, Nov. 23.—Dancing business is decidedly on the upgrade here, according to Louis Stockman, owner of the Stockman Dance Studios. He who has conducted his school here since 1919 recently found it necessary to expand and has added several new teachers. Among the newcomers are Bobby Rivers, advanced tap and professional; Edna B. Johnson, ballroom and stage; Myrna Celete and Charles Gwynn, exhibition ballroom and chorus routine, and Mary Gordon Perkins, ballroom and stage. L. Kenneth Stockman is assistant to his father as demonstrator and a brilliant future is predicted for him.

## Using Radio For Prestige

*N. Y. teachers find broadcasting good business builder—2 types programs*

NEW YORK, Nov. 23.—More dance and music teachers are finding radio a good exploitation medium than ever. The broadcasts usually fall into two classifications: First, lecturing about dance routines or singing or music and thus building up prestige for the school; and, second, presenting talent developed by the school.

Thomas Parson is still broadcasting Saturday afternoons over WOR and describing new ballroom routines. Arthur Murray was on the air in a similar program a few years ago.

Hal Willis (Willis-Lane Dance and Vocal Studios) is now airing his most talented kiddies Sunday mornings over WMCA on the Independent Stores program.

Mabel Horsey has a Stars of the Future program over WINS Wednesday afternoons with the Louis Katzman Orchestra and also has a Saturday night program over WOV. Latter is directed by Almina Dazey.

Dorothy Wyth Singing Institute had a series of sustaining programs over WBNK last year and is resuming over another station next month.

Broadcasting has proved to be a good builder of prestige for schools, altho direct results are usually difficult to trace. Most of the programs put on by local teachers are sustainings, few schools being able to attract commercial sponsors.

## To Standardize Ballroom Dances

NEW YORK, Nov. 23.—The New York Society of Teachers of Dancing, Inc., held its monthly meeting November 10 at the Hotel Astor and took steps to standardize ballroom dancing. A forum discussion brought an agreement that if a standard of steps and style were adopted in this area the popularity of dancing would be increased.

Lillian Hannan, Mrs. Anna Cross Cunningham, Peggy V. Taylor, Elsie Ruth Hellich, Helen Ehler and Albert S. Butler illustrated new steps.

Clara I. Austin, president of the society, announced that Rose D. Ackerman, chairman of the arrangements committee for the society's annual ball to be given in the Hotel Roosevelt February 22, had appointed as assistants William E. Heck, A. J. Weber, Roderick Grant, Doris Weber and Oscar Duryea.

## Bernard Steinberg Resumes

NEW YORK, Nov. 23.—Bernard Steinberg, former opera baritone and a well-known writer on musical education, is once more teaching singing here. Teaching here the past 25 years, he had taken several flyers into the newspaper field as music writer.

## MGM Opens School

HOLLYWOOD, Nov. 23.—Even the picture studios are awakening to the need for having their own schools to train young talent as future material for musical films. J. J. Robbins, now directing songwriters at the MGM Studios, has been placed in charge of a plan to start tests to find young performers to join the new MGM talent school. Romantic leads for the musical pictures are the biggest immediate need, Robbins says.

We think that theatrical schools can make a lot of money by using honest advertising, by offering good straight teaching, by avoiding lull promises, by providing a clean and pleasant environment, by offering modest rates, by staging frequent public performances and becoming a dignified and genuine part of the community life.

# Philly Drama Schools Busy

*Staging recitals and drama nights—prepare students for professional work*

PHILADELPHIA, Nov. 23.—Local schools are making every effort to give practical experience to their students in preparation for professional engagements, and the past month has been replete with public performances of both students and faculty members. Opening public recital by Miss Shalet's School of Expression and Dramatic Arts was held the 19th. Outstanding was a scene from *L'Alphonse*, done by Natalie Stevens, a promising young student. Monthly recitals, with the students of Miss Shalet's school appearing, have been arranged, all performances being under the personal direction of Barbara Shalet and John Gordon.

Formal opening of the Emille Krider Norris School of Expression and Stage Arts included several one-act plays and vignettes presented by Beverly Deane, Anita Metzger, Polly Daly, Jeanne Cassell, Francis Land, Virginia Brown and Jay Davis.

Miss Upton Favorite's School of Stage Training and Dramatic Arts will present four performances this winter under the auspices of the Philadelphia Circle of the International Federation of Catholic Women's Alumnae. The first will offer *The Youngest* by Philip Barry and include Helen McGuckin, Rita Wolfington, Henry B. Jones, Mercita Brett, James Graham, Alice Rees Hollihan, John Durkin, Pinnuala Sharkey, with Miss Favorite directing and John F. Stinson and Geneva Hewitt assisting her.

Miriam Schwartz, a graduate of the Krider School, has opened her own school for the sixth season.

The Dauphin School of Dramatic Arts has added Alma Schulmerich to the faculty. A student artist recital was given November 8, an outstanding feature being the appearance of Joseph Hood, a picture director from Hollywood. He and his little daughter presented a short dramatic play, written and coached especially for them by Marlam Howlett. Josef Hoffman, concert pianist, was guest artist.

The Bessie V. Hicks School of Dramatic Arts has scheduled four student performances, the initial being November 8.

On November 3 Henry Howard presented his advanced students in a dramatic recital at his studio.

## Thousands of Drama, Music Groups of USSR

NEW YORK, Nov. 23.—According to a United Press cable from Moscow, "Thousands of dramatic and musical amateur circles exist in the Soviet, most of them under the guidance of professional theaters." Most of the productions of the better organized groups are "on the level with those of professional theaters."

# N. Y. Dramatic Schools Resume

*B'way outlook an aid—forums, student performances and guest directors*

NEW YORK, Nov. 23.—With the new legitimate theater season ahead of last year in quality of productions and in ability to hold public interest, most local drama schools have successfully launched their new classes and are now busy preparing for presentation of the advanced students in school productions.

The Feagin School staged a successful lecture-tea Tuesday when students, alumni and guests participated on a round-table discussion on "The Theater From the Actors Point-of-View." Richard Bennett and Cora Witherspoon spoke, Lawton Campbell presenting the playwright's viewpoint. Lucy Feagin introduced the speakers. Elisha Cook Jr. and Stanley Gilkey were among those present.

Miss Gene Francois, director of the Repertory Players, has moved into larger quarters in Carnegie Hall and has built in a completely equipped stage for student presentations. Miss Francois is producing *Pilate's Daughter* for the third season in Brooklyn this winter. It will run two weeks.

Margaret Anglin addressed new students of the Leighton Rollins Studio of

# Better Singing on Radio and Films Aiding Music Schools

*Virtual passing of crooning a big help—need for trained voices now easier to "sell" to students—teachers attack "radio technique" schools—claim there's no such thing*

NEW YORK, Nov. 23.—Public reaction against crooning has done much to aid music schools throuthout the country, a checkup reveals. With crooning definitely passe, singing is once more back to a more or less normal point. This means that aspirants for radio, stage, concert and film honors must train their voices. The style of talking rhythmically into a mike or thru a megaphone had made "singing" so simple that thousands had attempted to enter the professional field without training. With radio giving the better type of singing a break and with films presenting operas, vocal and music teachers now have a better chance to convince students of the need for proper training. Also pictures and radio have undoubtedly been the greatest popularizers of good music the past few years, the concert and opera have not been far behind, either. The use of larger theaters and the consequent lower admission prices have done much to help, too.

Acting here when it reopened last month.

Harry and Cicely Irvine are directing the Actors' Workshop of the Academy of Allied Arts, which resumed recently. Merry Wagner and Warren Lattin won the two endowed scholarships.

Earle Larimore addressed the students of the Hilda Spong Theater School last week, giving a demonstration of the use of masks he wore in O'Neill's *Days Without End*. The faculty this year includes John Kirkpatrick, Donald Blanchard, Edwin Strawbridge, Richard Whorf, Mrs. E. Irving Huntington and George Santelli.

The Maria Hupsenska School is forming a new class to begin February 3.

The Jack Blue Studios are expanding their new drama and speech department.

The Alviene School has installed a small theater on the lower floor of the building it occupies. The theater is fully equipped and performances by students are given almost nightly.

## New Lally Dance School

CHICOPEE, Mass., Nov. 23.—Lally Bros.' Dancing School here has just opened a new studio in Springfield. Francis B. Lally reports "business very good this year."

The radio and picture aspirations of students have posed a new problem for conscientious teachers. Quite a few teachers are advertising "radio technique" and "training for the talkies" angles, but many other schools prefer to continue to stress training of the voice pure and simple.

Many established teachers claim there's no such thing as "radio technique" and that it's the training of the voice itself that counts. Meanwhile, however, scores of new music schools throuthout the country are attracting large classes by advertising "radio technique." They are cashing in on the terrific appeal of radio broadcasting, just as 30 years ago the movie acting schools were cleaning up a fortune.

## Graffs Have Own Modern Theater

CHICAGO, Nov. 23.—So great was the response to Grace and Kurt Graff's first recital in their own Little Concert House October 29 that the performance was repeated November 7. The program consisted of a number of modern dance impressions, including such as *El Caballero*, *Religious Suite* in three parts, *L'Amour Pastoral* and *Renaissance*. All were colorfully costumed and correctly lighted to enhance the various moods.

The Little Concert House has a capacity of 200, with a stage curtained in drops of gold velour and an ample lighting system of overhead spots and floods. The school has been in operation but six weeks and is headed by the Graffs, who teach modern dance. Others on the faculty are Fay Friedman, creative dances for children; Edward L. Davenport, fencing, and Paul Dunsing, adult folk dancing. Louise Spoor is personal manager of the Graffs.

# Kansas City Music Teachers Busy Staging Pupil Recitals

KANSAS CITY, Nov. 23.—Mrs. Herbert Townner gave a Marimba recital of Mexican and Spanish music November 11 at the Agnes Avenue Church, assisted by Kathleen Warden.

Enrollments at the Conservatory of Music this season are over 900, which is quite an increase over last year. The orchestra under Forrest Schulz has been augmented. The chorus under Stanley Deacon has many voices.

Gertrude Concannon gave an orchestral concert November 17 at Ivanhoe Temple with the Kansas City Orchestral Training School Orchestra, conducted by N. DeRupertis.

Genevieve Lichtenwalter gave a recital November 9 at the Talent League.

National Conservatories of America gave a grand recital which featured 250 pupils at the Athenaeum November 9. Sidney Gelb is president and Fay Gelb director of dance.

The Conservatory of Music has added Carruth McCord in the Department of the Theater. Miss McCord is a former student of the University of Oklahoma and of Southern California.

The Federation of Music Teachers met recently at the La Salle Hotel to consider programs for the winter season. Mrs. Eva Sholse presided.

Chas. Cease has resumed study recitals Saturdays, with brief instructions and analysis of the works of Scarlatti and Gloridan.

KANSAS CITY, Mo., Nov. 23.—The Kansas City Guild of Music and Allied Arts Teachers gave their annual fall concert November 12 in Edison Hall. The programs were presented by N. DeRupertis' woodwind players, the Morse string choir, and a sextet from the Cranston School.

The Kansas City Music Teachers' Association met November 11 in the Jenkins Auditorium for a brief musical program.

Othalia Sorenson presented her pupils November 15 at Epworth League Methodist Church.

Estelle K. Logan presented Joanne Van

Valkenburgh in recital November 15 at Paseo M. E. Church. She was assisted by Janet Coulter and Julian Douthat.

Mrs. Miles G. Blim presented her pupils in a musicale November 10 at the Roanoke Presbyterian Church.

Forrest Schulz, conductor of the orchestra at the Conservatory of Music, is rehearsing students in music the Philharmonic plays, so far as the school library will permit.

The Piano Department of the Kansas City Musical Club met November 11 at the University Women's Club. Lucy Parrot spoke on program numbers by Griffes, Scott, Shuman, Bach, Chopin and Debussy.

The Conservatory of Music gave its first informal junior musicale this month. Guest pianist was Edmund Haines. Miss Ann St. John is supervisor of the junior piano department.

Luclle and Carroll Cole, at the request of former patrons, are presenting several musicales this winter at Epperson Hall. Catherine Wellemeyer, cellist, will assist.

Eveline Hartley resumed her studio musicales recently at the Elsmere. The Cranston School of Music presented its pupils recently in a recital.

Ruth Glover is now conducting a studio for business girls.

Carolyn Elinor Haines presented her pupil, Evelyn Margaret Sofia Johnson, 12-year-old pianist, in recital recently at Epperson Hall.

Florence Lansing presented her pupil, Maxine Monroe, in a recital recently at Jenkins Auditorium.

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# Exhibition Dancing as a Business

By FRED LE QUORNE



IT WILL undoubtedly surprise a lot of people in and out of the show business to know that to get the art of dancing down to where it pays means that the performers have to cover a lot of ground. Spectators watching a top team of ballroom dancers going thru a routine are struck by its apparent simplicity and ease, and think with just a bit of showing they, if they are the dance-minded kind, could get into some fancy duds and go up on the stage or out on the floor and give a pretty good account of themselves. The guess of the non-trained observer about how easy it would be to get out and show 'em would be only about 90 per cent wrong. There's plenty more in becoming expert. One of the best teams getting top money now and kept working all the time came to me to be shown how to go about becoming an exhibition pair, if you please, from a school of line and figure illustrations for newspapers and magazines. All they knew of dancing was the fun they got out of it when stepping out socially. That particular couple broke thru a lot of barriers that



Fred Le Quorne

other beginners have to get thru with a lot of labor because their illustration studies had taught them the anatomy of the human frame.

The quick and big success of this particular couple doesn't mean that beginners wanting to learn ballroom or classic exhibition dancing must begin with studying anatomy. I bring it up only to show that even a knowledge of how the body is formed in its casings of muscles, tendons and tissues became an asset for this team when they got to going into the swings and lifts of the act they and I worked out.

Those who are not dance-conscious will be surprised to learn that professional exhibition dancing on the stage, in the ballroom and in night clubs is now the best selling and best paid of all booked acts.

I've been turning out exhibition dance teams by the hundreds for the past 15 years and ought to know something about it. I've taught here and abroad, and I've seen my pupils, after they got their jobs down to what might be called artistry, glide into the most exclusive spots in the dance world's itinerary.

Dancers are people. When aspirants for top places in the exhibition business get to a close realization of this fact they have taken one step toward their eventual emergence as professionals. The business of exhibition dancing requires self-discipline in so many directions that its followers must discipline themselves into machines in which their natural quality is under perfect control.

The emotional characters of each of the team appearing before a public for pay cuts quite a lot of ice in their success or failure. Learning how to dance before the public with the same partner day in and day out, in practice and in exhibition, means one's emotional equipment must be for the most part uniformly stable. I've seen many an act that had everything else but this sustained harmony go on the rocks thru successive flareups of one or the other because of something that went wrong or because the offended one thought something went wrong during rehearsal or while the performance was on. Of course, this phase of the game is common to all professional performances, whether it's the teamwork of circus ring folk, exhibition roller skating or the dramatic profession.

I wonder how many people know how many dancing teams and groups are doing their stuff for good pay from Coast to Coast as this article is being read.

With the decline of vaudeville and the practical extinction of road show business for repertoire, stock and the traveling legitimate, the hotels in key cities and the not-so-big towns found it profitable to offer their public programs of orchestras, with singing and exhibition dance items. At first unpretentious, with the demands of their growing clientele these diversifications became important. Audiences which had at first accepted the bills as good enough diversion to be sandwiched in between their own dancing and the orchestral features and toastmaster stuff got to be more exacting. And with this lift in the demand for quality came the lift in the prices the hotels, night clubs and other purveyors of public entertainment were glad to pay. I think an estimate of a thousand spots thruout this country and the capitals of the other side would be low. Take a look at that

figure and see how much work is open for qualified exhibition dancers. Of course, in this connection, it is to be considered that there are dancers and dancers. By this I mean that there are grades of quality, some tops, some striking, some good, some not so hot and some pretty terrible. The top members of the estimated thousand or more teams kept working most of the time are tops because they've something on the ball the others might have if they would only study out for themselves or permit themselves to be shown.

I can give here some of the things I've discovered that make for the top teams.

In order to get this side of my point of view over I've got to ask the reader's patience while I dig into the fundamental things that must be a part of the composition of a dance team of any of the grades I've classified.

What is there in a routine of a professional, or even amateur dance duo, that makes the sight attractive? What is the underlying magnet for the spectator? It is the simple thing of seeing a man and woman, a girl and boy, together in rhythmic motion. Behind the rhythmic motion is the magnet that was in Adam and Eve. Without knowing that they are doing it, spectators watching a dance team are all the time enveloping the boy and the girl in a romance. It is the sex motive that underlies the interest of the audience.

With the acceptance of the romance element in the sight of a dancing boy and girl comes another thing that must be weighed—the pleasing matching-

AS A DANCE routine creator for professionals and as an instructor in general, Fred Le Quorne is rated among the foremost in the theatrical profession. Still a young man, he has at one time or another handled the destinies of the country's biggest dancing names. Many of them started their careers under his guiding hand and have emerged in the big money class. To list the names of all the dance teams he has perfected or coached would fill a lot of space. Some of those he tutored are Velox and Yolanda, Gomez and Winona, Minor and Root, Joe and Betty Lee, Byrnes and Swanson, Starling and Towers, Rodrigo and Francine, Lohna and Graham and Georges and Jalna.

up of the pair; how well they look together. In getting at this truth we have to discover what it is that makes the team pleasing, more pleasing, most pleasing with audiences.

Here we come to one of the cardinal cornerstones for top success. The team, their costuming, their music, their rhythms, their routine must all converge to one thing: beauty.

It was this truth discovered early that forged the art student pair I've cited quickly to the fore. Of course they had to learn the other things they needed, the formulas, if you will; but they began with the last word first: The act must arouse emotions of appreciation of its mass and sequent loveliness.

And in going to work to attain the highest perfection in the new field they had selected for their profitable adventure they were ever carrying the sense that there is nothing on this earth more beautiful than the human form.

Most people watching a team of exhibition ballroom or stage dancers of the top class, sensing the reactions I've been attempting to report, don't know, for instance, that the height of the respective members of the team, their weight, their complexions, their costuming, their music and their orchestrations all enter into the values which impress, besides, of course, the romance-thought behind the movements and pantomime.

Yet every one of these items is important to the success of the team.

I have found that in the matter of height that any measure above say 5 feet 6 inches for the man is okeh, provided that the girl of the act is, say, two or three inches shorter.

The weight of the man may be about the weight the scales describe as average for the man's height.

The best results will be attained by a team, however, when the weight of the girl is 8 or 10 pounds lower than the average weight the scales say she should be.

I have found in my teaching that when a couple

come to me to learn exhibition dancing they are easier material if they come without any expert dancing background. It is easier to teach a team from the ground up than it is to have to begin to rid them of bad dancing habits. As a rule the boy of a team will be found grounded in the fundamentals more often than the girl.

Taking a girl beginner with no bad habits to remove, I send her at once to learning ballet dancing. This is done privately and she goes at it without self-consciousness. The ballet gives her poise, grace, elevation, balance. With these the routine instruction which follows isn't difficult. If the pupils are open-minded, not wedded to hard and fast convictions of their own as to how and why they should practice this or that, or do thus and so, and are amenable to instruction, the way is set for getting forward fast. I think the girl and boy of any reasonably young and graceful team, possessing the requirements I have given, can move forward toward the top if they will practice and study just what it is that an audience will welcome.

Of course, with all the dance forms which have come to the field of exhibition dancing, the search for novelty is intense. Novelty effects are to be sought always, of course. But often, in tries for novel tricks, lifts, swings or spins, the main objectives of a team, which are beauty, harmony and color, are lost. And what the act gains in its novelty element it loses in greater proportion thru the dislocations of other elements which naturally occur.

Generally, in teaching, I take the girl first and have the boy watch. The girl in this way feels easy and, as a rule, responds at once to the different motions. I reverse the procedure only when the girl is more adept at the essentials.

I tell my pupils that fundamentally there are three phases to the art or business they are seeking to learn expertly. They must feel the audience is interested first in the sight of a boy and girl together, in rhythmic motion; they must costume their act strikingly, yet handsomely, and keep both these values subordinate to what may be termed good taste. Third, their music must be exhilarating. The harmonious combination of the three elements makes for the degree of audience pleasure that determines their success as exhibitionists.

A professional teacher of exhibition dancing should himself be able to do any of the things he asks his pupils to do. When pupils attacking an apparently impossible unit of a routine, a swing, a lift, a balance, a poise, see their teacher go thru it, the bad spot is more easily mastered by the student.

And now, plus the several things I've tried to show which belong to the art of exhibition dancing, is another: Egotism, and what it can do to impede or destroy a team's progress. The mention of this feature gets me back to my statement that dancers are people. People not close to aspirants for exhibition dancing perfection would be surprised to see how many beginners, once they get to feel their wings or feet, get stuck on themselves. Vanity grabs them at both ends. They're the works, the McCoy, in everything they do. This egotism holds these vanity cases back. Perfection in their line means open minds as well as supple and graceful bodies, perfect costume coloring and enchanting dance numbers. If those who become so afflicted are taken aside and given a talk showing how far they are yet from tops, with illustrations of members of their profession who are, they become amenable. And once in this state of mind a lot can be done for them besides what they can do for themselves, because of the changed notion. Exhibition dancers are never finished learning.

Now to another and final consideration. Public dancers in ballrooms, night clubs and in stage shows are thrown in intimate contact with their public, the first two classes especially.

The exhibitionists must realize that their livelihood depends upon their popularity, and their popularity upon how they impress that public, not alone on the dance floor, but in the semi-social contacts which are a part of the business. Good manners, poise and tasteful dressing for their off-stage hours are as essential as the same values expressed in their act on the floor or stage. Dance teams who measure up to all the professional and social requirements in this direction generally go very far. They make contacts that are invaluable. If dancers choose to disregard these hints on the scores given they have to risk the effect such processes make upon their night club or ballroom or other exhibition-spot owners. The resort owners or those who pay the bills exercise close scrutiny of their acts' appearance and behavior when among the customers.

As I indicated at the outset, exhibition dancing is a bit more complex than lots of people think. I hope I've been reasonably clear in my exposition.



# Chi Dancing Masters Meet

**Veolanda, Minstrel Strut among new routines taught—more than 125 attend**

CHICAGO, Nov. 23.—The regular November meeting of the Chicago Association of Dancing Masters, held in the Florentine Ballroom of the Congress Hotel here November 3, was one of the most successful held in several years. Over 125 members and teachers were present at the all-day session.

Walter Stephany, ballroom teacher at the Aragon Ballroom, taught the Veolanda and demonstrated several new fox-trot and waltz combinations. He was followed by Betty Jane Dockery, assistant for six years to the late Marion Freeman, who taught the Minstrel Strut, one of the latest creations of Miss Freeman's before her demise. J. Allen MacKenzie, one of the association's new members, taught a very good tap routine; Edna Lucile Baum gave some of her splendid children numbers; Virginia O'Brien taught an excellent musical comedy routine and President Pearl Allen did some fine ballroom specialties.

A surprise was sprung by Bobby Rivers, of Oak Park, and Virginia Pointer, of Danville, who announced that they had been married early in the morning at Watseka.

Among the out-of-town members in attendance were Louis Stockman, Dorothy Klzer, Edna B. Johnson and Jack Broderick, Indianapolis; Maxine Mollenhour and Madalynne Egenrod, South Bend; John Gregory and Eileen Keane, Hammond; Fanchon Thornton, Muskegon; Bessie Lobb, William Gellman, LaVergne Gloyer, Milwaukee; Junior Past President Leo Kehl, of Madison; Edna Christensen, Regina Garvey and Brownee Browne, of Racine, and Mary Curl, Columbus. The next meeting will be held December 1.

**80% Sing**  
NEW YORK, Nov. 23.—Emil Coleman, the band leader, claims he has checked on radio amateur contestants and finds 80 per cent of them are singers, 15 per cent mimics or instrumentalists and less than the remaining 5 per cent attempt dramatic readings.

## News Notes on Seattle Studios

SEATTLE, Nov. 23.—News of local drama, music and dance teachers: Edna Colman, piano teacher, has reopened her Queen Anne and Downtown studios.

Margaret Olson is featuring a special course for public school instructors in dramatic and humorous interpretation. Magnus Peterson, voice instructor, organized the Opera Guild, which has been highly successful in booking students the coming season.

A. H. Ormsby has been appointed publicity director of Cornish School. Frances Ryan, authentic Hawaiian hula dancing, just back from a summer in Waikiki at Mossman Institute, has joined the faculty.

Laura G. Whitmire, former head of Oral Expression at Roosevelt High School here, has opened studios in the College Center Building.

Two former pupils of Elizabeth Jacques Snyder School of Voice Art, were named winners for the State in the recent Texaco National radio contest. They were Alice Corlette Davis and James Harvey. Other students who have won professional laurels are Fred Dent and Dorothy Baker. In expanding her activities, Miss Snyder has placed in charge of her Everett studios, Frances La Pine Nitte, dramatic soprano.

Ethel Ann Reining, violinist, has reopened her studios in the Paramount Theater Building for orchestra and ensemble training for pre-school age children, as well as courses for older students.

### Reopens Dance School

SHEBOYGAN, Wis., Nov. 23.—Mrs. Helen Nehrlich Finst has reopened her dance studio. Jean Helen Meyer, her new assistant, had studied under Mrs. Finst for 10 years.

## Plan Traveling Normal Schools

**Louisiana DMA head suggests plan—annual convention Christmas week**

NEW ORLEANS, Nov. 23.—With the three days following Christmas set for its annual convention, the Louisiana Dancing Masters' Association is setting final plans for what it hopes to be its most successful session. Bernie Holmes, of the Chicago association, and Bobby Rivers, also of Chicago, will probably serve on the faculty, President Peter Villere states. Possibly one or two other teachers of national prominence will be invited to participate. There will be a short business session with the election of new officers, a president, two vice-presidents and treasurer and board of directors, generally consisting of past officers. Villere looks for a new high mark for attendance, with teachers in Tennessee, Alabama, Texas, Arkansas and Mississippi signifying their intentions of joining the Louisiana group, probably one of the best organized in the country.

Association will soon vote on Villere's plan to inaugurate a system of traveling normal schools to create a better feeling among teachers of rural and city areas. A faculty of city teachers are to tour the surrounding areas to teach small community instructors the latest in steps and also hold classes for students, charging them a smaller than usual fee, to go to organization fund.

Villere is in receipt of a letter from the State Federation of Music Clubs which says that the clubs will resume the annual dance contest sponsored by them each spring. The clubs request that Louisiana dancers, with their students, participate in this program, to be held April, 1936.

### New Drama Schools

KENOSHA, Wis., Nov. 23.—Jerry Mills Adair, formerly with Grace Douglas Whyte's stock company, is opening dancing schools in several Wisconsin cities, including Elkhorn and Brodhead.

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## Pittsburgh Dance Teachers Have Successful Convention

PITTSBURGH, Nov. 23.—One of the most successful conventions of the Pittsburgh Dance Teachers Society was held at Webster Hall November 3. Nearly 100 persons turned out and all admitted benefiting from the new ballet, ballroom and tap work taught by local and imported masters.

At the convention held between dance sessions, Ruth Fairgreive urged the association to admit only those who have had experience. She revealed that a number of persons who pass as dance teachers are students or individuals with just a faint idea of the profession. As a result, a motion was made and unanimously carried that applicants must have had at least three years of teaching experience and be at least 18 years of age.

William Pillich made a motion to investigate the business ethics of all applicants, especially as to fees. Presiding Chairman Jack Bowman suggested that Pillich withdraw his motion, as the association already has an investigating committee in operation. Pillich withdrew his motion.

All officers were unanimously re-elected. They are Jack S. Bowman, Wilkinsburg, president; Mrs. Theresa Jacques, Pittsburgh, first vice-president; H. M. Robb, Pittsburgh, second vice-president; Dorothy J. Arbogast, Pittsburgh, third vice-president; Ruth Fairgreive, Pittsburgh, fourth vice-president; Camille G. Carey, Pittsburgh, secretary; John L. Steffer, of Johnstown, and Jack Huston, Regina Sexton and Winona MacDowell, of Pittsburgh, executive board members.

Regis Jacques, of Pittsburgh, and Florence McFadden, of OH City, were accepted as the new members.

A dinner followed, during which John F. Box, president of the Cleveland Dance

Masters' Association, one of the many visitors, made a brief speech praising the organization.

The lesson work during the convention was given by Oscar Conrad, tap expert from Columbus, and members of the local association; Cecil Kitkat, eurythmics master from the Carnegie School of Technology; Edward Caton, Ballet Maitre De Cleveland Ballet, Inc., and formerly of the Chicago Civic Opera; Theresa L. Jacques and Dorothy J. Arbogast, ballroom masters, and Roger J. Glynn, novelty tapper from Wheeling, W. Va. The work was exceptional and the turnout for all classes unusually large. Tap took the lead, but was in close competition with ballet when teachers discovered the good work delivered by Caton. Not the least enjoyable was the eurythmics recital staged by Miss Kitkat and a school group of dancers. Members later joined the group in an exhibition of the "study of rhythm."

Others who attended were Mrs. Oscar Conrad, Edward Caton, Roger Glynn, Cecil Kitkat, Dorothy and Cornell Arbogast, Mr. and Mrs. H. M. Robb, Harold Martin, Ruth M. Barnes and sister, Mr. and Mrs. Jack Bowman, Nellie Brady and mother, Pasquale Caputo and brother, Camille G. Carey, Florence Dunn, Ruth Fairgreive, Agnes Fohner, Mr. and Mrs. Jack Huston, Carmelita, Theresa and Regis Jacques; Winona MacDowell, Florence MacFadden and mother; Dan, Janis and Clara McDowell, Nancy Spears, William Pillich, Mr. and Mrs. F. W. Schelott, Mrs. Helen Schultz and daughter, Regis Sutton, Vera Ryan, Mr. and Mrs. John Steffer, Joseph Jordan, Dorothy Bradley, Ella Werthelmer, W. D. Lynch, Ruth Garner, Virginia, Johnson, Rae Russell, John Mitchell, Elizabeth Hart and Connie Smarter.

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# News of Chi Dance Schools

Stephano Mascagno has settled in Chicago and taken over quarters formerly occupied by the Marion Freeman Studio, where he is specializing in ballet work. Maestro Mascagno holds a teachers' class Sundays in Racine, Wis., also.

Nicholas Tsoukalas made his first public appearance since A Century of Progress when he danced with Lurline Griffith, one of his assistants, at a charity affair this month. Two pupils, Richard Maxim and Helen Renora, together with Miss Griffith, entertained the Hungarian Literary and Singing Club November 17.

The Clarita Imperio School of Dancing will give a recital at the Woman's Club Theater November 30. Some 70 pupils will participate. Miss Imperio is

back at her studio after a three-week illness.

Gladys Hight is organizing a group of teachers to tour Europe this coming summer.

Fran Scanlan is working on a vaudeville act with Dorothy Naumann and Patricia Gill. And with his regular lessons, the developing of new routines for his Christmas teacher's course and his new routines for the Dancing Masters of Michigan meeting and the Chicago Dancing Masters' Association December 1 meeting, he manages to keep quite busy.

Commencing the first of the year Bruce R. Bruce will conduct a teachers' Normal Course the fourth Sunday each month with a faculty of teachers whom he knows thru his long professional experience. The Bruce Studios have furnished routines and special material to some 20 professional acts the last month. Bruce is working on an illustrated correspondence course in acrobatics, together with new acrobatic routines featuring tap, ballet and modern.

## Philly's Dance Teachers Active

PHILADELPHIA, Nov. 23. — Charlie White, for the past 10 years instructor at the Billy Pierce School in New York, has opened a school for stage dancing.

Essie Marie, formerly danseuse with the Pennsylvania Opera Company and who previously studied with Ted Shawn and Michael Fokine, has opened studios.

Louis A. Crescenta, remembered as the male partner for Ella Tanzola in their ballroomology in class nightieries, opened the Lou-Ellen Dancing Studio, with a branch studio at the Broadway Hotel.

Sponsored by the International Folk Dance Society, the Dora and Herman Wiener School presented a dance recital November 4. In addition to the folk dances, a demonstration of certain aspects of the modern art dance was given. The performance was repeated November 11.

Billy Herrmann Jr., associated with his father at the William J. Herrmann School of Acrobatics and Dancing and remembered as a former Olympic champion, is performing difficult gymnastic feats with Gladys Jean at the local Palumbo's Cabaret. Being held over indefinitely.

Across the river on the New Jersey side Miss Gladys Kochersperger gave a student recital November 2 at her Merchantville Studios. Miss Kochersperger is very enthusiastic over her classes this year and has added another branch studio in Glassboro. She has spotted Clara Mick, solo tapper, at the Wait Whitman Hotel, Camden.

The Ernestine School of Dancing in Camden is organizing a unit of all students above 16 years of age to play the variety houses in South Jersey and Eastern Pennsylvania.

## Lenora Staging Girl Units

NEW YORK, Nov. 23.—The Lenora Stage Dancing Studios here is producing girl units for vaudeville and night clubs now. The first person to train American line girls in Tiller style, Mme. Lenora is a former associate of John Murray Anderson and has also arranged numbers for several Broadway shows. One of her line troupes, the Lenora Debs, played the Adelphia Hotel, Philadelphia, for five months this year.

## Student Notes

**NEW YORK STUDENTS:** Betty High, niece of Hazel Dawn, is a student at the Alviene School. . . Alviene students now making good in professional roles are Richard F. Renner Jr., with the Berger Theater Guild; Stuart Beebe, who has the leading character role in *Mulatto*, and Hurst Amyn, who has the juvenile lead in the same show, and Robert Schultiz, now with *Jubilee*. . . Marjorie and Pat Maher, young singers and dancers, studied under Billy New-some. . . Shirley Grey, film star, had studied under George Marshall Durante. . . Merita Dell, Agnes Vanderleif, Johnny Peconi, Carol Jill and Patrick Herskowitz are being featured in the Juvenile Featurettes, which Jack Blue is filming.

**HELEN FUCHS**, dramatic soprano, is being groomed by the Wyth Studios of New York for a radio program. . . Sue Read and Martha Wilkins, WOR artists, are studying musicianship at the Wyth Studios.

**VIRGINIA ROSE** was presented in a dance recital by Nicholas Tsoukalas at his Little Theater of the Dance, Chicago, November 22. . . Ginger Wood, pupil of Gladys Hight, has been featured the past two weeks at the Medina Athletic Club, Chicago. . . Another pupil of hers, Claire Powell, is featured at Harry's New York Bar in Chicago.

**KANSAS CITY STUDENTS:** Adeline Bourg gave her first song recital this month. She is from the studio of Edna Forsythe. Leigh Havens, from the Richard Canterbury Studio, assisted. . . Young David Sarser's violin recital of November 14 was arranged by Harold Bernhardt, his instructor. . . Miss Gertrude Holmes, special student at Hebron College, has qualified for membership in the Capella Choir. . . Ethel Grant, former local dance student who achieved considerable success as a professional, is visiting her parents.

Marie Harden, pupil of Rachel Hartley Ward, sang recently at the 37th annual district convention of the Kansas Federation of Women's Clubs in Coffeyville, Kan.

**BETTY JANE WRIGHT**, 7-year-old student of Clarita Imperio, of Chicago, was recently featured in the Chicago Theater's *Carmen* presentation and proved a hit with her clever castanet playing and dancing.

**NEW ORLEANS STUDENTS:** Kehr, Rousseau and Kehr, one of the best dance trios to appear in the Roosevelt here, spend several hours daily in the DeVillroil Academy studios practicing new steps. Gladys Kaurin, now playing at the Paradise Club on Broadway, writes regularly to her old teacher, Peter Villere. Rene Lamar recently sent photos to local teachers from Italy, where she is appearing at smart night clubs. . . The Alms Love School of Shreveport appeared at the Silver Slipper there for a party sponsored by the Michia Grotto. Joyce Reed was star of the show. . . Ruth Overcash, medalist pupil of the DeMontville Studios, Shreveport, is now on a Southern tour with Ina Ray Hutton and her Melodears. . . Martha Loche, of the DeMontville Studios, starred recently at a night club party.

**DTBA Plans All-Day Dance Session Dec. 29**

NEW YORK, Nov. 23.—The Dancing Teachers' Business Association will follow its monthly meeting December 1 with an all-day session December 29. The faculty for this meeting will include Jack Manning, tap; Carl Peters, acrobatic, and Thomas Parson, ballroom. The association under President Parson's leadership has grown to a membership of 146 and is now high up among the big dance teachers' associations. It is now looking around for larger quarters.

## Piccolino Flops; Truckin' New Rage

NEW YORK, Nov. 23.—The failure of the Piccolino, ballroom number which Fred Astaire and Ginger Rogers introduced in their last picture, to sweep the country has disappointed many teachers. The new dance failed to even approach the popularity of the Continental.

Only new dance that is assuming national popularity is 'Truckin'', which is supposed to have originated in Harlem. Sam (Russell) Barlow, a colored comedian, is given credit for originating the shuffling walk called 'Truckin''. Harlem theaters and ballrooms have popularized the dance ever since.

## New Detroit School

DETROIT, Nov. 23.—The Great Lakes Conservatory of Stage and Radio Arts was recently opened at Grosse Pointe Park, east side suburb. Founded by Stanley L. Highland, Glenn A. DeWitt and D. T. Lawrence, the school is teaching music, drama, elocution, dancing and related subjects. The faculty includes Jeanette Judy, dancing, and Fred Palmer, known for his string-instrument work.

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**Don't Miss Review of N. Y. Dance Recitals**

A review of the more important dance recitals presented the past month in New York City will be found in the Feature News section of this issue.

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ON ANOTHER page appears in the form of a news story a partial summary of *The Billboard's* findings in connection with an attempt to enlist the support of newspapers in important cities all over the country in a poll to test the public's reaction to the return of vaudeville. The laws of libel restrain us from dwelling specifically on cases that demonstrate beyond the shadow of a doubt that powerful film interests thru their exhibiting channels are doing everything within their sphere of influence to prevent vaude sentiment from spreading.

Unfortunately, in certain smaller towns newspapers are not as independent as the idealists who urged us to attempt the poll believed. Despite emphatic denials by editors of advertiser influence that appear occasionally in the newspaper trade press it has been clearly ascertained that certain newspapers will not lift a finger to help crystallize public sentiment in favor of the return of vaudeville for fear of retaliation in the form of canceled advertising contracts by picture houses and chains. This is a sad situation. But it is our optimistic belief that the existence of such a state of affairs is the surest sign of vaudeville's eventual return.

The public is slow in making known or felt its desires in connection with amusements; particularly when there is a united front being maintained against the encouragement of a certain form of entertainment by interests that foolishly believe this form to be detrimental to their business welfare. If vaudeville were really as passe as certain editors would have us believe thru their polite refusal to participate in a poll to determine the public's reaction, our brand of logic tells us that the learned editors would not be minded to refuse.

The most successful papers in the country; the papers that dominate their fields; that are respected for their opinions and accepted as the hallmark of authenticity in the presentation of news—these papers are conducted to serve the public because their publishers as good business men realize that it is smart business to serve the public loyally and conscientiously. The late Adolph Ochs was a cold, hard businessman. He never kidded himself and others about publishing *The New York Times* as a philanthropic gesture. *The Times* was to him a solid, growing business institution. And because it was that it never, in its years of growth, permitted advertisers to dictate the editorial policy of its pages. It rightfully deserves the reputation it bears of an accurate, truthful, unbiased medium. Ochs left behind him an institution that will live for many generations because he possessed vision and publishing acumen. Many of the jerk-water publishers can take the cue from him. Not in idealism; not in journalistic ethics, but in plain, common horse sense.

NIGHT clubs until recently were a neglected wing in the house called show business. Today they constitute the greatest outlet for performers and bands.

They are vitally important as an integral part of the business. It behooves all who lay claim to an interest in the field of amusements to lavish the attention on night clubs that was once bestowed on vaudeville, picture houses using stage shows and erstwhile legit road-show houses. This applies to performers, agents, bookers—and as well to the various organizations in the business that are dedicated to the improvement of conditions.

*The Billboard* is vitally concerned about the state of affairs in night clubs. It is good business and good sportsmanship to be so concerned. An impressive bulk of its readers—the folk whom advertisers seek to reach thru this paper—are employed in or derive a livelihood indirectly thru the night-club industry. The maintenance of a high standard in night clubs (this standard applying as well to performers as to the status of night clubs with the public) means greater revenue to all participating factors. It means, above all, greater returns for the performers. And *The Billboard* has been rightfully regarded as the performers' paper since the turn of the century. It is, therefore, logical that we should pledge ourselves to a program of vigilance.

The night-club field is as old as illuminating gas, but in its present form it is as infantile an industry as radio. It is passing thru a cycle of devastating changes. This being the case it is understandable why conditions are not as easily regulated as, say, backstage conditions in theaters and conditions in booking offices in the heyday of the old UBO. There is much to be done by those who would place the night-club field on a plane of solidity and security.

Despite occasional glimpses of progress it cannot be truthfully stated that racketeers, gyping bullies and white slavers are definitely divorced from night-club management. It is incumbent upon those who desire to free the business of any entanglements with the speakeasy era to make of night clubs a field in which performers can earn their livelihood without being subjected to indignities.

The day of compulsory mixing should be past. Prudishness has no place in the amusement setup. In night clubs, particularly, a certain amount of mixing is necessary. Competition is the driving force in most instances. Whatever the cause or incentive it must be faced as a fact that in certain spots moderate mixing is essential to the proper running of the establishment. But the type of night club that depends almost exclusively for its profits on girl performers drowning themselves with hard liquor is a blot on the business; a deterrent to progress of other spots that sell and profit equally from food, entertainment—and liquor without women.

A girl employed in a night club is either a performer or a hostess. She can't be good at both jobs. Our concern is with performers, of course. It is unfair to a booker who regards his enterprise as a legitimate business proposition to hire girls from him as performers and to use these girls as hostesses who are treated by patrons and proprietors little better than run-of-the-mine prostitutes. The man who operates a club as a hostessed clip joint ought to be sensible enough to concentrate on the selection of material well trained in this specialty: girls who are not of the show business and who probably wouldn't pretend to be if it weren't for the yen of yellow journals to label them as "actresses" and "show girls" whenever they run up against John Law. This type of man doesn't belong in the night-club business anyway and the sooner he is ostracized by the sources of legitimate talent supply the better it will be for him as well as the industry he pollutes by his contact.

PERFORMERS hard hit by unemployment will welcome the news released last week of the official appointment of Ralph Whitehead as Executive Assistant to Eddie Dowling. Breaking up a long-winded nomenclature, Dowling (for the benefit of those who aren't upon their government relief lessons) is National Adviser for Vaudeville, Circus and WPA Projects to the Federal Theater Project. In plain, unadorned language all of this means that at last Whitehead is actually in harness as the man behind the gun—no longer the man behind the men asleep in the gun. Whitehead is now in a position to do something tangible in the way of providing work for actors on relief and providing jobs also for actors probably just as badly off but not yet on relief. Mrs. Hallie Flanagan made a smart move in selecting Whitehead and Dowling showed himself to be the white guy we've always known him to be by paying the way for the appointment. In case some of the boys who talk a lot without knowing what they are saying might be tempted to add this selection to their catalog of records, it is well to remind them and all of the show business that Whitehead gets no salary. He gets paid only with coin that buys for him the enviable satisfaction of knowing that he has—thru his affiliation with the AFA—earned an honor that reflects glory on his organization. (See SUGAR'S DOMINO on page 37)

## The Broadway Beat

By GEORGE SPELVIN

INSIDE angle on the threatened wholesale walkout of union musicians from the New York relief projects is the bitter feeling between the local and Nicolai Sokoloff, the federal music relief director. Sokoloff is a member of the Cleveland local of the AFM, but the New York boys regard him as anti-union, claiming that he has given them rougher treatment than did the former non-union relief officials.

Radio surveys, official and otherwise, continue in and out of the industry itself. The American Music Students' Creative League, apropos of the recent radio announcers' diction award, decided to poll some 2,000 of its members and make awards (paper awards) of its own. Thus Jan Pearce was selected as the best male singer, with Rudy Vallee second and Frank Parker third. Vivienne Segal copped first prize among the women, with Jane Froman runner-up, and Kate Smith third. The winners were selected because "every word they sing is clean-cut and easy to understand, and yet they do not over-enunciate."

Possibly a plant, but doubtful, is an obese hausfrau who frequents the Grand Opera House every Friday night at the supper show. She has the most amazing laugh you'll ever hear, high pitched and sounding like a tenor siren. Whenever she lets go she breaks up both the audience and the act on the stage.

E. P. H. James, sales promotion and advertising manager of NBC, may lay claim to the distinction of really having played in Jack Hylyton's "first band." It was some 18 years ago, when Hylyton was playing piano at a beach resort (in England, of course) and several youngsters were invited to join in with their kazoo. Hylyton conducted from the piano and, actually, it was the first time he ever led a group of players. James was one of the lads with a kazoo, and still has a copy of the music they played at that time.

Joe and Jane McKenna pulled an amusing one in their ad last week in *The Billboard*. . . . Held over at the Roxy in conjunction with the holdover *Three Kids and a Queen*, they thanked the film in their ad copy. . . . The first time that's been done, to Mr. Spelvin's knowledge. . . . Bill Mella, who used to be an announcer for the old American Broadcasting System and WMCA, opened a night club last week in Hastings-On-Hudson, N. Y. . . . It's called the Farragut Inn. . . . Officials at the Metropolitan Opera House recently received, from an enthusiast in the corn belt, a request for autographed pictures of certain Met stars. . . . Nothing unusual in that; but the autograph hound listed the stars whose pix were wanted. . . . They included Rosa Ponselle, Lily Pons, Lawrence Tibbett—and Nelson Eddy. . . . Even aside from the tearing down of the "L", Sixth avenue seems well on its way to supersede Broadway. . . . One can now appear both in person and in a film on the street—which is what Paul Whiteman is doing in *Jumbo* at the Hipp and *Thanks a Million* at the Center. . . . Murray Korman says the eyes constitute the most important factor in theatrical photography, with the hair second and the features in general third. . . . Large eyes photograph the best, of course, with the luster rather than the color of the hair counting. . . . But who ever looks at the eyes or the hair in one of Korman's photos? . . . The AFA benefit was actually a big benefit show that ran according to a time schedule worked out to the minute.

## Chicago Chat

By NAT GREEN

PICKFAIR, with Mary Pickford, America's No. 1 sweetheart, as hostess, will be the setting for that new air show for which the national ice dealers have set aside gobs of kale. . . . Program will be an elaborate one on the order of *Hollywood Hotel* with Mary entertaining new guest stars each week. . . . Wonder if it's true that Eastern interests are going to reopen the Opera Club here. . . . A line from Beverley H. Furber, U. S. representative of *El Mundo*, Havana, conveys the news that Phil Andrews has been appointed director of exploitation in the United States for the Cuban National Exposition to be held in Havana December 21-January 10. . . . Miss Aida, astro-numeral scientist, slated for a Gold Coast hotel spot. . . . Billy Exton, former circus man who now directs the destinies of theaters in Kenosha, Green Bay and a couple of other Wisconsin cities, drove thru town the other day in a brand new Packard which he purchased in Detroit. . . . Harry Sievert, former asst. treasurer of the RKO Palace, has joined staff of Sligh-Salkin as assistant to Frank Burke, publicity director. . . . Burke, by the way, did an exceptionally fine job on a press manual for Bennie Davis. . . . Thoda Crockett, local Guild representative, celebrated a birthday this week.

Sara Ann McCabe, for two years featured on the concert programs in the Marine Dining Room of the Edgewater Beach Hotel, was seen there recently by a Warner Brothers executive and her radiant Irish beauty immediately won her a contract to be featured in a two-reel movie musical. . . . She left for New York a few days ago. . . . Bob Hickey, head of the Cole-Beatty publicity staff, rises to remark "O'Sullivan wasn't the only man who learned a lot about heels. Ask J. A. or Z. T." . . . Now just what! . . . The picture *Midsummer Night's Dream* will show at the Apollo for only three weeks and will not be shown in any other Chicago theater for one year. . . . Our courier brings word that "Bill" Hirsch, Mr. and Mrs. John R. Castle, Mr. and Mrs. Max Goodman, and Mr. and Mrs. Joe Goodman have been taking the baths at Hot Springs and will leave for Chi late this week to be on hand for the big doin's. . . . A bad cold kept Edith Mason from singing *Violetta* in *La Traviata* last Tuesday, so the opera was postponed to Monday of this week. . . . Eleanor Nangle, beauty ed of the *Trib* and beauty chatterist on WGN, turned down an offer to do a major network beauty broadcast from New York.

We like Christopher Morley's description of Chicago in this month's *Island Topics*: "She spikes the small beer of living with the pure alcohol of the impossible." . . . Art Kassel, well-known band leader, was in a local hosp last week for observation—arthritis, so 'tis said. . . . Tony Wons, who hasn't been in the spotlight much of late, is living in Kenosha, Wis., but was in New York on business last week. . . . Book publishing is one of his chief interests just now. . . . Ben Marshall of the Drake likes the Horace Heldt combo; so do the customers, hence it looks as if Heldt will stick around thru a good part of '36. . . . Milt Weil is publishing Joe Sanders' theme song. . . . Eddie Sligh, Randolph street's flying agent, off on one of his periodical airplane trips, this time to Cincinnati, Cleveland, Detroit and New York City. . . . Walter Schroeder, general manager Hotel Schroeder, and Phil Levant, ork leader, in, from Milwaukee to catch the show at the Bismarck, where Dorny, magical emcee, is doing a swell job.



## Magic and Magicians

By BILL SACHS  
(Communications to Cincinnati Office)

GEORGE T. PURVES JR., of the Indiana Society of Magicians, Indianapolis, was a visitor at the magic desk last Friday and had a lot to say about his recent trip to Chicago and his visits with the magi around the town. George was accompanied on the trip by J. Elder Blackledge, new president of the Indiana Society of Magicians. The pair visited Jack Gwynne, showing in the Terrace Room of the Hotel Morrison, and Rossini, playing the Stevens Hotel, and George reports that both are clicking handily at their respective spots. Purves and Blackledge also visited DeLazone's Restaurant, hangout for the chi magic boys, where they bumped into such luminaries as Johnny Platt, Russ Walsh, W. C. (Dorny) Dornfield, George Trosseth and Caesar. Dorny is still getting over in fine fashion at the Bismarck, where he is in for an indefinite engagement as magician of ceremonies.

JOHNNY PLATT opened a three-week engagement November 20 at the hotel operated by the House of David in Benton Harbor, Mich.

JOHN MULHOLLAND was a feature on Town Hall, an exclusive lecture series, held at the Columbia Club, Indianapolis, Saturday night, November 23. J. Elder Blackledge, Indianapolis magician, introduced Mulholland.

DANTINI closed a four-week engagement at the Silver Dollar Club, Paterson, N. J., November 23 and opened two days later at the International Cabaret, Philadelphia, for an indefinite stay. He expects to hit the road with his own magic troupe at the conclusion of the Philly engagement.

JACK GWYNNE is the proud owner of a lion cub, a playful critter of gigantic proportions. It seems that one of Jack's friends couldn't sell the animal, so he gave him to Jack as a present. The other day Jack got the idea that it would be pretty ducky stuff to have himself mugged with the lion in a sort of a wrestling pose. The lion, however, didn't think the idea was so hot. The photographer snapped the bulb just as Jack slapped a half Nelson on Mr. Lion Jr. The latter, thinking Jack was playing, quickly swung into the spirit of things. He pulled the sleeve out of Jack's coat, nearly tore the rest of the garment off his back, and in the scuffle Jack took some pretty bad clawing on the arm and hand. The lion cub was only playing, of course. But the worst part is that the pictures came out lousy and now Jack fears he'll have to go thru the whole procedure again—that is if he still wants a photo with the lion.

CHICAGO HAS ITS share of magicians at the present time and all seem to be doing very well. Among the magi currently appearing in the Windy City are Rossini at the Stevens Hotel, Jack Gwynne at the Morrison Hotel, W. C. (Dorny) Dornfield at the Bismarck Hotel, Howard Brooks at the Royale Frolics, Gall-Gall at the Palmer House and Carl

Sharp at the Medinah Club. Johnny Platt has just finished a run at the Paddock Club. Thornton is in town with his clocks act and Virgil is in from the West Coast.

THE WIZARD CLUB, Chicago, held its monthly show at the Cube Theater there November 20. It was designated Card Night. Those appearing on the program were Hugh Riley, emcee, assisted by John Stitt; Atwell, Don Bruggemeyer, Francis Haldane, Sam Berman, Irving Dornfield and Carl Sharp (Kessler).

CARL SHARP, creator of *A Fantasy in Cards*, currently at the Medinah Club, Chicago, is slated to open soon at the Chez Paree, Peoria, Ill., for an indefinite stay. The youthful Sharp has acquired a manner distinctly his own and is making rapid strides in his type of work.

LEON LONG, colored magician, until recently ahead of the *Silas Green From New Orleans Company*, is spending a brief vacation in Durham, N. C., before jumping to Seattle, Wash., to join Irving C. Lewis' *Brown-Skin Models*.

HOWARD THURSTON has shown remarkable improvement in recent weeks and according to reliable reports is "feeling fine these days." He is able to walk without a crutch or cane and the other day tripped off a few dance steps to prove that he is not incapacitated. He left New York November 22 for Biloxi, Miss., for a rest cure of four weeks. Thurston announced last week that he would appear in Louisville in February for his first performance since he was stricken with a nervous breakdown in Charleston, W. Va., six weeks ago.

HARRY THURSTON left Chicago November 20 for Hot Springs, Ark., where he will vacation for two weeks before moving on to his winter home in Miami, Fla. His brother Howard is expected to join him at the latter spot, where the two will talk over and arrange their plans for a new Thurston show to go out next August.

WILSON THE MAGICIAN sustained a badly bruised shoulder and a wrenched back when he fell from the stage into the pit at the Broadway Theater, Parkersburg, W. Va., recently. Wilson was resetting his show, when he stepped back into the footlights, losing his balance and falling five feet into the pit.

THE VERNONS, mentalists, now working the DeWitt chain of hotels, have recently concluded an engagement at the Hollenden Hotel, Cleveland, and are now appearing in the Parisian Room of the Neil House, Columbus, O. They expect to divide the winter between the General Oglethorpe Hotel, Savannah, Ga., the Bon Air Hotel, Augusta, Ga., and the Fleetwood Hotel, Miami Beach, Fla.

MEMBERS OF THE Golden Gate Assembly No. 2, SAM, will journey to Reno December 7 to install the new Magic Club as the youngest child of the Society of American Magicians. Members of the Oakland (Calif.) Magic Club, Los Magicos, of Los Angeles, and the San Jose Mystic 13 will also make the trip. A big public show with a party to follow has been scheduled to add color to the festivities. Caro G. Miller will direct the show.

ROLLAND HAMBLIN is now residing in San Francisco and is kept busy with occasional magic shows in that territory.

SPOKANE MYSTIC CLUB held its regular monthly meeting November 12 in the little theater in Dr. O. W. Talbot's home in Spokane, Wash. Order of business was discussion and planning the annual stag dinner to be held the second Tuesday in January, 1936. Frank Doke was appointed chairman for the party. There are 35 members in the club. The boys have been invited to put on a whole evening show on the night of December 4 for the Spokane Elks Lodge.

AN ALL-MAGIC STYLE of bill was a major novelty at the Sunny Side Cafe, north-end Detroit spot, last week. Princess Helena, mentalist, headlined the (See *MAGIC* on page 43)

EDITORIAL DEPT.



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 VAUDE

WINGY MANNONE AND HIS ORCHESTRA—outfit now playing at the Famous Door, New York night spot. Mannone is one of the hottest trumpeters extant, altho he has only one arm. His jam band, now the vogue, could either do a turn by itself, or else serve as the nucleus for a flash act.

JOEY REARDON—lad who imitates the sounds of instruments, now appearing in vaude with the Ben Bernie act. He is short and extremely youthful looking, and has an excellent personality. His imitations are amazing and earn him a solid show-stop with the Bernie outfit. Rates a try with an act of his own.

### For FILMS

RUTH MATTESSON—young legit actress, now appearing in *Parnell* at the Ethel Barrymore Theater, New York. Very lovely, she should screen like a million dollars. Excellent personality. Here ability remains really

untested as yet in New York, but reports from summer stock rate her high.

### For LEGIT MUSICAL

EDGAR BERGEN—ventriloquist, in vaude, who gets away from the beaten ventriloquist track by presenting a hospitalical skit that has some lines that are extremely funny in their own right, entirely apart from Bergen's ace voice-throwing ability. Whole scene should fit nicely into a revue as a sock skit.

### For RADIO

ARTIE MCGOVERN—regarded primarily as an authority on physical upkeep and author of books on the subject. His angles on sports, however, are diversified and reveal a keen insight on inside stuff. Radio could use him as an all-round sports announcer. Heard on WBNX (New York) as a guest speaker, and clicked solidly.



### Minstrelsy

By BOB EMMET  
(Cincinnati Office)

HARRY BRYCE pipes in to say that "Happy" Bill Myers has begun rehearsals of the New Mellow Moon Minstrels in Binghamton, N. Y., using a troupe of Boy Scouts as the minstrel timber. Happy says the kids are going for it in a big way and seems certain that some good talent will develop for the layout. The group will use some old songs of the Dan Emmet, Neil O'Brien and Bert Williams era, Bryce reports.

"NIG" SHOPE is with the J. H. McDonnell 12-people med show working the larger towns on the southern plains of Texas. Business, he says, is good. "Noticed in the minstrel column," Shope pencils, "an item from my old friend, Homer (Wheel Chair) Meachum. Evidently Homer has discovered the Fountain of Youth. Also note that Rusty Williams is still in the land of the living. Let's hear from some of the other oldtimers."

"UNCOMPLIMENTARY REMARKS have been written recently about the minstrel association," says Sam Griffin, owner-manager of the Original Premier Minstrels, who makes his headquarters in San Francisco. "Of course it is not necessary to forget Al Tint to have the association back on its feet," Griffin says. "We would not want to forget Al if we could and I doubt if we could if we wanted to. I do not think a more unselfish service was ever performed for any part of the theatrical profession than that that which Bob Reed gave to the minstrel boys; I would like to see the association reorganized and Mr. Reed reimbursed for some expenses that I suspect he never got paid for. Al Tint's 'rememberers' are okeh and are, I am sure, enjoyed by many. It is quite certain to me that 'Hi-Brown' Bobby Burns appreciated the services of Mr. Reed. And from the little experience I have had with 'Hi-Brown' Bobby, I say he is a real one and knows his stuff."

E. KNOWLES shoots from Alton, Ill.: "Would be pleased to hear from Meachum and Berry. I wonder if Berry remembers the time he stumbled over

the motion picture easel, smashed his nose and lost his hat and the band played *Who Was It, Skunkem?*

BUCKY LEAHY has signed with C. A. Finney's Minstrel Revue to do end and his comedy contortion act in the olio. Buck's last 11:45 was with the John R. Van Arnam Minstrels, where Buck led the parade.

EDDIE LEAHY, well-known minstrel, is now playing vaude and club dates in and around Philadelphia.

A FEW OF THE OLD minstrel men were seen cutting it up on Howard street, Boston, last week. They were Jimmy Johnson, George Fitchett, Buck Leahy, Tommy (Bones) Hays, Fred Bowman and Bill Sears.



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WEST

EAST

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## Sixteen and Six On Springfield Floor

SPRINGFIELD, Mo., Nov. 23.—The J. B. Steinel walkathon, that started October 26 in the beautiful Shrine Mosque, was down to 16 teams and six solos at 480 hours. Some changes have been made in the emcee staff. Jack Hayes, veteran of many successful shows, has replaced Art Wolfe.

Feature nights and the wedding of Danny Brainer and Millie Helsene have brought the attendance up several notches from the box office standpoint. Tiny Schillinger moved in to take over the dope sheets and publicity, and reports that the Ozarkians are going for the little gossip paper with a bang. Contestants on the floor at 480 hours were:

Jerry Garafolo and Jean Eversole, Jimmy Kelly and Mae Chareau, Earl Clark and Dot St. John, Freddie Nevola and Mary Di Rosa, Walt Gross and Vera Ogden, Red Oleski and Mabel Cooper, Joe and Dot Solar, Charlie Loeb and Bonnie De Fonte, Happy Porter and Peggy Harlow, Chet Naylor and Dimples Houser, Doc Naylor and Lucille Burton, Dick Le Nac and Anita O'Day, Buddy Ryan and Ann Bowser, Mac McNabb and Flora Glass, Dock Powell and Patsy Drake, Gene Heck and Bobbie Reagan, with solos Andy Lynch, Jimmy Farrell, Jack Rotcher, Whitey Hammon, Clarence Schaeffer and Dale Thorpe.

## Wenatchee Walkie Still in Non-Stop

WENATCHEE, Wash., Nov. 23. — The George C. Cobb walkathon here, at the end of 1,460 hours, had two couples and one solo still on the floor. For some time it seems that the kids have had a total lack of respect for derbies, treadmills, figure eights and dancing sprints, taking them in stride and coming back for more.

Those still on the floor are Kid Chiswell and Billie Boyd, Calvin Dorr and Eleanor Gault, and solo Frank McDonald. Staff changes include Kenny Price as top emcee, heat and air, being assisted by Lewie Brock and Johnny Russo. Floor judges are Dick Joseph and Dock Steves, head trainer: Morgan Chivers, with Woodrow Wilson; nurses, Vivien Anderson, Rose Anderson and Cricket Chivers and Bobbie Brock; maintenance, Berl Robinson and Woodrow Anderson; door, Al Schaefer and Ford; dietitians, Bob and Goldie Elliot, assisted by Vivien Rezek. Music is by Bill Reed's Ork, with Art Lumley, midnight pianist.

## Merry Whirl, Casper, Burns

CASPER, Wyo., Nov. 23.—The Merry Whirl hall, on the edge of town in the Country Club Addition, well known to marathons, was destroyed last week by fire of undetermined origin. The flames, already tonguing thru the roof, were discovered about midnight. The large building was reduced to ashes. Several hundreds were expended there last year in improvements and redecorating.

A 40-day walkathon derby show recently was conducted at the Merry Whirl.

## TIDBITS

By RICHARD S. KAPLAN  
NEAA General Counsel

A bridge game at my home was interrupted the other night when a discussion was started as to just how much sleep man required and how little sleep a man could live on. Some of the bridge players were eminent physicians, and naturally the talk drifted onto the subject of walkathons—15-minute sleeping periods—sleeping while on your feet and kindred topics.

And here are some interesting highlights brought out in the discussion. (Mayors, governors, senators, representatives, city councilmen and others, please note.)

Uncle Oscar Rogers, of Cape Cod, hasn't had one hour of sleep in 80 years. And he's hale and hearty at 81.

Isaac Wilbur Small, of Cape Cod, is 64 years of age. He hasn't slept for one entire year, merely thru concentrated effort to stay awake. And he's well and healthy.

Paul Kern, a welfare worker of Hungary, hasn't slept for 15 years.

George Kenneth Best, 26 years old, of Kenton, Middlesex, England, hasn't slept a wink for five years.

Albert E. Herpin, of Trenton, N. J., who died at the age of 78, had never known the meaning of sleep.

The late Thomas A. Edison, distinguished inventor, who died at the ripe, old age of 90 or thereabouts, never slept more than four hours a day.

And there are many thousands of similar cases of men and women who have gone without sleep for days, weeks, months and years and never suffered as a result.

Physicians and mental specialists assert that insomnia or lack of sleep will do the average person little if any harm provided that person lies down, rests and permits nature to restore the vital energy used up in ordinary activities. And if such a person will lie down AND ACTUALLY SLEEP, whether it be for 10 minutes, 15 minutes or longer, those precious minutes of ABSOLUTE SLEEP will go as far as 10 hours of restless sleep.

When it is remembered that a contestant in an endurance show ACTUALLY SLEEPS from 8 to 10 hours each day, intermittently, it is true, six of those hours being in bed, it must be appreciated that THAT contestant is NOT being abused or ill-treated and thus an endurance contest of this nature is baby play compared to some of the other ordinary sports we know of. But try and convince an official in the face of the propaganda already spread among such officials by the theater moguls.

Have you any interesting facts regarding marathons? If so, send them to this column for publication. If you have any clippings (including the name of the paper and date) regarding court actions involving endurance contests, send them to me. We can use all the information possible.

Here's hoping I get at least two hours sleep tonight.

## Grand Junction Show Over 200 With 14-2

GRAND JUNCTION, Colo., Nov. 23.—The Jack Bruno walkathon is over the 200-hour mark with 10 teams still going strong. Show opened November 7 with 14 couples and two solos. Houses are reported to be picking up steadily. Show is aired over KFKJ.

Staff has emcees Jack Bruno, Eddie Cotton and Les Emerson, with "Mousehead" Austin and Moon Mullins, floor judges; Buck LaMarr and Jimmy O'Neil, trainers; Emily Bruno, Billie LaMarr and Janice Watson, nurses.

BILL HENDERSHOT, Wheeling, W. Va., says his version of how to better the endurance field is for promoters to wake up and clean out the heat, and the business will stage a comeback. Via the Letter List, Bill wants to hear from Patricia Garner, Muriel Thompson, Tiny Hewitt and Alfred Ashley.

## Talbott Decatur Show in 4th Week

DECATUR, Ill., Nov. 23.—Backed by the favorable support of practically every business man and resident of the city and sponsored by the Oren L. Davis Post, No. 1245, Veterans of Foreign Wars, and the New Salem Baptist Church, the Hugh A. Talbott Derby-Show is surging forward not only in the matter of hours but financially.

Different from the ordinary walkathon, replete with laughs, fun and new-found thrills, the show has captivated fans despite the series of legal battles carried on since its inception.

Cliff Real and Tony Lewis have captured the hearts of the fun-loving patrons with their clever new gags, while Joe Purtell and Les McCullum are great favorites on the emcee stand.

At this writing 552 hours have elapsed with 18 couples still remaining. This should be a short, snappy, successful show.

## Nalty-Wears Swartz Tops

LOUISVILLE, Ky., Nov. 23. — The Swartz Amusement Company's show here, which went over 1,060 hours, was taken by Joe Nalty and Cloris Wears, with Mike Gouvas and Marlon Kirk, second, and Joe Trindle and Margaret Schushock, third.

## Contestant Notes

CLYDE (STOOGIE) MORSE writes from St. Louis that he would like to hear from Lilyan La Barge, Eddy Burke, Bud Coleman, Jackie Murphy, Cliff Real, Doris Allen and Tommie Greenhouse.

MARY WALKER, New Haven, Conn., wants one from her sister, Vina Walker.

EDNA ROGERS, working at the Blue Haven Club, Philadelphia, would like to locate her old dancing partner, Johnny Guilfoyle. They last danced together in the Trenton show.

DENNIS TIMMERMAN, West Haven, Conn., would like to hear from Jackie Fields; Jenny Costello wants one from Alice Krug, and Harold Lippman would like one from Nellie and Bennie Rothman, all of the above address.

HELEN BOND, resting in Cleveland between shows, wants 'em via the Letter List, from Popeye Thomasson and Maxine, Peggy Richards, Steve Barr and Peggy Collins, all of the Daddy Fox Bay City show.

REMEMBER, FOLKS, it is against our editorial policy to print detailed addresses in the column. So be sure to watch the Letter List of The Billboard each week for letters that come in our care addressed to you. As soon as your name is listed in the Mail On Hand columns of the Letter List drop a penny card to the Mail Department giving the address where you want your mail forwarded.

"GOING TO THE Savin Rock show to join Zeke Youngblood," writes Squirrelly Bradley from Dayton, O. "Played night clubs here for the past three months. Lots of fun playing opposite Smitty Inman, who also did a 'Major Bowes' at one of the local theaters. Spotted the Ryan Boys running away with first honors on an amateur show. Shame on you, boys. Ha, ha. Am answering requests, via the Letter List, from Rocky Ryan and Cliff Real."

BETTY LEE DORIA, Atlantic City, N. J., says it's important that she hear from Hugh Handixson, Al Huer and Mrs. Hermenson.

BUDD COLEMAN and Eddie Burks, formerly with Gen. Hugh Talbott's Decatur, Ill., show, write they are taking a much-needed rest 'neath the swaying palms at Corpus Christi, Tex., and will remove in a week or so to Monterey, in Old Mexico. They would appreciate word from Joe Bock, Billie Willis, Wally Adams, Moon Mullins and Bob Lee.

MRS. IDA CONATSER, of the Krause Greater Shows (as per route in The Billboard) asks Millard Schleicher (Mar-

## Staff Briefs

MRS. FRANK L. DAVIS, Los Angeles, requests her husband, or friends knowing his whereabouts, to get in touch with her thru The Billboard Letter List.

BOBBYE JENNINGS, from her San Antonio, Tex., home, requests word from Patsy King Thayer, Jackie Parr. Her last show was the Ross Oklahoma City walk.

BILL OWENS is for the time being out of the endurance game and is the proud half owner of a dandy tavern in Oakland, Calif. He would like word from (care the Letter List) Eddie Cotton, Dick Buckley, Eddie Brown, Ted Mullins and Monty Hall.

M. J. KASTEL, Chicago, is anxious to get in touch with Bobby Reid, former Seltzer emcee.

EDDIE (SMACK) BOWERS, according to word received from Leon (Red) Barber, who visited the Cincinnati office Thursday, died near Cicero, Ill., last week. Barber, now driving for the Sunoco Oil Company, out of the Queen City, identified Eddie's body in a Cicero funeral parlor. It had been found near there, stipped of all identifying marks and was being held for claimants until Red's identification. Bowers was a former trainer and staff emcee for Hal J. Ross and prior to that had graduated from the University of Washington, where he made quite a name for himself in the football world, being all-Pacific half in 1927. Bowers and Barber had worked together on the Ross El Paso show.

vo), last heard of at the Mesle South River, N. J., show, to get in touch with Mrs. Poole, or Mrs. Wilder, Jacksonville, Fla. "If you need detailed addresses, write me," she concludes.

RALPH ELLIS, stopping in Oklahoma City, wants 'em from Bud Leberman, Carney, Opal Fertig and Bill McDaniels.

JERRY WHALEN would like to hear from Duke Hall, Paddy Welch and Louise Dubrise thru The Billboard.

RED KEITH AND WIFE, Tiny Barton, are proud parents of Robert Earl Keith, born November 13. Mother and son are doing nicely in their St. Louis home.

MARIO ALLESANDRO'S San Bernardino, Calif., friends wonder if he is still in the Endurance field and would like to see word of him in the column.

SWEDE MERCHANT, resting between shows in Spencer, Ia., would like to hear from Peggy Collins and Slim Pickens.

ART BAYA and Ernest Mouddy are working in an East Lansing, Mich., sandwich shop and want to hear, care the Cincinnati office of The Billboard, from George and Caroline King, Mickey Brennan, Arline Simmons, Jerry Garafolo.

EDITH REID, at home in Waterbury, Conn., wants 'em from Anile Rymut, Johnny Hartman, Jackie Davis, Fuzzy Smith, Pat Kenrey and Teddy Hayes.

JACKIE MURPHY writes a word of warning to promoters: "There is a someone using my name to get money for transportation and then not showing up. This is injuring my reputation with promoters. I am definitely out of the Endurance field until further notice. I am in Chicago and would like letters, care the Letter List, from friends."

## SUGAR'S DOMINO

(Continued from page 35) and provides him with an opportunity to better serve his fellow actor. Are there still a couple of fellows around who say that the AFA hasn't accomplished anything? Perhaps there are but from now on they'll be making themselves mighty scarce.

ANGELINE SAPORITO Will accept phone call collect or send money for transportation. Have car and wardrobe. Visiting San Jose for holidays. Anyone knowing whereabouts please notify c/o 748 Almaden Ave., San Jose, or phone Ballard 7326. Merry Christmas to all friends. FRANK LAWRIEOLA.

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# THE FORUM

This department of The Billboard is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given on this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer and should be written on one side of the paper. Those not exceeding 300 words are preferred. Send communications to The Forum, The Billboard, Box 872, Cincinnati, O.

Sidman resembled the droll Russell in many ways. I knew Eleanor Sidman, second wife of Arthur, very well. She was playing the part of Emeline Hubbard and was a very pretty woman. In fact, I knew all of the cast of *York State Folks* during the season of 1902-'03. Not long ago I ran over to Tully, N. Y., to look up Mrs. Sidman, who stayed there a part of each year, and found that she was in rather stringent circumstances, having received very little from the drama. WALTER BROWN LEONARD.

McMinnville, Tenn.  
I am in receipt of a letter from R. W. Robinson, State director of professional projects, WPA, and he states that if he can find a sufficient number of persons to justify setting up a theater project that he will start one. Now there are a large number of performers who, like myself, are out of work and who do not know about the federal theater project. Professional people should learn about this activity, as many of them who need it may be able to get employment in their lines. They should address R. W. Robinson, State director of professional projects, Stahlman Building, Nashville, Tenn. This may help a lot of Tennessee showmen to get work.  
HERSCHEL DAVIS.

## Believes WPA Theater Project Likely in Tenn.

Memphis.  
Joe Thayer, of Boston, referred to Klaw & Erlanger's *The Country Circus*, a circus-style show presented on the stage in the '90s, in his letter in the Forum of November 2, and I would like to give him this information thru these columns. Having a large scrapbook of old theater programs I have before me a program reading: "McVicker's Theater, 25th Year, 5th Week, Beginning Sunday, December 6, 1891. C. B. Jefferson, Klaw & Erlanger's *The Country Circus*," by Charles Banard and C. B. Jefferson." The staff and the program are given, but are too lengthy to be repeated here.  
RALPH H. MILLER.

## Old Program Tells of K-E. Circus Show

New Haven, Conn.  
Mr. Rauch's letter in the September 14 Forum will, I am sure, find many sympathizers with his regret at the passing of vaudeville. It is too bad that this form of entertainment, killed largely and deliberately by motion picture interests in their belief that it threatened the latter's success, has so needlessly been lost to us. Both forms of entertainment have their place and value to the amusement public and each should cater to its audience on quite different terms. Surely nothing could be more unfortunate than the two-feature motion picture program now so generally prevalent—one cannot, I am convinced, say "in vogue" with any degree of truth. Not more than twice a year under the present system of block booking are there two first-class films on any one program, and the doctrine in any event that good entertainment is "more of the same" after the first hour and a half is erroneous. In any form of entertainment variety in some form should be the rule as well as the spice of life.

## Vaude Craze For Europe Means Return

It is certain there is room for a return of vaudeville to its former popularity in spite of several difficulties to be overcome! The fact that we have with us today a generation to which this form of amusement is as unknown as the Great War and that we have allowed the high standard of vaudeville to lapse thru lack of support until most of the best talent has been forced to seek patronage abroad; the unfortunate size of many of our movie houses which has completely eliminated (as the Radio City Music Hall, an intimate auditorium seating 8,000 people so amply proved) the possibility of that close contact between performer and audience which is the keystone of a successful vaudeville performance; the lack of courage and financial ability of most managers of reasonably sized houses to institute a policy of showing vaudeville acts over a period of time instead of showing vaudeville sporadically, then abandoning it before the public realizes it is avail-

able, and lastly the control of houses by a few large interests in chains.

However, it will return. In our somewhat spineless fashion we shall learn again from Europe, which has gone vaudeville crazy and where in the neighborhood cinemas they are returning to variety, and have indeed never deserted vaudeville in the grand manner in large theaters such as the Palladium, of London; Circus Busch, of Berlin, and similar theaters in Paris. For all our speed we are a little slow in some things but will get there yet. There will be one enthusiastic supporter in New Haven, where 15 years ago there were three theaters, each with two vaudeville bills weekly and where now the Poli theaters are as bare of vaudeville as the B. F. Keith Memorial Theater in Boston. And I hope I have to fight for a ticket. C. LAPEAN,  
Box 605 Yale Station,  
New Haven, Conn.

Glens Falls, N. Y.  
Replying to the inquiry of John V. Scholefield Jr. in the Forum of November 16 regarding the cast in the picture *York State Folks*, I can say that the cast, with the exception of James Lackaye and Ray L. Royce, was not the same as that of the road company. I have two different programs somewhere in my collection from which I will be glad to copy names of the casts for Mr. Scholefield if he should desire them.

## Sidman's Rural Play Based on Vaude Sketch

Reading the interesting letter of L. Ben Johnstone in the Forum of October 19 relative to Ray L. Royce brought to my mind my old friend Arthur Sidman, whose home was in Tully, N. Y., the little village from which the scenes and characters of his delightful rural play, *York State Folks*, were taken. A more lovable man never lived than this true delineator of rural characters. During his early days he went from place to place coaching local talent plays, some of which were from his pen. I recall him when he was doing the title role in Reno & Ford's *Joshua Simplicus* and with what sweet simplicity he portrayed that mediocre role. I was connected with his *Summer Showers* and had met him many times en route.

After he had achieved fame in his vaudeville sketch from which *York State Folks*, his best known production, was taken, it seems pathetic that he should have gone to sleep after the piece had been tried out and was booked for the coming season. He died in Bar Harbor, I believe, during the summer previous to the first road season of the play. How fortunate was he to have, even before his sickness, selected Ray L. Royce to succeed him in the part of Myron Cooper, the old organ builder! I had the pleasure of seeing Mr. Royce twice in this role and to have known him personally.

Then, too, James Lackaye was long to be remembered in the role of Simon Peter Martin, a direct opposite (he being the rural villain) to the sweet, venerable organ builder, who could not conceive of anything except love for his fellow men. As I never saw the great Sol Smith Russell, I am not able to judge similarity between Royce and Russell, but I recall people saying that

Freeport, Ill.  
I regretted very much to read in the November 16 issue an article headed "Nipped in the Bud," in which circus workingmen were referred to as roustabouts. Why do you use "roustabouts" for circus workingmen and still try to uphold the dignity of the circus? A roustabout is generally taken for a low-grade man. Webster defines him, in an opprobrious sense, as "a shiftless vagrant that lives by chance jobs." Why do you refer to the workman as such, and if he is such why do you show hire men of that character? I have trouped—and not as a roustabout either—and met many a workingman that had a heart and character far above those that managed the show.

## In Defense Of Workingmen Of Circuses

The general run of human beings is pretty much the same—good and bad in all classes—so why call the poor workingman by a name that is taken for granted he is a very low character? Remember, a circus cannot move without the workingman or an army without the private. ROY E. LODGE.

Hartford, Conn.  
November is Mark Twain Month. He knew Buffalo Bill intimately and they were friends for years. Twain wrote the following letter to Cody 50 years ago from Elmira, N. Y., dated July 4, 1885: "I have seen your Wild West show two days in succession and enjoyed it. It brought back to me the breezy, wild life of the Rocky Mountains and stirred me like a war song. The show is genuine—cowboys, Indians, stagecoach, all as I saw them on the frontier years ago. Your pony express rider was as interesting as years ago. Your bucking horses were painfully real to me, as I rode one for a quarter of a minute once."  
W. S. GARVIE.

Manfield, O.  
Referring to the letter of Jack Wallace recently in *The Forum*, I admit that he is right in saying that he saw the passing somersault in 1897. When the LaRose boys went to Omaha, Henry, the oldest, formed a partnership with John Clark to take out a vaudeville show under canvas. I joined the show, which played only small towns in Nebraska. When the show closed in Omaha they started to practice their act for bookings they had for the winter. So I imagine that the trick was not new to them, but they did not perform that dangerous feat during the canvas season. So I admit that Mr. Wallace saw the passing somersault in 1897.

## Twain Letter Praised Bill Show in 1885

Anent old-time jugglers again, I also admit that I am one of those who played Austin & Stone's Museum in 1887 or 1888. I played two weeks, including Christmas. George Milbank was manager and the team, Haynes and Redmond, were in stock. Al Haynes managed the stage and put on small farces as afterpieces. The first week we dou-

## Few Jugglers Were Working Prior to 1900

bled in a Ghost Show and during Christmas week Al put on a pantomime and we all assisted him in that. Milbank and Haynes treated us royally and we had no kick coming, as our pay envelopes contained more than we expected. Until 1900 jugglers were not so numerous. When I opened at the London Theater in 1883, under my original name of Harry Alberti, I could count the acts on my fingers. Some of them that I recall were Valjean Brothers, Leozzo, Nelsonia, Silvo, Drawee; three Japs, Prince Katsunushin, Satsoma and Kokin Segawa, and two women jugglers, Mlle. Olive and Emma Cotrelly, both very clever. About 1900 I went west and among those that I met whom I remember were O. K. Sato, Ozay, O. H. Kortl, George Sun, Valvino, Jalvan, Victor Levitt, Neola, John Star, Kinzo and Phil Latoska.  
HARRY LAKOLA.

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## Saranac Lake

Mac (NVA) McCarthy and his Rhythm Boys are doing capacity business at the Adirondack Grill in town. One of their outstanding features on the evening's program is Frankie Ross, well-known RKO ukulele player, who also sings and dances. Frank is going on his fifth week at the club and is booked for an indefinite stay. His last engagement was with the Mildred Harris Chaplin act.  
Garry Sitgreaves returned last week from the General Hospital, where he had a phrenic operation. Garry is doing nicely and already has a rise in diaphragm.  
Ben (Vell-Till-Tell-Yer) Shaffer had a birthday last week. Ben just turned 50 but says he feels like half that. He certainly looks youthful and is always ready to help the ladies. He received a large cake, which he shared with the patients, and congratulations were in order from his many friends.  
Doris (Blonge) Gascoigne is at present in Greenwood Lake enjoying a few weeks' visit with her family.  
We hear from Ving (ex-NVA) Horn that he is taking a course in commercial advertising at night school in New York.  
Mary Louden is back in town after visiting the bedside of her mother in Paterson, N. J. She will resume her duties as housekeeper at Camp Intermission for Mother Morris.  
Dr. Sammel Saland succeeds Dr. Plummer as our new interne here at the Lodge. He arrived last week, hails from New York and is a graduate of the University of Berne, Switzerland.  
Wonder if there's any truth in the story that Mike Murphy (husband of Katherine Murphy, former NVA superintendent) will open a grocery store here in Saranac. Anyway, "he should know his groceries" after being steward at the Lodge in the "old days."  
Bernadine Van Nortwick, now Mrs. Frank Gilroy, is spending a few weeks with her family at 46 Lake Flower avenue, Saranac. "Bernie" was our one-time hello girl.  
Please check on your health to avoid "the cure" and write to those you know in Saranac Lake.

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# Penna. WPA Under Way

Not enough actors around in Philly to start—Pittsburgh registration begins

PHILADELPHIA, Nov. 23.—Helen Schoeni, assistant regional director of local WPA theatrical projects, has appealed to needy actors, scene shifters and dramatists to apply for WPA work. The best Miss Schoeni could assemble was a skeleton crew for a marionette project and about 40 ex-vaudevillians. She confesses, meanwhile, that her plans for putting on an indoor circus must go for naught.

"I have no legit's," she says, "and I can't find any scene painters, electricians or stagehands. I told the State-Federal Employment Office what I wanted, and the best they could send me from the relief rolls were two electricians. And what do you think? They were electricians on private houses and things like that."

However, her instructions from Washington state that the "teaching of theater technique (including one or more of the following: direction, acting, playwriting, stage management, design, lighting, costuming and theater speech) may be carried on." On that basis Miss Schoeni feels there are hundreds, maybe thousands, of disciples of the muses on the relief rolls camouflaged as stenographers, lawyers and whatnot. She wants them to know that it is time to throw off the protective coloring and let the grease paint fly.

Irony of the situation is that while the theatrical project division is about as active as a second-hand cornet, local dancers are unable to convince WPA heads that they deserve help. They recently met with Herman Welner, prominent local terp teacher, to do something about it. Plans are to submit dance project plans to WPA authorities, which means running the gantlet of red tape.

PITTSBURGH, Nov. 23.—Help is in sight for local jobless actors, Helen Schoeni, of Philadelphia, assistant regional director of the Federal Theater Project in Pennsylvania and New Jersey who came here to speed the local situation, revealed. Drama projects prepared by the WPA are now being shaped. The type of projects to be created depends entirely upon the ingenuity of the people here, Miss Schoeni disclosed.

Miss Schoeni urges local artists on relief to register with the WPA office, 108 Smithfield street, as soon as possible. All professionals who have made a living working in the theater will be eligible for jobs. It is understood that no relief unit will perform in direct competition with established combo houses. Will play towns without flesh entertainment and all CCC camps.

## New "Projection" Edition

NEW YORK, Nov. 23.—The new edition of F. H. Richardson's *Blue Book of Projection*, dealing with the projectionists' craft from a practical and theoretical standpoint, has just been published by the Quigley Publishing Company. A system of paragraph identification makes the volume particularly handy and facilitates cross reference. The book comprises 32 chapters, in addition to sections devoted to technical terms.

## Bullard With American Can

NEW YORK, Nov. 23.—Harrison W. Bullard, for the past three years connected with the National Broadcasting Company and during the past year acting as advertising production manager, resigned to join the advertising and publicity department of the American Can Company.

## Rudow With Van Horn Bureau

PHILADELPHIA, Nov. 23.—Rollin Weber Van Horn announces that Jan Rudow has been appointed managing director of the production and artists' service bureau of Van Horn & Son, Inc. The bureau will represent and present an augmented roster of international artists and attractions for general music and theater bookings.

## A Ringer

NEW YORK, Nov. 23.—"The Eternal Road," new Max Reinhardt spectacle now in rehearsal to open at the Manhattan Opera House November 23, is a Biblical show and deals with a Jewish theme. The show has four press agents.

One of them is Tom Kearns, a Boston Irishman.

## Swope Tells Staff KAO Is Untouched by RKO Reorg

NEW YORK, Nov. 23.—Herbert Bayard Swope, chairman of the board of directors of Keith-Albee-Orpheum, sent out a notice to employees Wednesday to assure them that KAO is untouched by the reorganization of Radio-Keith-Orpheum. He issued this statement because of the many rumors making the rounds.

He went on to reiterate his statement of last year "That the company is sound; that the morale has been restored; that our job is to continue to do the best we can with our theaters, and that those who do their work well need have no fears."

## Fulton, Pitts., Getting Ready

PITTSBURGH, Nov. 23.—The Fulton Theater, a Hyde-Shea house here, closed last Saturday to undergo alterations for the inauguration of its coming combo policy. Manager William H. Raynor left for the home office in New York to arrange for details and look over possible stage attractions. This change will mark the first time in the history of the house to operate with a stage and screen policy.

# New York Dance Season Starts Auspiciously With Ace Recitals

NEW YORK, Nov. 23.—The dance season started auspiciously during the past month with a group of first-line dancers showing their wares, led by Martha Graham, Esther Junger and others. Miss Graham presented two recitals, both at the Guild Theater, on successive Sundays. Among the others who appeared during the month were La Argentina, the Humphrey-Weldman group, Marga Waldron and Polly Korchiem and Dean Goodell.

Miss Graham offered the first of her programs November 19, scoring particularly with *Frontier*, a solo number that she had introduced successfully last spring. There were bravos and prolonged applause. Two novelties, both solos, were introduced. They were *Formal Dance*, which led off the evening's program, and *Imperial Gesture*. *Formal Dance*, built on clearly defined choreographic themes, bore out its title in a reasonably transparent number. Music is by David Diamond. *Imperial Gesture*, with music by Lehman Engel, is a study in arrogance which ends in collapse and defeat, but seems to have been not entirely clear-cut in its mental approach. Miss Graham's splendid execution, however, makes it well worth seeing, and it was greeted with cheers. Among other numbers given were *Dance in Four Parts*, *American Provincials*, *Celebration*, *Sarabande* and *Course*.

Miss Graham's second recital, on the 17th, won her an ovation from a house that was packed despite the weather, which was the worst of the season. No new numbers were introduced, but the two new ones from the previous week were repeated. *Formal Dance* was re-costumed, and emerged with values of abstract symmetry that went unnoticed at the previous performance. *Imperial Gesture*, performed even more viciously than the previous week, becoming a stinging and tremendously effective satire. Other numbers on the program included *Primitive Mysteries* (a beautiful five-year-old), *Lamentation*, *Satyrical Song*, *Frontier*, *Celebration*, *American Provincials*, *Sarabande* and *Course*.

Esther Junger, who has been lending her talents to musical revues for the past couple of seasons, returned to the concert field November 3 at the Guild Theater with an excellent and impressive program. Probably the three most successful numbers in a series of fine studies were *Animal Ritual*, *Variation on a Tango* and *Festival*—and they also serve to illustrate the splendid versatility that marks Miss Junger's firm and assured work. The first is a fine work,

# London Blue Laws Under Fire Again

NEW YORK, Nov. 23.—London's Sunday Blue Laws, regarded as among the most stringent in the world, are again a subject of controversy between Puritanical city authorities and the liberal element supporting actors. The latter, trying to rescind a law prohibiting actors to appear in makeup on the Sabbath, aired their grievances before the London City Council, with no effect.

Only concerts and variety shows of a so-called refined type, in which performers appear in full dress sans makeup, are permitted on the Lord's Day. This is the more peculiar in that movie houses are permitted to show those things banned in flesh houses. However, organizations known as stage clubs manage to circumvent the authorities by giving performances which are attended by members holding cards.

## Pitt's Six-Year High

PITTSBURGH, Nov. 23.—The current legitimate season here is the best since 1929. Harry Brown, manager of the Nixon Theater, declared after comparing box-office receipts of attractions that held forth at his house during the last six years with those already witnessed here this season. *The Old Maid* last week established new highs for certain nights and the Wednesday matinee; and *The Great Waltz*, which is closing a week's run tonight, rolled up the heaviest advance sale in years. Similar business is in evidence for *The Student Prince*, opening Monday, and *Anything Goes*, coming in the week of December 9.

fresh and original, while excellent contrast is lent by the second, an objective study which shows marked effects of Miss Junger's dancing with revues. It is, however, a valuable piece, and has a real place on any concert program. *Festival*, which manages to avoid all the stale cliches of the usual bacchanal, reaches to the heart of the spirit of celebration in vital and stirring movements. Miss Junger's comedy sense is also worthy of praise, displayed as it is in various numbers thruout the evening.

Doris Humphrey and Charles Weldman blazed a new path in their recital at the Guild Theater October 27. Instead of offering a series of small and disconnected numbers, they presented two group compositions in extended form. The first, by Miss Humphrey, was called *New Dance*, while Mr. Weldman's offering was *American Saga*, a ballet for men based on the Paul Bunyan legend. Of the two Miss Humphrey's was the more successful; as a matter of fact it is probably the most beautiful and distinguished work of her entire career. It is built up of seven sections, each with a pristine unity of its own, but each bearing a strong relation to the central idea and each building up inevitably to a logical climax. Mr. Weldman's work is a robust treatment of the popular legend, marred only by occasional over-elaboration and an inconclusive end. It is, however, thoroughly amusing and will probably shape up far better later on.

Marga Waldron appeared for the first time in New York since 1929 in a program of "Ballet Divertissements" at the Barbizon Plaza November 14. Her work shows evidences of obvious theatricality

## Actor-Mayor

PITTSBURGH, Nov. 23.—Mayor William M. McNair, after a week's engagement as emcee at the Harris-Alvin here, which netted him \$1,500, declared that he has ambitions to accept more bookings. He appointed George D. Tyson, managing director of the Alvin, as his manager, whose bookings, he hopes, will eventually get him on Broadway and perhaps to Hollywood. In the meantime the Mayor is busy playing the role of Major Bowes, preparing himself to conduct an amateur show at the Syria Mosque here December 3.

thruout, but in its own sphere is effective. The program included a group of Chopin numbers, *Le Cygne* after Fokine, Ravel's *Bolero*, American, Hungarian and Russian folk music and Gershwin's *Rhapsody in Blue*. *Le Cygne* and the Chopin numbers were the nearest approaches to the classical style.

La Argentina came back to New York in the second event of the Town Hall Endowment Series November 17. The program included many new creations, all of them danced with the color, fire and versatility that habitually mark the artist's work. The large audience responded enthusiastically. Among the new numbers were the Granados *Goyescas*, a trio of bright and fresh Andalusian dances and a suite of splendidly successful. The audience filled the hall with bravos at the end of the program.

Polly Korchiem and Dean Goodell, young American dancers, appeared at the Guild Theater October 20. They use a simple technique, all of their numbers being delineative or directly interpretative. Their dances are for the most part a series of poses, with little actual dance action, but the ability of the performers makes them effective nonetheless. Among the most enthusiastically received was Miss Korchiem's *We—the Youth*, a conception of the struggles of the rising generation, done to percussion alone.

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## REVIEWS

(Continued from page 18)

Fetchit and Garbo. Darlene Walters is next with some high-kicking specialties and acrobatics.

Pete, the Newsboy, a harmonica wizard, got one of the biggest hands of the day with his rendition of *Tiger Rag*, *Noia* and *St. Louis Blues*. Tommy Rafferty was another show-stopper with his fast tapping and Will Mahoney variety of stepping. He imitated Mahoney's bag-punching routine.

Comedy highlight of the show was Sue Ryan, who did a burlesque torch song, *Out in the Cold*, and collaborated on some knockabout comedy with her blond partner, Honey Dell. Leonard Barr and Virginia Estes kept up the audience's enthusiasm with their eccentric stepping of the rubber-legs variety, with Barr giving some comedy dance impressions. Frank Drissel, winner of the local Wurlitzer contest, followed with *Whispering* and an Italian folk song on the piano accordion.

Davis ended the show by recalling some of his old song hits, with snatches from each, and calling on the entire company to take their share of applause.

The film is *Remember Last Night?*  
H. MURDOCK.

## Paramount, Los Angeles

(Reviewed Thursday Afternoon, Nov. 21)

Smartly paced, the one-hour stage show at the Paramount this week is a feast of variety entertainment. Produced under the personal direction of Miss Fanchon, this week's layout sparkles with a wealth of diversified entertainment and features Frank Fay.

Opening the show are the 24 Fanchonettes doing a bit of Scotch dancing that proved an excellent opener. Girls romp thru a number of intricate steps and wind up doing the Highland fling. A series of curtain changes enhances the presentation. Finishing the routine, one of the line girls steps to the microphone and welcomes home a former Fanchonette, Wanda Allen, who has just returned from a successful dance engagement in London. Miss Allen is an accomplished artist and her classic dance is a study in grace and rhythm. Closely resembling Joan Bennett, Miss Allen is a petite blonde. Before a background furnished by the Fanchonettes she executes the intricate and difficult steps in her routine and bowed off to a tremendous hand.

Next on is Charles Huffman . . . escorted on by the girls. For 10 minutes Huffman held the audience spellbound with his various feats of magic which he humorously terms "Trick-nocracy." His lineup includes a few card tricks, the presently popular cigaret disappearance tricks and a magic cocktail innovation that is a knockout. From an apparently empty cocktail shaker Huffman pours a pink lady, an old-fashioned, a creme de cocoa, a martini and a dozen other cocktails, while two charming girls take the drinks into the audience and serve the customers on the aisles.

Huffman is followed by Frank Fay, accompanied by Meyer Alexander at the piano, and Montague Love assisting in a sketch. Fay opens his program with an original ditty, *The Lord Don't Treat His Chillun That a Way*. A series of quick jokes got the audience with him pronto, and Fay's invitation to have everyone feel like they were at home resulted in Alexander taking off his coat, shirt and tie and putting the audience in stitches.

Fay next countered with picking apart *Everything I Have Is Yours*. Singing a line at a time and then stopping to pick it apart and make wise cracks at the silliness of the words brought forth Montague Love from the audience, who claimed he was the uncle of the chap that wrote the ditty. The two have a lot of laugh-packed lines together. Closing his act, Fay sings *Cheek to Cheek* with variations.

Finale introduces *I Dream Too Much*, with the Fanchonettes doing an effective dance routine amid changing lights.

On the screen this week is *So Red the Rose*, with the house three-fourths filled at the first afternoon show.

PAUL BLACKFORD.

## Varsity, Lincoln, Neb.

(Reviewed Thursday Evening, Nov. 21)

Billed as Richards & Pringles Georgia Minstrels and presented by Arthur Hochwald, who has owned it for the last 18 years, the 24 sheets say this is the show's 31st season. Built up over the scale of

last year and with the addition of seven gals, it's a much stronger show. Has everything a manager with feel for old-time showmanship would want, including a street parade at noon every day and street bally just ahead of supper show.

Whipped down to 40 minutes as playing here and with pruning of old minstrelsy opening number. It begins with everybody on (32 people). Featuring Bloomfield and Greeley, song and dance team, the stuff is backed by the six-boy and six-girl chorus. Good voices and good dancers.

Wallop of show is Three Stepsons, chocolate hoofers de luxe, who are on early and again near the close, running into the finale with sock. Comedy is in hands of Jazzip Richardson, Tommy Harris and Lasses Brown. Richardson can hoof as well as talk.

Class of the singing goes to Ben Green, tenor, who makes the house clamor for more with *Caroline*. A combo of Hawaiian and Indian numbers are the best by the girls, the former leading as show's production goes. Raymond Larua directs the band.

Judging by the biz in comparison to other shows trying to start this house for vaude, *Minstrels* is a whiz. In fact, pace is ahead of opposition Orpheum with straight vaude show day and dated. Show as a whole is unobjectionable for the most exacting tastes, altho girls get warm on the closer. B. OWE.

## Cermanic, East Liverpool

(Reviewed Thursday Evening, Nov. 21)

George D. Tyson, manager of Miss America of 1935 (Henrietta Leaver), tied a lively little unit around the beauty and broke in at the Ceramic Theater in East Liverpool, O., for a three-day date. There's plenty of talent here and with a little smoothing out the show ought to score in any house.

Top acts are Shavo Sherman, personable imitator, and Roy and Ken Paige, knockabout team, who do exceptional work. Miss Leaver is a pleasant surprise, too, revealing an impressive voice, besides beauty.

Sherman, a miniature Ted Lewis in looks and talent, emceed the affair. He ushers in Eddie Conti's Band on stage, which does a fast and lively turn. *Dodging a Divorcee*. Outfit can dish out good music and in time ought to develop into an ace spot in the show. Line of eight girls follows with a cute and fast high kick and rope tap. Line routines have been shaped by Ruth Miller, which add the needed spice to unit.

The Leslies, class ballroom team, follow with a waltz adagio that earned a good hand. Sherman is next with his act, including impersonations of Jimmy Durante, Ted Lewis and W. C. Fields. The Lewis bit is a natural. He then introduces Henrietta Leaver, who enters to a good hand. Girl has real looks and after warbling *I Got a Feeling You're Fooling and Truckin'* surprised the customers with a pleasing voice. Exits to a good hand with a bit of hot strutting.

Line of girls follow with another novel number before Eddie Conti's Band is given the first real opportunity with the *Time Will Tell* tune. Art Courson, band member, is featured in the refrain. Good hand.

Miss Leaver then takes the spotlight with a brief parade in the bathing suit she used in the Atlantic City contest when she won the title. The Leslies return for a tango turn, a graceful offering that was appreciated by the patrons.

One of the real socks in the show is next with the Roy and Ken Paige act. Boys are very clever and their great material is not the least of their assets. Ken, in tails, opens on stage. Roy is in the audience sleeping. When he comes on the stage the act consists of one hit gag after another. The kids know how to put their wares over, and Roy in particular is a riot with his drunk bit and intricate falls. Four bows.

Girls are next spotted in another lively turn, featuring Clair Cupps, June Powellson, Madeline Straine, Gay Segan, Jeanne Bushey and Georgia Conley in pleasing specialties. Miss Conley's novel kicks, in particular, earned a great hand.

All out for finale, with Sherman doing a Harpo Marx. Heavy applause.

The screen featured *Personal Matd's Secret* (Warner), and house was fair at this viewing. SAM HONIGBERG.



**BARROW**—Tracy, 70, character actor and comedian, at the Percy Williams Home in East Islip, L. I., N. Y., November 17. He appeared with many leading American and English stars. Born in London, he made his debut in 1890 with a touring company at Scarborough, Eng. His American debut was made 15 years later with Grace George in *The New York Idea*. He was also with John Barrymore in *Richard III*, *The Skin Game* and *The Better Ole* with Charles Coburn. He also was in *Bulldog Drummond* in 1922 with A. E. Matthews and in the original production of *White Cargo*. Later he was associated with Mrs. Flake for many years. His son, Frank Tracy Barrow, of Syracuse, N. Y., survives. Interment in the family plot at St. Michael's Cemetery, Astoria, N. Y.

**CARTER**—Norman Lesley Jr., son of Norman Lesley Carter, assistant to president of Saenger, Inc., New Orleans, November 14 in that city after brief illness. Burial in New Orleans November 14.

**CLARK**—Mona, wife of Harry Glaser, former vaudeville actor, in New York November 19.

**DAILEY**—Thomas A., 80, who was struck and killed by an auto at Lancaster, Pa., November 16, as mentioned under Late Deaths in last issue, was an advertising car manager for many years. He started his career in April, 1875, as billposter on the advance of A. B. Rothchild's Royal Victoria Menagerie and Circus, one of the John O'Brien shows. He remained there two seasons, later going over to the Hyatt Frost and O. J. Ferguson's Van Amburg show, where he remained in the billposting brigade from 1877 to 1881. In 1882 John O'Brien put out the J. H. Rice Circus and Dailey was with it. Later W. H. Gardner engaged him as boss billposter on one of the advertising cars of the Barnum, Bailey & Hutchinson Circus in 1883. He remained with Gardner for nine consecutive seasons. The last two years, 1890 and 1891, he was made car manager. He joined Ringling Bros. in 1892 and was made manager of an advertising car. He was with the Ringling Bros. Circus, later Ringling Bros. and Barnum & Bailey Circus, for many years. He retired five years ago. Deceased was a member of the Knights of Columbus and the Elks. Besides his widow, he is survived by a son, a daughter and a sister. Funeral services November 20 in the Nash Funeral Parlor, Lancaster, Pa., with requiem high mass at St. Mary's Catholic Church there.

**DAVIS**—Felix M., former amusement park manager and many years a circus fan, at his home in Harrisburg, Pa., November 14 after an illness of two weeks, which began with a heart attack. For 42 years he had been identified with the Harrisburg Street Railways and during a long period as transportation superintendent he was noted for the facility with which he handled travel of circus crowds. As part of his street railway service, he established the old Paxtang Amusement Park and managed

## THE FINAL CURTAIN

it a number of years. Survived by his widow, a brother and sister, two sons and a daughter. Interment in Paxtang Cemetery, Harrisburg.

**ECKSTEIN**—Louis, 70, sponsor of Ravinia Opéra, Chicago, for 20 years, died at his home in Chicago November 21 after a four-day illness of bronchial pneumonia.

**ELLIS**—Harry, veteran actor whose right name was Ralph A. Grande, in New York November 17. Born in Italy, he came to New York as a boy and soon after entered show business. He was a tenor and trouped with the Primrose and Dockstader minstrels, *Watch Your Step* and in vaudeville. Two brothers, Joseph and Anthony, and a sister, Madeleine, survive.

**FRANKEL**—Sol, father of Harry Frankel, Singing Sam of radio fame and formerly well known in minstrelsy, at his home in Richmond, Ind., November 22, after a two years' illness. Burial in Richmond. His widow, two daughters and his son survive.

**GARLAND**—Frank, 48, motion picture theater operator and former vaudeville actor, November 17 at Cedars of Lebanon Hospital, Hollywood, from spinal meningitis. He leaves his wife, who was his vaudeville partner, and three daughters, one of whom, Judy Garland, is a contract actress with Metro-Goldwyn-Mayer.

**GOETZINGER**—Walter G., 50, blind organist, who played in a number of Milwaukee and Wisconsin theaters for many years, November 14 in Milwaukee. He was a member of the Milwaukee Musicians' Association. Survived by two sons, a sister and a brother.

**HAMMOND**—Mrs. Percy (Florence Carnahan), wife of the noted dramatic critic of *The New York Herald-Tribune*, at her home in East Hampton, Long Island, N. Y., November 17. She was well known in theatrical circles. In addition to her husband, a son, John; a sister, Mrs. Alice Phillips, and four brothers survive.

**HARVEY**—Emma Earle, wife of Al Harvey and formerly of Earle and Sunshine, recently. Interment at Providence, R. I.

**HENDERSON**—Richard R. (Dick), 59, whose passing at Mason, Mich., November 15 following a heart attack was briefly announced under Late Deaths in last issue, was one of the best known managers in the tent repertoire field. Mr. Henderson organized his own company in 1898, and the following year his father, the late Wade J. Henderson, joined the show as business manager. Since that time the Henderson Stock Company has annually toured Michigan, Iowa and other Midwestern States. The Henderson show was one of the oldest tent rep organizations in the business. Many theatrical people attended the Masonic funeral services conducted in Mason November 18. Burial was in Maple Grove Cemetery, Mason. Surviving are his widow, Fannie, and an aged aunt, Katherine Henderson.

**JENKINS**—Ross R., former showman, of late years co-operator with a brother of a cafe in Los Angeles, November 11 in that city. For some years he operated a flea circus, losing his costly equipment in a fire at the Million-Dollar Pier, Venice, Calif., a few years ago. Survived by his widow; a son, Ross Jr., and daughter, Natalie. Interment in Inglewood Mausoleum, Inglewood, Calif., November 15.

**JONES**—Charlie (Corn Bread), 58, last six seasons stage manager with the colored minstrel show with Golden Valley Shows and formerly with various *Uncle Tom's Cabin* companies, at Franklin Hospital, Swainsboro, Ga., November 9. Burial at Swainsboro.

**LOUSER**—Eugene H. (Gene), 58, who in the past has agented various magic shows thru the Orient, and former husband of Lillian Lavin, actress, November 11 in the Veterans' Hospital, Los Angeles, of diabetes. Before entering the hospital he had held an executive position with the Paramount studio in Hollywood. Funeral services and burial in National Military Cemetery, West Los Angeles, with full military honors. A sister, Mrs. Elsie Wirsching, Los Angeles, survives.

**MACKAY**—Charles D., 60, former actor, in Engelwood, N. J., November 18 after a brief illness. In 1907 he was leading man in *The Man of the Hour* and ap-

peared in numerous other plays. He was a member of the Lambs and Players. His second wife, Lillian Kemble, actress, and two brothers, William and Edward, survive. Remains were cremated.

**MAHONEY**—James, 79, known as Uncle Jim to circus, carnival, minstrel and other troupers, November 13 at his home in Little Rock, Ark. He was a trouper of the old school, his career beginning in 1870 when wagon shows were the vogue. He was with circuses, carnivals and had his own minstrel shows. He was city commissioner under Mayor Lawhon of Little Rock, but was never too busy to leave his business to assist general agents. Burial in Edgewood Cemetery, Little Rock, November 14. Past exalted rulers of the Elks were active pallbearers, and the entire membership of the local Elks' Lodge acted as honorary pallbearers. City Hall was closed and city officials attended the funeral in a body. His widow survives.

**MILLER**—Andrew, veteran stagehand at the Stanley Theater, Pittsburgh, in the West Penn Hospital, that city, November 17. He was a member of Local 3, IATSE. Funeral services November 20. Survived by his widow.

**MILLS**—Margaret Fern, 27, sister of the Four Mills Brothers, of stage, screen and radio fame, died recently in New York. Body was returned to Bellefontaine, O., for funeral services and burial. Her mother, Mrs. Ethel Mills Jackson, resides there.

**NEVILLE**—William J., in Stamford, Conn., November 12. He was well known in night-club circles there, having been proprietor of the Bedford Grill in Stamford for the last nine years.

**POLAK**—Anna Vallette, 45, for 27 years a vaudeville and musical comedy actress, in her apartment in Philadelphia recently following a heart attack. Deceased began her vaudeville career as Emma Earle Harvey in 1903 and toured the country with her sister, Susan, for eight years. Upon the death of her sister, she married Alexander Polak and the two did a double act in vaudeville. Her husband survives.

**RAND**—Harry H., 72, for more than a quarter of a century prominent in theatrical circles thruout the Middle West and West, November 17 at his home in Salt Lake City of a heart attack. He was known as the Nickel King during his early days, when he was instrumental in founding a chain of theaters in Denver and Salt Lake City in 1908 and 1909. Starting his business career in New York State with the management of a small group of hotels, he launched into larger fields, starting with the management of the Metropole Hotel, New York, now dismantled. He branched into his own chain of hotels in the late '90s, including the Hotel Rand, Cincinnati, and the Hotel Langham, San Francisco. Moving to Denver in 1906, he regained a lost fortune together with his son, Walter S. Rand, and opened two motion picture theaters there. Following years he added three houses in Salt Lake City. He had for 15 years been manager of the Iris Theater, Salt Lake City, retiring only recently. His son survives him. Funeral services November 17 in the O'Donnell Mortuary, Salt Lake City, and burial in Mt. Olivet Cemetery there.

**RESSLAND**—Frederick P., 69, composer of military music and whose *The Blue and Gray* march was adopted as a regimental march of the United States Army, November 17 at his home in Caldwell, N. J.

**ROBESON**—Erba, 68, former actress, at South Side Hospital, Bay Shore, N. Y., November 18. Her most recent engagement was in *Blossom Time*, in which she appeared nine successive seasons.

**ROGERS**—Harry W., 63, of Rogers Tent and Awning Company, Fremont, Neb., in Good Samaritan Hospital, Fremont, November 15. He established his own canvas business in 1895. He was a 32d degree Mason and a member of the Odd Fellows, Sons of Veterans and past president of Missouri Valley Manufacturers' Association. He was formerly tent boss with the Ringling show. Survived by his widow; a brother, Jacob, and three sisters, Mrs. Katherine Green, Mrs. Fred Lenz and Mrs. Henry Yenny. Interment in Ridge Cemetery, Fremont, November 18.

**RUPP**—William, 40, president of Burk County Fair Association, was shot to death November 16 in Tifton, Ga., when in an argument over money.

**SCHINDLER**—Kurt, 63, musical director and composer who founded the MacDowell Chorus, later known as the Schola Cantorum, in New York November 16. He was associated with S. L. Rothafel (Roxy) for a short time in 1926.

**SEYON**—Mrs. Harry, 38, wife of the late Harry Seyon and known under the name of Ruthie Garner, at her home in Lynne, Conn., November 20, of a heart attack.

**SHUMATE**—Mrs. Mamie, 60, well known among showfolk at Dallas, Tex., November 10. Survived by four children. Mrs. Frank McIntyre, of the Ringling show; Mrs. Hal Picken, Dallas, who is a niece of Alynne Potter Moroney; Sam Shumate, Davenport, Ia., and Luke Shumate, Memphis, Tenn. Interment at Gatesville, Tex., November 13.

**SMITH**—Will A., 74, former vaude actor and who with his wife played the big time with their marionette act, at Cedars of Lebanon Hospital, Los Angeles, November 18 following an operation. He was a member of Huntington Park (Calif.) Lodge of Elks and the Pacific Coast Showmen's Association. Funeral services November 21, conducted by Elks and PCSA. Survived by his widow and one daughter.

**STUART**—Charles William, 58, father of Buck and Sam Stuart, rodeo performers, at his home in Fort Worth, Tex., November 19, after a two months' illness. His widow, another son, three daughters, one sister and six grandchildren survive. Burial in Mount Olivet Cemetery, Fort Worth, November 20.

**VAN DEUSEN**—Eugene F., 70, retired theater manager, in Portland, Me., recently. He managed the Academy of Music, New York, when it was one of the city's largest and most important houses.

**WARD**—Robert, 78, father of the late Eddie Ward and Jennie Ward, well-known aerialists, at his home in Bloomington, Ind., November 17.

**WELLS**—Kathleen (Kay), 24, radio singer, whose right name was Kathleen McGlone, in Jersey City, N. J., November 17 of injuries sustained that day in an auto accident. Miss Wells was a featured performer on several radio programs. As a dress model she started singing on a small New Jersey station, WHOM, billed as Ima Whom, the Mystery Girl. From there she went to WOR and later to NBC. She appeared on Jack Pearl's Log Cabin program and for the last month had been featured on the *Showboat*. She was also vocalist with Peter Van Steeden's Orchestra. Her mother survives.

**WHITLARK**—William H. (Daddy), former contortionist, 82, at Ada, Okla., November 15. He was one of the foremost contortionists of his time and began trouping in his teens. He had been in the Russell Bros.' Circus program for the last six seasons. He began the 1935 season with the show, but was forced to retire in June and had been practically confined to his bed since that time. He was, until his retirement, billed as the oldest living circus performer.

### ROGERS MEMORIAL

(Continued from page 3)  
be continued. By that time, of course, it is possible that the Rogers fund will be in a position to operate the san without aid from the circuits.

The property is valued at "more than \$1,000,000" and will be administered directly by the Rogers fund, located at 570 Lexington Avenue here. The operation of the san will be apart from the other activities of the Rogers Memorial Fund, according to its officials.

The committee accepted gift of the san Thursday. The NVA Fund declared the services of the san would thereafter be available to "all persons who have been engaged in the profession honored by Will Rogers." This was explained later to mean "the men and woman of stage and screen." Obviously, the san will not be restricted to performers.

The Rogers fund committee includes in its membership Herbert Hoover, Charles G. Dawes, Henry Ford, John N. Garner, Jesse Jones Alfred E. Smith, Fred Stone and Owen D. Young.

Transferring the san leaves the NVA Fund with just the local hospital service and the NVA burial plot to administer, in addition to a diminishing amount of emergency aid to needy performer

### Ballard MacDonald

Ballard MacDonald, 53, at his home in Forest Hills, N. Y., November 17. MacDonald was a songwriter and author of considerable radio, musical comedy and revue material. His best known song was "Beautiful Ohio," written in 1918. He also wrote "Trail of the Lonesome Pine," "Rose of Washington Square," "Somebody Loves Me," "Parade of the Wooden Soldiers," "Second-Hand Rose," "By the Sea" and many others.

He collaborated on several Ziegfeld "Follies" and George White's "Scandals." In 1923 he adapted "Batling Butler," English musical comedy hit, for the American stage. He also worked on Rufus LeMaire's "Affairs" and "Sweetheart Time." In 1929 he was on the Coast for Metro-Goldwyn-Mayer and wrote lyrics for the Duncan Sisters' picture, "It's a Great Life." In 1934 he worked on "Thumbs Up" and the "Follies."

He was born in Portland, Ore., but his youth was spent in San Francisco, his mother being dramatic critic of *The San Francisco Examiner*. He was divorced from his first wife, Mrs. Evelyn MacDonald Grace Fisher, who was on the stage, in 1925. In 1935 he married Betty Chapin, musical comedy actress, who, together with a son, Douglas, survives.

Funeral services were at the Fresh Pond Crematory, New York.





**ACTS, UNITS AND ATTRACTIONS**

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

**A**  
 Abrams, Clara (German Village) Columbus, O., nc.  
 Ace, Red: (Club Joy) Lexington, Ky., nc.  
 Acosta, Olga: (Maxim's) New York, nc.  
 Adler, Bernie (Club Alabam) Chicago, nc.  
 Allen, Eileen (Arrowhead Inn) Cincinnati, nc.  
 Allen & Kent Foursome (Fox) Washington 25-28, t.  
 Alpert, Mickey (Walton) Philadelphia, h.  
 Aldrich's Imperial Hawaiians (Natl.) Greensboro, N. C., 27-28; (Cap.) Raleigh 29-30; (Cavalier) Norfolk, Va., Dec. 2-7, t.  
 Almonte, Mary: (Town Bar) New York, nc.  
 Arnold, Phil: (Radio City Rainbow Grill) New York, nc.  
 Allyn & Gaudreux (Cap.) Winnipeg, Can., t.  
 Aldrich's Oriental Fantasies (Roanoke) Roanoke, Va.; (Grand) Mt. Airy, N. C., Dec. 2-3; (Tenn.) Johnson City, Tenn., 4-7, t.  
 Ames, Muriel (Nut Club) New York, nc.  
 Andre, Janice: (Jimmy Kelly's) New York, nc.  
 Andreae, Felicity (French Casino) New York, nc.  
 Andrus, Ann & Dave (Gormley's) Lake Charles, La., nc.  
 Arabelle, Rich & Artini (French Casino) New York, nc.  
 Archer, Johnny (Madison Casino) Chicago, nc.  
 Arden, Donn (Embassy Club) Toronto, nc.  
 Arley, Louis (Club Joy) Lexington, Ky., nc.  
 Aristocrats Dance, Three (Rex) Seattle, Wash., t.  
 Atwell, Roy (Riverside) Milwaukee, t.  
 Ayres, Bill (Park Central) New York, h.

**B**  
 Bates, Peg Leg (Paradise) New York, re.  
 Barth Trio: (Buffalo Club) Deadwood, S. D., nc.  
 Baker, Don: (Pennsylvania) New York, h.  
 Baker, Babe, & Neil Stone (Howdy) New York, nc.  
 Baker, Jerry (Del Monico's) New York, nc.  
 Baldwin, Frances (Deauville) New York, nc.  
 Ball Trio, George (Music Box) San Francisco, nc.  
 Ballyhoo Brevities (Martini) Galveston, Tex., t.  
 Baple & Lamb (College Inn) Chicago, nc.  
 Barbera, Lola (Edison) New York, h.  
 Barker & Lyons (Castle Royale) St. Paul, nc.  
 Barker Trio (Cocoanut Grove) Boston, nc.  
 Barrett, Sheila: (Rainbow Room, Radio City) New York, nc.  
 Barnsdale, Rich (Plaza) El Paso, Tex.; (O. H.) Tucson, Ariz., Dec. 1; (Rialto) Phoenix 2-3; (Cocoanut Grove) Boston, nc.  
 Bartel & Hurst (Shubert) Cincinnati 25-28, t.  
 Barrett, Joan: (Midnight Frolics) Chicago, nc.  
 Beale St. Boys (Jim Healy's) New York, nc.  
 Bell, Jimmie & Nora (Plaza) Pittsburgh, c.  
 Bell & Grey: (10 El Club) Detroit, Mich., nc.  
 Belmont Bros. (Chez Paree) Detroit, nc.  
 Bemis, Billy & Beverly (Edgewater Beach) Chicago, h.  
 Bennett, Art (Nixon) Pittsburgh, c.  
 Bennett's, Owen, Vanities of 1936 (Colonial) Florence, S. C., 27, (Columbia) Springfield 28; (Imperial) Columbia 29-30; (Plaza) Asheville, N. C., Dec. 1.  
 Bernard, Phil (Cap.) Winnipeg, Can., t.  
 Breege, Edgar (Earle) Washington 25-28, t.  
 Berg, Boots: (Blue Bird Inn) Chicago, nc.  
 Brian, Melba: (Cocoanut Grove) Boston, nc.  
 Britt, Elton: (Village Barn) New York, nc.  
 Bernhardt & Graham (Central Park Casino) New York, nc.  
 Bertolaso, Enrico (French Casino) New York, nc.  
 Besson, Barbara (Man About Town) New York, nc.  
 Betts, Harold (Castle Royale) St. Paul, nc.  
 Bickford & Crandall (Terrace Gardens) Jamestown, N. Y., nc.  
 Billmeyer, The (Hollywood) New York, re.  
 Billett, Troupe (Shrine Circus) Wichita, Kan.  
 Bickford & Crandall: (Lafayette Club) Bradford, Pa., nc.  
 Blair, Jack & June (Park Central) New York, h.  
 Blake, Beatrice & Margarette: (Delaware Club) Muncie, Ind.  
 Blanche & Elliott: (State-Lake) Chicago, t.  
 Blane, Rose (Hollywood) New York, re.  
 Blessing, Dorothy (Man About Town) New York, nc.  
 Bicker, Texanne (Man About Town) New York, nc.  
 Bowly, Al: (Radio City Rainbow Room) New York, nc.  
 Bowes, Major, Amateurs (Albee) Providence 25-28, t.  
 Bowes, Major, Amateurs (Astor) Reading, Pa., 25-28, t.  
 Bower Sisters: (National) Detroit, t.  
 Royce, Rosita (Oriental) Chicago, t.  
 Boyd, Gloria (Kit Kat) New York, nc.  
 Bradford, Janice: (Royal St. Paul, nc.  
 Bragdon, Mildred (Normandie) New York, nc.  
 Brenna, Virginia (Cocoanut Grove) Minneapolis, nc.  
 Briants, The (Oriental) Chicago, t.  
 Brito, Phil (Stabler) Buffalo, N. Y., h.  
 Britton, F. & M. Unit (Fox) Detroit 25-28, t.  
 Brodell Sisters (Paradise) New York, re.  
 Brooks: (Royale-Frolics) Chicago, nc.  
 Brown, Arthur: (Hector's Club) New York, nc.  
 Brown, Elmer (Cap.) Logan, Utah, t.  
 Brown, Evans (Plaza) Danville, Ill., h.  
 Bucans, Bernice (Hi-Hat Club) Chicago, nc.  
 Buckley, Art (Harry's N. Y. Cabaret) Chicago, c.  
 Burke, Helen (Club Alabam) Chicago, nc.  
 Burke, Verne (Shubert) Cincinnati 25-28, t.  
 Burno, Lynn, Revue (State) New York, 25-28, t.  
 Bourage, Alice Hathaway: (Hector's Club) New York, New York, nc.  
 Burr, Donald: (Kit Kat) New York, nc.  
 Burns, Betty (Ventura) Ashland, Ky., h.  
 Burton, Effie (Club Alabam) Chicago, nc.  
 Byrnes & Farnay (Paradise) New York, re.

**ROUTE DEPARTMENT**

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

**EXPLANATION OF SYMBOLS**

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

Cain, Freddie & Ruble (Cassano) Cincinnati, nc.  
 Carson, Jack (Tower) Kansas City, t.  
 Casanova, Six (Marbo) Chicago, t.  
 Cameron, Phyllis (Hollywood) New York, re.  
 Campo, George (French Casino) New York, nc.  
 Campbell, Roy, & Royalists (Park Central) New York, h.  
 Capous Eight (Park Central) New York, h.  
 Carman, Jerry (Blue Lantern) Detroit, nc.  
 Carpenter, Imogen (Radio City Rainbow Room) New York, nc.  
 Carman, Jerry: (Blue Lantern Club) Detroit, nc.  
 Carins, Lillian: (Greenwich Village Inn) New York, nc.  
 Carr, Buddy & Billie (Dakota) Grand Forks, N. D., 27-29; (Fargo) Fargo 30-Dec. 1, t.  
 Carr & Dawn Revue (Eastown) Detroit, t.  
 Carr, June (Fox) Washington 25-28, t.  
 Carey, Jean: (Village Nut Club) New York, nc.  
 Carr, Harriette (Montclair Casino) New York, h.  
 Carroll, Billy & Kitty (Club Arbor) Charlotte, N. C., nc.  
 Carroll & Gorman (Powatan Club) Detroit, nc.  
 Carroll Sisters (Ben Marden's Riviera) Englewood, N. J., nc.  
 Carter, Red (Curley's Cabaret) Minneapolis, t.  
 Carter & Schaub: (Jimmy Kelly's) New York, nc.  
 Cass, Mack, Owen & Topsy (Met.) Boston 25-28, t.  
 Cappell, Yvonne: (Airport Tavern) Cleveland, nc.  
 Celeste (Curley's Cabaret) Minneapolis, cb.  
 Chandler, Evelyn (College Inn) Chicago, nc.  
 Chanomar (Orph.) Lincoln, Neb., 28-Dec. 1, t.  
 Charles, Ernest (Normandie) New York, nc.  
 Charleston, Helen (Kit Kat) New York, nc.  
 Charleston, Milton (Kit Kat) New York, nc.  
 Chevalier, Mimi: (Greenwich Village Inn) New York, nc.  
 Chick & Tommy (Jo-Lo) Kalamazoo, Mich., nc.  
 Chonon & Thomas (Mich.) Detroit 25-28, t.  
 Christy, George, Unit (Shrine Circus) Wichita, Kan.  
 Cholet, Paul (Liberty) Oklahoma City, Okla., t.  
 Chylo, Princess (Colosimos) Chicago, nc.  
 Clark, Jean (The Mansion) San Antonio, Tex., nc.  
 Clark, Sammy (Marquette Club) Chicago, nc.  
 Clarke, Flo (Cap.) Logan, Utah, t.  
 Clark's, Harry, March of Rhythm (Cap.) Calgary, Can.; (Cap.) Lehighridge Dec. 2-3; (Cap.) Moose Jay 25, t.  
 Clewis, Carl: (Frolic Inn) Hollywood, Calif., nc.  
 Clifford, Lenore (Castle Royale) St. Paul, nc.  
 Collette & Barry (Village Barn) New York, nc.  
 Colleen: (Club Alabam) Chicago, nc.  
 Cobb Sisters: (Blue Bird Inn) Chicago, nc.  
 Comer & Anderson (Rex) Seattle, Wash., t.  
 Coileano, Con (Chicago) Chicago, t.  
 Colette Sisters (Kit Kat) New York, nc.  
 Coombs Bros. (Bal Tabarin) San Francisco, nc.  
 Conrad, Anita (Flamingo) Orlando, Fla., nc.  
 Cook, Bobby (New Lookout House) Covington, Ky., nc.  
 Cook, Gloria (Hollywood) New York, nc.  
 Cooke & Cooke (Club Arbor) Charlotte, N. C., nc.  
 Colten: (Club Alabam) Chicago, nc.  
 Cooper, Una: (Cocoanut Grove) Boston, nc.  
 Cooper, Jerry (Hollywood) New York, re.  
 Coral, Tito (Roosevelt) New York, h.  
 Courtney, Ann (Normandie) New York, nc.  
 Covington, Evelyn: (Delaware Club) Muncie, Ind., nc.  
 Craddock's, Four (French Casino) New York, nc.  
 Crawford, Jesse (Chicago) Chicago, t.  
 Crider & Paige Capers of Mirth (Princess) Nashville, Tenn., t.

**D**  
 David, Johnny: (Frolic Inn) Hollywood, Calif., nc.  
 Daris, Sally: (Tute & Deane's) Chicago, c.  
 Dale, Glen (Orph.) Lincoln, Neb., 28-Dec. 1, t.  
 Dayton Bros. (Cap.) Winnipeg, Can., t.  
 Davis, Eddie (Leon & Eddie's) New York, nc.  
 Davis, Cell: (Tute & Deane's) Chicago, c.  
 Davis, Benny, & Gang, (Earle) Philadelphia 25-28, t.  
 Davies, Rosylin (Italian Garden) Pittsburgh, nc.  
 Dawn & Bertram (Cameron's Casino) Syracuse, N. Y., nc.  
 Dawson, Wanda (1523 Club) Philadelphia, nc.  
 Dawn, Alice (State) New York 25-28, t.  
 De Buzny, Assia (French Casino) New York, nc.  
 Debutantes, Texas (Harry's N. Y. Cabaret) Chicago, c.  
 DeGaston, Gall: (Harlem Casino) Pittsburgh, nc.  
 Del Orto, Ralph (Tute & Deane's) Chicago, c.  
 Dell's, Harry, Revue (Seven Gables) Milford, Conn., nc.

Delre & Mack (Rex) Seattle, Wash., t.  
 Dennison, Aileen (Italian Gardens) Pittsburgh, nc.  
 Deauville Trio: (16 Club) Chicago, nc.  
 Dexter & McGinty (Rex) Seattle, Wash., t.  
 D'Art, Tex (Grand) St. Louis, t.  
 Dennis, Gene (Tower) Kansas City, t.  
 Diamond, Ted & Mitzel (Club Lido) Montclair, N. J., nc.  
 Dillon, Jean & Joan: (Club Riviera) Pittsburgh, nc.  
 Dixon & Dorance (Orph.) Lincoln, Neb., 28-Dec. 1, t.  
 Dolores & Candido (Radio City Rainbow Grill) New York, nc.  
 Doyle, Helen (State-Lake) Chicago, t.  
 Dova, Ben: (Hollywood) New York, re.  
 Douglas, Milton: (Central Park Casino) New York, nc.  
 Dvorka, Ann: (Club Riviera) Pittsburgh, nc.  
 Dorry (Bismarck) Chicago, h.  
 Dossena, Adelina (Club Minute) Chicago, nc.  
 Douglas, Skippy (Sweepstakes) Cleveland, nc.  
 Drew, Doryce & Freddy (Wonder Bar) Baltimore, nc.  
 Drake Sisters (Dakota) Grand Forks, N. D., 27-29; (Fargo) Fargo 30-Dec. 1, t.  
 Duke, H. C. (College Inn) Chicago, nc.  
 Duncan, Red (German Village) Columbus, O., nc.  
 DuBois, Wilfred (State-Lake) Chicago, t.  
 Dutton, Nellie, Co. (Shrine Circus) Wichita, Kan.  
 Dunfee & Collette: (Nut Club) New Orleans, La., t.

**E**  
 Earle, Paul (Doeschen Grill) Clifton, re.  
 Eckert, Fay (Ventura) Ashland, Ky., h.  
 Eckhart, Lois (Man About Town) New York, nc.  
 Elliott Sisters (Hi-Hat Club) Chicago, nc.  
 Enrica & Novello: (Roosevelt) New York, h.  
 Ender, Chick, & Charlie Parrel (Mons Paris) New York, nc.  
 Enright, Jimmy (Cocoanut Grove) Minneapolis, nc.  
 Errico, Edna (Plaza) Pittsburgh, c.  
 Estes, Milton: (Tropical Gardens) Middlesboro, Ky., nc.  
 Evans, James (Adelphi) Philadelphia, h.  
 Evans, Steve (House of Morgan) New York, nc.

**F**  
 Faye, Peggy: (Delaware Club) Muncie, Ind., nc.  
 Farrar Sisters: (Arcadia Intl. House) Philadelphia, nc.  
 Farrell, Billy, & Co. (Martini) Galveston, Tex., t.  
 Farrell, Bill: (Place Elegante) New York, nc.  
 Falke, Wallie (Von Thenen's) Chicago, c.  
 Farnum, Frank (Greenwich Village Inn) New York, nc.  
 Farn & Jordan (Music Box) San Francisco, nc.  
 Fetchit, Stepin (Chicago) Chicago, t.  
 Ferrick, Florence (State-Lake) Chicago, t.  
 Fields, Irving (Maxim's) New York, nc.  
 Fielder, Ralph: (Sportsman's) Chicago, c.  
 Field, Lillian (Plaza) Pittsburgh, c.  
 Fiske, Dwight (Savoy-Plaza) New York, h.  
 Fisher, Mark (Chicago) Chicago, t.  
 Florence & Alvarez (Congress) Chicago, h.  
 Flowerton, Consuela (Park Avenue) Detroit, nc.  
 Florentine Girls: (Club Riviera) Pittsburgh, nc.  
 Folles de Paree Unit (State-Lake) Chicago, t.  
 Forbes, Larry (Club Silhouette) Chicago, nc.  
 Foy, Boy (Biltmore) New York, h.  
 Fran & Walters: (Central Park Casino) New York, nc.  
 Fran, Paul & Fran (Chez Paree) Indianapolis, nc.  
 Francine & Evans: (Vine Gardens) Chicago, c.  
 Frazee Sisters (Hollywood) New York, re.  
 Freshmen, Two (Orph.) Lincoln, Neb., 28-Dec. 1, t.  
 Freeman, Hazel (16 Club) Chicago, nc.  
 French Casino (Downtown) Detroit 25-28, t.  
 Frome, Milton: (State) New York, t.  
 Fronto, Al: (College Inn) Philadelphia, nc.  
 Frisco, Joe: (Jim Healy's Rendezvous) New York, nc.  
 Prescott, Norman (Fox) Washington 25-28, t.  
 Fry, Bob & Virginia (Man About Town) New York, nc.

**G**  
 Gallagher, Rags: (College Inn) Philadelphia, nc.  
 Gale & Ferguson (Dakota), Grand Forks, N. D., 27-29; (Fargo) Fargo 30-Dec. 1, t.  
 Gale, Jane (Cocoanut Grove) Minneapolis, nc.  
 Gamble, Harriett & Al (Sweepstakes) Cleveland, nc.  
 Ganjou Brothers & Juanita (Alhambra) Paris 22-Dec. 10, t.  
 Gardner, Joan: (College Inn) Philadelphia, nc.  
 Gatschi & Sonnen (Castle Farm) Cincinnati, nc.  
 Gaudier's Toy Shop (Roxly) New York, t.  
 Georges & Jalna (Blackstone) Chicago, h.  
 Geel Women Unit (Oriental) Chicago, t.  
 Gleason, Art, Town Scandals (Cap.) Winnipeg, Can.; (Strand) Edmonton Dec. 2-4, t.

Goff, Jerry, & Jack Kerr (Barney Gallant's) New York, nc.  
 Goman, Ben & Ray (Club Trouville) San Francisco, nc.  
 Gonzala, Consuela: (Arcadia Intl. House) Philadelphia, nc.  
 Gordimer, Nedra (Jefferson) St. Louis, h.  
 Gordon, Al, & Racketeers (Shubert) Cincinnati 25-28, t.  
 Gibson, Virginia: (Village Barn) New York, nc.  
 Ginger Sisters: (Gladstone) Casper, Wyo., h.  
 Gracie & La Mar (New Cars) Indianapolis, nc.  
 Grafton, Billie (Stabler) Buffalo, h.  
 Green, Kay (Music Box) San Francisco, nc.  
 Greiner, Ethel: (Cocoanut Grove) Boston, nc.  
 Goss, Ray (Plaza) Pittsburgh, c.  
 Grandlund, N. T. (Paradise) New York, re.  
 Gray, Joe, Trio (Madeleine's) New York, nc.  
 Gray, Jack Smoke (Orph.) Lincoln, Neb., 28-Dec. 1, t.  
 Guilfoyle, Ann (Cassano) Cincinnati, nc.  
 Gwynne, Jack (Morrison) Chicago, h.  
 Gyldenron, Baron Ebbe (Wivel's) New York, re.

**H**  
 Hale Sisters (Arrowhead Inn) Cincinnati, nc.  
 Hale, Ted (Connie's Inn) New York, nc.  
 Hall, Cliff (State-Lake) Chicago, t.  
 Hamilton, Kay (Jim Healy's) New York, nc.  
 Harmon, Irving (Cap.) Saskatoon, Can., t.  
 Hanson, Jerry (Curley's Cabaret) Minneapolis, cb.  
 Harris, Biddy (Jay Young's Chinese) Birmingham, nc.  
 Harris, Claire & Shannon (Chez Paree) Chicago, nc.  
 Harris, Lydia (Zoo) Chicago, nc.  
 Harvey, Jimmy: (16 Club) Chicago, nc.  
 Hartmann, The (St. Regis) New York, h.  
 Hayek, Mona: (Harlem Casino) Chicago, h.  
 Haydock, Vincent (Flamingo Club) Orlando, Fla., nc.  
 Hayes, Georgia (French Casino) New York, nc.  
 Hays, Mitzel (Hollywood) New York, re.  
 Howard & Allen (Leon & Eddie's) New York, nc.  
 Heat Waves, Three (Deauville) New York, nc.  
 Helen & Boone (San Toy) Atlanta, nc.  
 Hernandez Brothers (House of Morgan) New York, nc.  
 Hexton, Sisters: (16 Club) Chicago, nc.  
 Hickman, Stanley (New Yorker) New York, h.  
 Hi Parada (Shubert) Cincinnati 25-28, t.  
 Hin-Low, Florence (Natl.) Louisville, t.  
 Hinton Sisters: (Von Thenen's) Chicago, c.  
 Hirsch, Stanley, Co. (New Yorker) New York, h.  
 Hinds, Nina (Music Box) San Francisco, nc.  
 Homan, Maxine: (Jungle Inn) Beaumont, Tex., nc.  
 Holman, Libby: (Versailles) New York, nc.  
 Holland & Hart (Chez Paree) Chicago, nc.  
 Hoskin, Winifred: (Midnight Frolics) Chicago, nc.  
 Houghton, Dorothy: (Showboat Club) Pittsburgh, nc.  
 Holley, Don (Trotta's) Baltimore, c.  
 Holt, Nora (Club Comique) Los Angeles, nc.  
 Hopkins, Sybil (The Mansion) San Antonio, Tex., nc.  
 Howard, Willie & Eugene (State) New York 25-28, t.  
 Hylon, Jack, & Orch. (Pal.) Chicago 25-28, t.  
 Hunt, Frances (House of Morgan) New York, nc.  
 Hutton, Ina Ray, & Orch. (Ma.) Dallas, Tex., 25-28, t.

**I**  
 Inez, Mile. (Shubert) Cincinnati 25-28, t.  
 Inez & Dewyn (Cap.) Logan, Utah, t.  
 Irkes, Harriet (Club Alabam) Chicago, nc.  
 Irving, Jack (Harry's N. Y. Cabaret) Chicago, nc.

**J**  
 Jackson Boys, Three (Strand) York, Pa., t.  
 James & Mathews (Hollywood) New York, re.  
 Jamie, Jackie & Ruthie (Cap.) Logan Utah, t.  
 Janstey, Five (Fox) Washington 25-28, t.  
 Jardon, Lucille (Madison's) New York, nc.  
 Jardon, Barbara (Paradise) New York, re.  
 Jaysnoff Sisters (Montclair Casino) New York, h.  
 Jean & Gloria (Paradise) New York, re.  
 Jeanne & Earle: (Shim Sam Club) New Orleans, nc.  
 Jennings, Don & Sally (Washington-Yourses) Shreveport, La., nc.  
 Jourdan Sisters: (Blue Lantern Club) Detroit, nc.  
 Jose & Renee: (Cocoanut Grove) Vancouver, B. C., nc.  
 Jordan & Graue (Martini) Galveston, Tex., t.

**POLLY JENKINS AND HER PLOWBOYS**

Now playing with WIS National Barn Dance. SAM ROBERTS, Personal Rep.

Joffe, Ruth: (Sportsman's) Chicago, c.  
 Joy, Roberta (Wivel's) New York, re.  
 Johnson, Bob (Von Thenen's) Chicago, c.  
 Jones, Allen (Kit Kat) New York, nc.  
 Jones, Bobby: (Oameo Supper Club) Portsmouth, O., c.  
 Jordan, Harry (Roxly) Cleveland, t.  
 Jordan, Eunice (Cocoanut Grove) Minneapolis, nc.  
 Jordan Sisters, Three (Blue Lantern) Detroit, nc.  
 Juan & Marita (The Mansion) San Antonio, nc.  
 Judith (Club Minute) Chicago, nc.  
 Juliana (French Casino) New York, nc.

**K**  
 Kay, Sylvia: (Von Thenen's) Chicago, c.  
 Kay, Dolly: (Royale-Frolics) Chicago, nc.  
 Kalya & Berte (Oasis) Detroit, nc.  
 Kazawa, Saps (Liberty) Oklahoma City, Kan.; Betty (Marquette) Chicago, nc.  
 Karre-Le Baron Dancers (Adelphi) Philadelphia, h.  
 Katherine, May (Biltmore) New York, h.  
 Kauff, Benn (Place Elegante) New York, nc.  
 Kauf, Mildred (Town Casino) Philadelphia, nc.  
 Keeler, Marjorie (Roosevelt) Hollywood, Calif., h.  
 Kerkhoff, Adelaide (Von Thenen's) Chicago, c.  
 Kelso, Joe, & Co. (Natl.) Louisville, t.  
 Kelly, Nell (Chicago) Chicago, t.

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



# Selling the Circus

By SAM J. CLAUSON



THIS is no doubt an unusual manner in which to mention the circus, which is one of the most popular forms of entertainment. But, like all other enterprises, whether they be of a commercial or an amusement nature, it takes salesmanship, and a very clever brand of it at that, to sell it to the public. Circus salesmanship is unique in the methods used and stands out by itself sharply and aggressively. It has always been so from the date of the very earliest wagon shows to the present time.



Sam J. Clauson

Very few people are familiar with the exploitation of the circus. Many methods have been used from time to time, some of which are still in vogue. They have, of course, been improved upon since they were first created. Then, many of the ancient ideas have been discarded altogether and new ones invented in their place.

Take, for instance, the primitive system of an old wagon show. The agent traveled ahead contracting and making arrangements for the exhibition grounds, licenses, hotels, etc. He rode horseback and in his saddle bags he carried a few handbills, which he distributed as he went over the rural roads and in the little villages where the exhibition was to take place. However, the real advertising of the circus of those days was the parade that passed thru the streets of the show stand on the morning of the arrival of the circus in town. In other words, the parade sold the circus instead of the actual advertising, of which there was practically nothing.

The next step in the publicity methods came when the advertising agent of the circus used a two-seated carriage, drawn by a reliable team of horses. He had a companion with him who tacked and posted a few bills. This was looked upon as an extravagant innovation that might prove disastrous to the show that started it. The posters used were of a very crude nature with the exhibition stand and date written on them with a lead pencil. This led to added advertising and the circuses also grew somewhat in size. The circus was sold to a still greater degree thru this mode of salesmanship.

Along about this time James A. Bailey, one of the most famous circus men that the world has ever known, who had the humble beginning of a billposter for John Robinson's Circus, was the general agent of a circus known as the Lake Circus. Mr. Bailey conceived the idea of building billboards on the public squares and other prominent places of the towns to further promote the publicity of that show. This was along about 1863, and at McComb, Ill., circus history tells us that he built one of the first billboards that were ever erected in the United States for the exclusive use of circus advertising. And so now we have another method of selling the circus.

As the smaller circuses grew in size so they commenced to exhibit in larger communities. Newspapers were now springing up in these places and the wide-awake circus agent added them to aid him in his selling campaign. At first only plain type advertisements were used; then as the system became improved the old-style copper half-tones and combination type advertisements came into vogue.

The circus men, ever alert for new and novel methods of exploiting their wares, hit upon the idea of using cotton banners, which were tacked instead of posted on the buildings. This gave them an opportunity of placing their huge advertisements on locations that had hitherto been unobtainable. The agent would approach the owners of prominent buildings centering on the main thoroughfares and convince them that, whereas before it had been impossible to remove all traces of the posters that had been attached by using paste, which always left telltale marks, it was now an easy matter on circus day to detach the cloth signs which were merely tacked. For the price of a certain number of complimentary tickets almost invaluable spots were obtained which caught the public's eye as never be-

fore. Just as soon as a never-before-employed mode was brought into use by one circus the others, not to be outdone, would follow suit.

Some of the other popular modes employed about this time were the steam calliopes on the advertising cars. The gayly painted cars would roll into town at the end of the passenger trains heralded for miles in advance by the loud piping of the calliopes. It was also asserted that one of the circuses had an organ of tremendous power in the place of the calliopo on its advance car.

Then there was the "stereopticonist," who ostentatiously dropped into the smaller show stands a few days before the arrival of the circus. He would select some public place and entertain the natives with views of the masterpieces of great sculptors and painters. Between views he would deftly sandwich in advertisements of the "great moral exhibition, the circus," that would soon arrive in their town.

Still another mode was the soap artist who traveled with the large as well as the smaller circuses. In the villages he would awe the ruralites with his cleverness and celerity in making artistic designs by the use of soap on the windows of the shops and stores or on the mirrors of the barrooms and barber shops. Flowers, vines, wreaths and figures of various descriptions were drawn in white; then in a prominent spot he would, of course, print an advertisement of the circus he represented. In the large cities he rode to the terminus of the horsecar

**SAM J. CLAUSON** has been employed in the field of white tops for a score of years. He has been connected with the principal circuses of the country in the press department and has also filled other capacities with shows, both ahead and back.

Clauson entered the circus business with the Gollmar Bros. Circus at Baraboo, Wis., in 1914. He handled press on the John Robinson Circus when that organization was on the road. The past season found him on the No. 1 car of the Ringling Bros. and Barnum & Bailey Combined Circus with Clyde Mallory.

lines. Then as the cars halted there he would hastily decorate their windows with pictures and notices of his circus. He might be able to persuade the car men not to obliterate his work, but as soon as some superintendent saw it he would wrathfully order it rubbed off. However, if the car had borne the news only once along the line he felt that his work had not been in vain. He also approached merchants and offered to decorate with their business card windows that presented a very prominent view, and the only compensation that he asked would be that he be allowed to put a small notice of the circus in one corner.

As the population became greater more attention was naturally paid to newspaper advertising, and then there sprang into existence the old lurid type of the circus press agent. He was a picturesque character to behold. Also he was a high-powered salesman and one that produced results, judging from the amount of space he was able to obtain for his stories in the newspapers. Ofttimes whole pages would be given to impossible and wonderful tales and his stories and advertisements were worded in such a manner that it would require the services of a linguist to understand just what he meant. Allegorical and unusual words were his chief stock in trade.

The old-time circus press agent arrived at the newspaper offices and made his way to the editor. He was generally a sociable chap who possessed more or less of a magnetic personality. Attired in a loud checkered suit, Prince Albert style, head adorned with a high silk hat, and carrying a gold-headed cane, he would soon be the center of attraction and his object was to get into the good graces of the editorial departments. Not many scruples stood in his way when it came to accomplishing his purpose of making the newspaper men believe he was the best fellow they had ever come across. More often than not, if he could induce the editor to accompany him to a

near-by saloon and imbibe as freely as possible, he was likely to reap rich rewards in the amount of space the newspaper would give to the circus which he represented. Misrepresentation was the main evil of such publicity methods and they would rarely carry true stories such as the circuses of the present time make it a practice of doing.

Today the old type press agent has long since departed and in his place is the neat business man who goes along the same as any other citizen. You will find that he is dressed in the same style clothes as one sees on 42d street in New York City or on the railway platform of Marked Trees, Ark. Instead of the big gold-headed cane he carries a brief case filled with mats, photographs and printed stories. The publicity matter has all been carefully prepared by the general press agent of the circus while it is in winter quarters. The stories do not contain a lot of words that the general reading public does not understand but state actual facts in a straightforward and easily readable manner. The press agent of the present time is an educated man and more than likely he has had several years of experience as a newspaper man himself. Besides his prepared stories he will probably write a local story the day he is in town and will in this present a general idea of the thrills and enjoyment one will find at the circus. The newspaper has taken the place of the old-fashioned street parade with some of the larger circuses. The circus now uses the time formerly given over to the parade in making ready for the cash customers who come to the show.

Besides making use of the regular daily or weekly newspapers the circuses do a great deal of out-of-doors advertising as everyone knows; but what is not so generally known is the extensive use of newspapers within a reasonable area outside the show stands for special reading and pictorial matter. Attractive rotogravure newspapers and booklets, arranged by the show's general press agent, are often mailed to prospective patrons and thousands upon thousands of them are distributed by the billposters and small boys they hire to help them for the reward of a ticket to the show.

The radio also plays a prominent part in the publicity program of the present-day circuses and advance agents use it freely. Also much side-line publicity is gained when prominent star performers and officials are guest speakers and entertainers at local radio stations on circus day or at gatherings of civic organizations. The comic strips in the large daily newspapers at times use circus episodes as the theme base; injuries of noted animal trainers that the newspapers feature strongly, or other items of interest about them, all these help advertise the circus. And even a well-known brand of breakfast food uses the pictures and names of the leading performers of several of the principal circuses on the package covers, which in an indirect way serves to bring the circus still closer to the public. Books on circus subjects, of which a number have been published, circulate widely. They reveal the popularity of the circus and are in themselves both an effect of such popularity and a cause of increased interest. Nor should a reference be omitted to the notices given circuses in the newspaper columns reporting charity performances, such as before crippled children or the like.

After having made some comments on the old-style circus press agent, it might be well to add that so also has the old-time rough-and-ready billposter disappeared into the realms of the past. Often he was a tough type, wearing a battered-in, faded derby hat, his mustache stained with tobacco juice, and if not actually intoxicated, he reeked of the fumes of liquor emitted from him in a disgusting manner! Of course there were exceptions to the above, but that is about the way he impressed the casual observer. In his place you will find a clean-cut fellow; his overalls, while they may be a bit pasty, will show marks of having been recently laundered; and his motto is politeness whether his requests are granted or not when he asks permission to post bills on property. He does his work well and acts like any employee of a big American business concern.

While advertising the circus it is the business of each and every man ahead of the show to be polite, smile as he goes along, and in this way he helps sell the circus as much almost as all the press advertisements, billposting, bannering, lithographing and other methods can do.

# BRYDON NOW OWNER OF RICE

## Buys Interest Of Allen King

Show in quarters at Jackson, Tenn.—will have new trucks and canvas

JACKSON, Tenn., Nov. 23.—Ray Marsh Brydon has taken over Allen King's half interest in the Rice Bros.' Circus and is now the sole owner. The show is in quarters at the fairgrounds here. It is an ideal place to winter—plenty of good weather-proof buildings, work rooms, wonderful stalls for stock; in fact, everything the management needs to comfortably winter the show and work it over.

The show will open here early in April as the Rice Bros.' Trained Wild Animal Circus.

There are approximately 50 men in quarters and the entire show will be rebuilt. New semi-trailers and trucks will replace the old short base trucks, and a new 100-foot top with three 40s will be used.

Big Bill Erickson is general superintendent of quarters; Dan White, in charge of blacksmith shop; Bill O'Day, canvas loft; Vee Powers, animals; Jim Lord, carpenter shop, and Baldy Thomas is chief mechanic.

## Hawkes Framing Animal Circus

BINGHAMTON, N. Y., Nov. 23.—Clayton Hawkes, of this city, will place a small trained animal show on the road next spring to be known as Martin Brothers. Winter quarters are being built on a farm at Castle Creek, near here. Two barns are already in use, one built especially for the training of animals. One section is reserved for storage of animal trailers and the other section is used as a ring barn. An older building is used for the storage of equipment. The foundation for another barn, 40x60 feet, is under way. This will be used to house the physical property.

The equipment thus far includes five trucks and trailers, five sections of blues, ring equipment and a number of props. Two small tents have been purchased. The animal department includes three kinds of monkeys, three goats, one pony, a South American paca and different kinds of birds. Additions will be made to the collection. Show will have small band, calliope and light plant. Big top will be a 60 with one 30-foot middle, and there will be a small menagerie and pit show. About 15 people will be carried.

Hawkes is at present associated with Phil Rockwood and Dan Miller. They are presenting an old-time variety show in small theaters and halls in this State. Miller does magic, sleight of hand and Oriental illusions, while Rockwood performs his trained dog Silver Queen. Hawkes presents a trained domestic animal circus.

## Christiansen in Bridgeport

ROCHESTER, Ind., Nov. 23.—Mr. and Mrs. Jorgen Christiansen will depart soon for their home in Bridgeport, Conn. A new truck bearing the Christiansens, their troupe of Great Danes and several ponies will take them by easy stages to the old home town.

The eight Cremoline stallions, which were a feature of the Cole show this season, and which were sold by Christiansen to Terrell and Adkins last spring, will remain here.

## Cly Newton Has Show

LANCASTER, S. C., Nov. 23.—Cly Newton has launched a show to play this State and North Carolina, also Georgia. Will be on road until Christmas at least. Russell G. Knisely is general agent. Show has a 60-foot top with three 30-foot middles, also a number of animals.

## Circus Parade

When the Tom Mix Circus and Wild West played Ann Arbor, Mich., the past summer The Ann Arbor News carried the following editorial boosting circus parades: "Circus parades are coming back. Ann Arbor had one today. Other communities are enjoying similar entertainment this year. The circus parade was an institution that needed to be resurrected."

"The principal reason for abandonment of the circus parade was the cost. The expense was not confined to the overhead in circus management; most cities charged a special license for use of the streets."

"A generation of youngsters now is rising that knows, from experience, nothing of circus parades. This generation misses wholesome thrills that were part of the life of its predecessors."

"Any community that forbids such pageants, or levies a fee that amounts to a prohibition, is not playing fair with the kids."

"Incidentally, such exhibitions bring folks to town and attract citizens to the business section. But primarily parades should be not only permitted, but encouraged, for the sake of the boys and girls."

"If any fee is to be paid in connection with a circus parade, it ought to be paid by the community to the circus."

## Henry Season Best Since 1929

FULTON, Calif., Nov. 23.—Henry Bros.' Circus closed here November 5 and has rented a building here for quarters. It was the best season since 1929. Show moved on 15 trucks and housecars. Top is a 60 with two 30-foot middles; menagerie, 40 by 90 top, was operated as Side Show; also had snake show, 20 by 30; cookhouse, 20 by 30. Approximately 30 people were on the show during the season. Management has a number of animals, including five large African lions, two cub lions, bear, lynx, ocelot, five monkeys, two apes, baboon, eight Shetland ponies, two menage horses and nine dogs. Show had a six-piece band.

## Jack Riddle Busy

POPLAR BLUFF, Mo., Nov. 23.—Jack Riddle, of Riddle's Society Circus Unit, in quarters here, has finished a trailer and is starting on another. Ray Faust is overhauling Riddle's trucks. Will use color scheme of silver and red. Martinez Rozina arrived from Falmouth, Mass., to teach Annetta and Lois Riddle wire feats. They are working without an umbrella.

## Danny McAvoy Retires

FONTANA, Calif., Nov. 23.—After completing 32 consecutive years in circus business (all in clown alley), Danny McAvoy, last 14 years with Al G. Barnes Circus, has retired from show business. He has purchased a chicken ranch here and has called it "Clown Alley." He and George B. Rearick visited friends on Polack Bros.' Circus at San Bernardino.

## Lee With Morton

HOUSTON, Nov. 23.—Major Homer Lee's Cowboy Band, with the Morton show, has been getting considerable newspaper publicity. Besides Lee, the roster includes Tommy Osborne, Preston DeWitt and Roy Smith, trumpets; Walter Myers and Rosy Agresta, clarinet and sax; Roy Landstrom and Wayne Holt, trombones; Robert Immonen, baritone; C. Woodmansee, sousaphone; Louis Shaw, bass drum; Bob Leas, traps.

## Roster of Sadler Band

ALBANY, Tex., Nov. 23.—Big show band of the Harley Sadler-Bailey Bros.' Circus is under direction of Willard S. Isley, who also is trumpet soloist. Roster includes, cornets, Avery Fletcher, Fred Maxwell, Andy Greer; clarinets, Lee Williams, Oscar Nelson; bass, Bob Spear; trombones, Walter van Dyck, Leo H. Kidd, Cyote Lewis; baritone, Lyoce Kellogg; drums, Jack King and Ernest Tate.

## Rose's "Jumbo" as Circus Extravaganza Is Delicious

Performance original and gorgeously costumed—animals rich in trappings—many stellar acts in fast-moving production—Hipp startling revelation

NEW YORK, Nov. 23.—Billy Rose, modern edition of Phineas T. Barnum, finally brought his long-trumpeted *Jumbo* into the Hippodrome last Saturday. The circus reporter caught it with the weather at blowdown tempo and the house fair but frolicky. As circus extravaganza it's deliberately delicious, being lavishly dressed, moving along like a police patrol on the gangster make. No sawdust opera from the beginning of time (and this might even take in the Circus Maximus and the tournaments of Gladiatorial times) has had better production magic and such perfect dramatization of theatrical arts. Credit Messrs. Rose, John Murray Anderson, Allan K. Foster, Will Morrissey and the rest of Rose's cohorts with this.

## Kay Closes 33-Week Tour

One performance lost — New England engagements excellent—to enlarge show

PETERSBURG, Va., Nov. 23.—Kay Bros.' Circus closed November 9 at Waverly, Va., after 33 weeks on the road and went into quarters here at the fairgrounds. It is stated that show will be enlarged and several new trucks purchased to be made into six-wheel trailers.

One performance was lost which was due to a heavy rainstorm the early part of the season. Show had a wonderful tour of the New England States and played to big business most of the time, especially in Maine. Fishing, boat rides and bathing were enjoyed in that section. Between shows, baseball was played between the band and performers nearly every day. Bart Grady Jr. was captain of band team and Harry Foster of the performers. But one accident was recorded when Bandleader O. S. French slid into first base and sprained his ankle. Was forced to use a cane for several weeks.

Mr. and Mrs. Si Kitchie are spending the winter at Panama City, Fla., with Frank and Anna Loving. Mr. and Mrs. William Ketrov are motoring to California for a few weeks. Mary Ellen Ketrov will go to Miami, Fla., for her vacation. Bob Ketrov and Harry Foster will play vaudeville with their revolving ladder act. Frank Ketrov, general agent, goes to Hot Springs, Ark., for six weeks, as does Nate Leon, bannerman. Bandleader French went to his home in Grand Junction, Colo., and Gene Lewis, of the band, remains in Petersburg.

## Bulls Pressed Into Service

SYDNEY, Nov. 23.—A heavy lorry, drawing an iron trailer cage containing four large lions of Perry's Circus, recently developed steering trouble on a hill on the Bellingen-Raleigh road. Out of control, it went down a steep embankment and plunged into Bellingen River. The driver jumped clear. Two large elephants were dispatched to the scene. One was hitched to the lions' cage, which was then detached from the lorry. The elephant hauled the cage up the embankment. The other was then hitched to the submerged lorry and the big truck was drawn up the embankment.

## Siegrist Contracts Dates

HOUSTON, Nov. 23.—Charles Siegrist, who remained here with his troupe for a few weeks' rehearsal, has contracted the Detroit, Cleveland and other dates handled by Orrin Davenport. Siegrist, during this layoff, has been putting the finishing touches on the double and half somersault perfected by Helen Siegrist. Following the Shrine dates, the act will go to Sarasota and will be with one of the railroad circuses next season.

The renovated Hipp is a startling revelation in itself, a symphony in red, complemented by silver and blue, with star-backed seats from grand stand to top shelf. No arena under any roof is more beautiful or better architected for viewing a performance. With this kind of comfort and atmosphere, it's a snap to sit back and enjoy the riot.

Maestro Paul Whiteman opens the show by directing his bandmen from the huge ring, with its extra width bank, while mounted on a beaut of a white steed. Poodles Hanneford, ringmaster, takes charge of a rehearsal featuring a riding mechanic in which his attractive youngster, Grace Elizabeth, is stellar. Amid clowns, acrobats and aerialists massed in the ring are Arthur LaFleur, Takayama, A. Robins, William Ferry, Barbetta, Minnie Lapell, Helen Harvey Cook and Victoria Miller; Margaret Brooks, who is shot from a cannon to an adagio catch; Camilla's Birds, Stanley's Bears, Tiny Kline, the Allan K. Foster Girls and others. It is mad, mirthful and a pictorial plumb. On come a procession of 14 horses and female riders in an equine ballet of matched tricks, then Dr. Ostermeier's incomparable high school horse, Deheos, an import which is the treat of the century for equine artistry. Jimmy Durante chooses to crawl beneath Captain Rudy's big Rosie, which performs the title role, and for several minutes the tease is intense.

The Charles Henderson Razorbacks, led by Bob Lawrence, a baritone of voluminous voice, sing *The Circus Is on Parade, Over and Over Again, The Song* (See ROSE'S "JUMBO" on page 51)

## King Animals Back To Cole Quarters

ROCHESTER, Ind., Nov. 23.—A baggage car bearing the Allen King trained cats, consisting of 11 lions and tigers and two black panthers; two elephants and four menage horses, steel arena and other props used for the past few months by the recently reorganized Rice Bros.' Circus, arrived in Cole headquarters here November 20, in charge of King.

The Rice show closed at Grenada, Miss. Jess Adkins visited the show there, and went from there to Lancaster, Mo., on business, arriving here Thursday evening.

Purchase of 3,000 feet of trackage for the new storage yards at Cole headquarters was announced recently by Zack Terrell. Grading is now under way, and laying of steel will be completed rapidly. Hereabouts much of the flat and stock equipment has been stored on Nickel Plate tracks.

Mrs. Sam B. Dill, of Toledo, was a recent guest of Mr. and Mrs. Zack Terrell. Bert Bowers and Ben Levy spent Monday at Cole headquarters, guests of the Terrells.

## Steel Buys Menage Horse

ROCHESTER, Ind., Nov. 23.—Al Steel, advertising manager for Standard Oil of Indiana and sponsor of the Live Power show at A Century of Progress, Chicago, visited Mr. and Mrs. Zack Terrell at Cole headquarters over the week-end. While here Steel purchased a specially trained menage horse which was shipped to a friend in New York.

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With the  
Circus Fans

By THE RINGMASTER

President, FRANK H. HARTLESS, W. M. BUCKINGHAM, 2930 West Lake Street, Chicago, Ill. Secretary, THOMAS BANK, Norwich, Conn. (Conducted by JOHN SHEPARD, Editor, "The White Tops," 609 Fulton St., Chicago, Ill.)

While on a business trip to Washington, D. C., on November 5 Ed H. Hillery, of Baltimore, visited headquarters of the James A. Cooper Top and looked over the vast array of circus photos, lithos, relics, etc., which the room contains. Also had pleasure of visiting with Melvin D. Hildreth, Harry Allen and Jerome Harriman.

We regret to record the death of Mrs. Irving K. Pord, wife of one of our most prominent Charter members. She passed away November 13 and funeral was held in Graceland Cemetery Chapel, Chicago. Mrs. Pord was a lover of the circus like her husband and when able accompanied him to the circus lot and backyard. She was beloved by all trouper who had the pleasure of knowing her and also loved the CFA. The sympathy of all members goes out to Mr. Pord. W. S. Sneed and John Shepard attended the funeral services and the John L. Davenport Tent sent a floral piece.

George Duffy, Eastern vice president, Ft. Plain, N. Y., was a visitor for the first time to the Hotel Cumberland Circus Room, New York City. Was greatly pleased with the vast array of circus material in the room.

Harper Joy, past president CFA, stopped off in Chicago November 8 while en route to New York City and other Eastern points.

Elmer Kemp, Trenton, N. J., was recently elected Coroner of his county for the third time. During the past season he visited 26 circus performances.

President Hartless and Col. C. G. Sturtevant prevailed upon the Tent at Norfolk, Va., to release their title "Clyde Beatty" and game will be used hereafter by a Tent to be organized in Omaha, Neb.

Stan Rogers now resides at 9053 Steele place, West Hollywood, Calif.

John Shepard recently and accidentally met on Chicago Loop street Fred Darius Benham, former CFA, New York City.

## Walter Diggs New WPA Circus Head

NEW YORK, Nov. 23.—As briefly mentioned in a general story in the last issue, Walter Diggs has been promoted from assistant to project supervisor of Works Progress Administration free circus, a post held until now by Charles Mosconi, who remains in charge of vaude. Appointment was made by Elmer Rice, regional director of the Federal Theater Project, and has the approval of Ralph Whitehead, executive secretary American Federation of Actors. Mosconi will now have more time to devote himself to the important vaude structure.

In Diggs' charge under the new set-up are Arthur E. Diggs (no relation) as manager and Fred Smythe as latter's chief assistant. Burns O'Sullivan, erstwhile manager, is now contracting dates for the show in Greater New York. Diggs has had a long career in circus, legit, amusement park and musical shows, doing service years ago with Hagenbeck-Wallace, Ben Wallace, World Columbian, Gentry Bros. and other tent orgs both as performer and exec.

Show is booked until the first of the year and now has 85 performers in the unit and a 35-piece band, three men having been added. Many new acts have been placed in.

Outfit is playing to capacity crowds at schools, hops, armories, etc. Government has sent in cameramen to make sound pictures of the show for federal files.

Melvin D. Hildreth, chairman legislative committee Circus Fans' Association, came in from Washington to catch a recent showing and was "greatly impressed," especially by the fact that performers parade in the entry and go into their turns without the apologetic attitude which seems to be expected of actors in relief units. Performance is 100 per cent better than when it opened in Brooklyn five weeks ago.

## Tom Dailey Killed In Auto Accident

LANCASTER, Pa., Nov. 23.—One of the greatest circus advance men, Thomas A. (Tom) Dailey, of this city, died November 16 as the result of an automobile accident.

The former Ringling Brothers and Barnum & Bailey agent, was returning to his home from the Knights of Columbus' home, where he had been listening to a radio account of Saturday's Notre Dame-Army game, and was but a block away when a machine driven by John A. Oberline, also of this city, "jumped" the traffic light, hit him with its right fender and right headlight, and pinned him to the ground. Suffering a broken neck and bleeding profusely from the ears, nose and mouth, the result of a ruptured neck artery, Dailey was admitted to the Lancaster General Hospital, where he died November 16 at 9 p. m., less than five hours after he was struck.

Doctors worked in vain to save his life. Oberline was at first charged with assault and battery by automobile, but following the death of the showman the charge was changed to involuntary manslaughter.

For more than half a century "Tom" Dailey was the ace man with Lancaster's young hopefuls. He epitomized the heights of circus life, always on the go, likable, charming, full of personality, and with a story ever at hand.

Before his retirement five years ago he had been in charge of Advance No. 1 of the Ringling Brothers and Barnum & Bailey Circus for a number of years. His knowledge of the metropolises and tank-towns of the country was summed up once by John Ringling himself as of "every railroad junction in this country and every plasterable space in the town where we show."

His friends in the show and stage world were almost legion, and his acquaintances more numerous than that.

By a strange quirk of fate, "Tom's" friend and understudy, the late George Goodhart, also of Lancaster, was killed in a similar accident four years ago while on a visit in Grand Rapids, Mich. Goodhart was with the tanbark circles for 51 years before he retired. His death occurred shortly thereafter.

One of Dailey's prized possessions was a beautiful gold Elgin watch given to him in 1898 as a token of the esteem of his fellow-workers. The inscription reads: "October 1, 1898. Tom Dailey. By the Advance of the Barnum Show."

Altho he retired five years ago, "Tom" still kept the circus at his first love. He traveled to New York City every year for the Ringling-Barnum opening in Madison Square Garden, where he was received as a personage, the guest of the members and the management for a week.

In addition to never missing an opening of the "Greatest Show on Earth" in New York, Dailey was always on hand for performances at the old Fulton Opera House, in this city.

He was eulogized locally by a lifelong friend, George W. Hensel Jr., of Quarryville.

## Acts for Santos & Artigas

HAVANA, Nov. 23.—The Santos & Artigas Circus will be under canvas this year on account of all of the old stands being now given over to the movies. Show will be on the Prado, on corner of Animas street, and opens approximately November 28.

Show will be under direction of Fred Bradna and among the acts are Tom Kam Troupe of Female Chinese acrobats; Antalek Troupe; the Pallenberg bears; Mrs. Bradna, equestrian act; Walking's Animal Show; Daley Guillaume, horse stutary act; Harry Ritley, Cañestrilla, Polidor, Denaro, clowns, dogs, etc. Ring seats will be \$1.

A wax works exhibit under direction of J. A. Turpin, will be presented in the grand foyer of the National Theater.

## Rolling Cloud's Show Opens

CINCINNATI, Nov. 23.—Jack Riddle states that Salle Bros.' Circus, owned by Chief Rolling Cloud, got off to a flying start at Essex, Mo., November 9. Riddle had the honor of blowing the whistle to start the show. Program runs an hour and 15 minutes. The chief took over the Barney Bros.' people, that is the feature acts in big show. Peggy Stoltz has the band, also the kid show. Louis Collins is on the front.

## Cold Weather for Morton Show at Tulsa, Okla.

TULSA, Okla., Nov. 23.—The Bob Morton show, here last week was handicapped by a severe cold spell. Location was about four miles from the city. Building had no heat, which resulted in an uncomfortable couple of hours for those who braved the cold snap to see the show. Show left for Wichita, Kan.

## Malloys Return to Canton

CANTON, O., Nov. 23.—Red Malloy and wife, Nancy Darnell, aerialists, are back in Canton for a visit with homefolks. Malloy was on the Royal American Shows most of the summer and offered his All-American Flyers on the midway. For several weeks he had the circus on the Johnny J. Jones Exposition. The Malloys played several weeks of fairs and celebrations in the South and en route home were booked into several fall events. He said he plans to start shortly on a series of winter engagements.

## Ringling Stock to Peru

PERU, Ind., Nov. 23.—A Ringling-Barnum special train, nine stock cars and Pullman sleeper No. 73, moving 208 head of baggage stock and 80 drivers from Ringling winter quarters at Sarasota, Fla., to circus farm here, arrived night of November 19.

Drivers and assistants scattered to winter homes. Local assistants to Steve Finn are Stanley (Eva) Waacht, Charles (Haywire) Cable, William Block, Teddy White and Earl Minear.

## Winter Tour for Sadler

AUSTIN, Tex., Nov. 23.—Harley Sadler-Bailey Bros. Circus is heavily billed here for November 26. The Sadlers are well known here as this is one of their favorite stands with the rep show. Show will spend Thanksgiving in Seguin and will close November 30 at Gonzales, then go to San Antonio. After painting and reassembling equipment the show, after being cut down, will open a winter tour December 10.

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# Dexter Fellows

(CSSCA)

## Tent Tattles

By FRED PITZER

NEW YORK, Nov. 23.—That hustle and bustle that one notices at the Hotel Cumberland is not a circus preparing to embark for the next town. It is merely Harry Baugh packing a few trunks and several suitcases preparatory to taking a week's vacation. And what a vacation it will be! He is going south to visit the town where he spent his boyhood days; he is to visit two old homesteads and plenty of other things that he holds dear in this life. While scanning a weekly paper published in New York City (*The Albion*) and dated January 2, 1847, I met the following items:

"Bowery Amphitheater: Madame Marcate, Levi North and the inimitable clowns, Signor Carlo, Gossin and Kemp, with a well-trained equestrian troupe, have crowded this establishment nightly during the week."

"Otham Theater: Messrs. Sands and Lent have been doing an overwhelming business during the holidays. The graceful feats of the young Sands, the equestrian exercises in the circle and the evolutions and fights of the highly trained animals are really worthy of all praise."

Prexy Tony Sarg is mighty busy these days, particularly in view of the fact that he is introducing some innovations in the way of eccentric ballooning in the Macy parade Thanksgiving Day. He was doubly busy one day last week when he received a hurried message from James A. Farley, postmaster, informing him that he could not be at the Dexter Fellows Luncheon on November 27 as Fall Guy. Prexy Sarg immediately sent out his scouts for new material and up to this writing we do not know who the fortunate individual will be. It is hinted that Al Smith is on the dotted line, but we can tell you more about that next week.

It might interest those who want to know, if any, that the artist who worked out all of the circus atmosphere at the New York Hippodrome for Billy Rose's Jumbo is Albert Johnson, and Johnson is the man who purchased from the Dexter Fellows Tent the book of P. T. Barnum posters presented to it by Jim Stobridge, who is of the Stobridge lithographic family and an ardent member of the Tent.

And talking about posters, and particularly one-sheet, we saw one of the late '70s of the Greatest Show on Earth. It showed a street parade and leading the parade was a horseless carriage, a Duryea, and this was considered of such great interest that James A. Bailey decided to feature it in the street pageants. On the left side of the poster was the following reading matter: "The famous Duryea Motor Wagon, or Motor Cycle, the identical Horseless Carriage that won the great race in Chicago last November, to be seen Every Day in the New Street Parade." It's an odd-looking vehicle and a dead ringer for the one used by Jolly Bill Steinke in running from the NBC studio to the Dexter Fellows Tent on luncheon days.

There are plenty of Dexter Fellows citizens on the Will Rogers Memorial Commission organized to raise a national fund for memorializing the humanitarian spirit which Will Rogers personified. To mention only a few, F. Trubee Davison, Col. John E. Kilpatrick, Eddie Rickenbacker, Hon. F. H. LaGuardia and Bernard F. Gimbell.

Arvid Paulson of the Tent is touring the West doing Ibsen plays. He is to play Chicago some time in December. . . . We want to thank A. W. Donohoe for sending us the November issue of *The Adventurer*. This is a classy and well gotten up club paper of the Adventurers' Club. . . . We congratulate Treasurer Thornburg on his splendid and quick action this week in the case of a serialist who is going blind. Ed is putting heart into the work of the Dexter fellows Tent. . . . Bim Pond comes along with the November-December issue of the *Program*, a fine magazine edited by this talented bambino.

### Working on Butler Lot

BUTLER, Pa., Nov. 23.—Attorney John C. Graham, who represents the Ringling interests in the Pittsburgh district, has

## Chi Circus Notes

CHICAGO, Nov. 23.—Jimmy O'Connell, who had charge of the African bull on the Cole Bros.-Clyde Beatty Circus, is in American Hospital.

R. L. (Bob) Hickey arrived home from Hot Springs Sunday and after a brief visit with home folks left on Tuesday night for the West Coast, where he will do advance publicity for Clyde Beatty's new picture. He will return to Chicago before the middle of December.

Apparently well-founded rumors floating around say that Paul Branson will be general agent of the Tom Mix Circus next season.

For a man who "just makes the railroad contracts" Arthur Hopper, general agent of the Hagenbeck-Wallace Circus, is the busiest man in the business. But at that he's got the right idea on real living!

Harry Atwell, the old photog, probably will spend a couple of weeks at Hot Springs in December, if he can spare the time.

Wire from Flint, Mich., says: "Lou Delmore, manager Thompson, giant of giants, closed three-day engagement Flint Indoor Circus playing to 80 per cent of attendance with giant as concert after-show feature. Giant re-engaged Cole Bros.-Clyde Beatty Circus next season. Beatty featured at Flint. Davenport and Carter did big with dandy."

Harry Bert is leaving for Indiana to spend the Thanksgiving holidays.

Floyd King has been in Chicago the greater part of the week.

Joe Coyle, known as Koko the Clown, now has his Koko doll on the market and it looks like a sure-fire hit.

Allen King is back in Rochester, Ind. When the Cole show closed L. C. Gillette was presented with the cookhouse flag in recognition of his unflinching attendance at the cookhouse.

Paul Nelson, of the Nelson Family, is in St. Luke's Hospital, where he went immediately after the close of the Cole show.

J. D. Newman, back in the game after a couple of years' absence, will spend some time at Hot Springs early this winter.

Harry Lewiston, of the Ringling side show, and his wife, Mme. Zindra, are back in Chicago after a successful season. They will remain here for some time and will be back with the Big One next season.

C. A. (Dud) Lawrence, general agent of the Tom Mix Circus the past season, is in Chicago.

J. C. Donahue, traffic manager of the Ringling shows, is back from Florida, where he caught the closing stand of the Ringling-Barnum Circus.

### Activity at King Quarters

BROWNSVILLE, Tex., Nov. 23.—Manuel King has been exceedingly busy during the last 15 days, most of his time being occupied in moving picture work. With the more important shots already completed, there still remains a great deal yet unfinished.

Capt. J. C. (Chubby) Guilfoyle and Mlle. Harriette are breaking a large group of African lions, tigers and leopards, and also putting new lions, all males, into Manuel's act, which next season will consist of 11 fighting and performing males.

Things are certainly humming around quarters, as preparations are being made to go into winter training in a big way.

Guilfoyle, Mlle. Harriette and Master Manuel have under their command a big staff of cage men, including Clifford Ramsey, George Darden, Pete Sanchez, Roy Huggonnett, Paul Rodriguez and Frank Cortez. Two men are kept exclusively for butchering beef daily.

Under the supervision of Capt. Guilfoyle are more than 80 lions, tigers, leopards and pumas, the time being taken up mostly by breaking. No painting or repairing will be started until January.

### The Beattys to West Coast

ROCHESTER, Ind., Nov. 23.—Clyde Beatty and Capt. W. K. Bernard returned Monday from Flint, Mich., where they appeared with the Beatty animals there November 15-17. Mr. and Mrs. Beatty and Bernard departed Thursday for Hollywood, where they will make a serial for Mascot Pictures.

a team and men working on the circus lot on Hanson avenue, formerly the Duffy lot, now Henninger. It will be available for shows next season.



G. W. JOHNSON

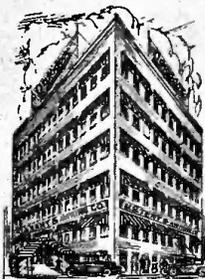


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## Under the Marquee

By CIRCUS SOLLY

**MIKE BITE**, formerly with Robbins Bros.' Circus, is now in Atlanta as city manager for the Schulte cigar stores.

**BUDDY WEDIN**, clown with Seils-Sterling Circus, is back in Iron Mountain, Mich. He plans to return next season.

**CHARLES MACK** is presenting his Punch and Judy show at the Alms & Deopke Department Store in Cincinnati. He will be there until Christmas.

**ROY BARRETT** informs that the E. K. Fernandez Circus has been doing nicely at Maui, Hilo and other stands in Hawaii.

**FRANK B. HUBIN**, of Atlantic City, advises that he has received an appointment on the Federal Works Progress Administration from Washington.

**WALTER L. MAIN** and wife will visit Mrs. Main's mother's home at Pittsburgh and then go home to Geneva, O., where they will be until after the holidays.

**S. L. CRONIN**, manager of A. G. Barnes Circus, presented the San Diego Zoo with a large male elephant and a camel.

**RALPH BLISS**, past three seasons with Seils-Sterling Circus advance, is now located in Los Angeles. Will be back east in the spring.

**G. C. AND JOE SIMMANS**, dwarf clowns, will be in the toy department of a large store in Houston, Tex., during the holidays after closing with the Morton show.

**HERMAN JOSEPH** caught Cole Bros.-Clyde Beatty at Greensboro, Raleigh and Rocky Mount, N. C., and Ringling-Barnum at Greensboro and Rocky Mount. Was treated wonderfully on both.

**PAPE AND CONCHITA**, having completed seven weeks of theaters and clubs on the West Coast, are heading for Chicago and will play Salt Lake City and Denver on the way in.

**LAWRENCE CROSS**, after closing with Seal Bros.' Circus at Cedarville, Kan., immediately left for Des Moines, Ia., where he opened at Youkers Department Store, his second season there.

**GEORGIA SPEARS JR.** attended the opening of Billy Rose's *Jumbo* at the New York Hippodrome and reports a spectacular and beautiful show. Spears will be with the big tops again next season.

**CAPTAIN ROMAN PROSKE** is rehearsing his new tiger act at the Highland Park Zoo in Pittsburgh. He has been resting in Pittsburgh since May, when he was scratched and mauled by three Bengal tigers.

**MACON (Ga.) Shrine Circus** was held at the Macon Auditorium last week. Under direction of Allen Hauser, a program of 18 acts was presented. Among acts were animals from Downie Bros.' Circus and Joe Mendi, chimpanzee.

**QUITE A POWWOW** was held recently in Rock Hill, S. C., when Walter L. Main and Claude C. Hale, of Hale's Traveling Museum, met on the main street and talked of bygone days. Whale on flat car is with Hale. Biz is good.

A \$25,000 **TENT JOB**, fitted with marquee, proscenium arch, etc., left the O. Henry Tent and Awning Company factory in Chicago recently for Charles Collier, owner of the Silas Green show now playing the South.

**JESS AND GRACE MORRIS** closed the fair season October 26 at Columbia, S. C., filling contracts of Vera Spriggs, high act, and are spending the winter at Terre Haute, Ind. Have several indoor dates for the winter.

**AERIAL BROCKS**, after closing with the Downie Bros.' Circus at Brunswick, Ga., went to Savannah, Ga., to visit Ringling-Barnum Circus. After seeing the afternoon performance, they left for Macon, Ga., where they spent a day. They then went to Huntington, W. Va.,

where they will put in the winter months. Personnel of act: Stuart Roberts, Charlie Forrest, straight men; Alex J. Brook Lawrence (Red) Fillingier, doing comedy.

**WALTER (BARNUM) HUNSBERGER**, on closing with the Cole Bros.' Circus, went to Providence, R. I., to visit his sister and brother-in-law, Irene DeKos Sharpe and Bert Sharpe, who was formerly with Ringling-Barnum Circus.

**PROF. F. J. PLANK**, an old troupier, of Brooklyn, asks that this be printed: "Brothers and sisters of the circus: Why not join an organization which helps performers and managers alike? We have a noble man leading the American Federation of Actors in Ralph Whitehead."

**VAL VINO**, side-show lecturer with the Hagenbeck-Wallace Circus, rode the show train from Paris, Tex., to winter quarters at Peru, Ind., then went to Louisville, Ky., where he will remain for a month or so. Is located at Louisville Hotel, rendezvous for showfolk.

**O. S. FRENCH**, band leader of Kay Bros.' Circus, says that Si Kitchie was the champion fisherman on the show this season, altho Mary Ellen Ketrov ran him a close race. Nate Leon was the poorest poker player (ask Si Kitchie) and beer-drinking honors went to Loyce Kellogg, of the band.

**JACK EARL**, giant, and Austin King, of Ringling-Barnum Side Show, are vacationing at Sarasota, Fla., spending most of the time with Clyde Ingalls aboard his boat fishing in the Gulf waters. They again will be with Ingalls next year.

**ROXY FIBER** will remain at Macon, Ga., until January 1, making candy machines. Will then go to the Shrine circus dates in the North and the Cole show in the spring at Chicago. Will continue the demonstration of his Kotton Kandy machine remainder of the season.

**FRED BURROUGHS** and Bernie Mendelsohn, of the O'Henry Tent and Awning Company, Chicago, have left on an extended trip, visiting many shows. Expect to be back in Chicago in plenty of time for the big festivities to be held at the Hotel Sherman week of December 2.

**EARL SHIPLEY** and wife will be at Blackburn Apartments, Taylor and Olive streets, St. Louis, until middle of January. Paul Jerome, who has been in that city since closing of the Hagenbeck show, left to open at a store in Oklahoma City. Micky McDonald spent a day with the Shipleys and Jerome en route to a Tulsa (Okla.) store for the holidays.

**SHERLOCK H. EVANS**, son of J. J. Evans, Massillon, O., outdoor showman, who acted as equestrian director of his father's one-ring circus the last two seasons whenever the show was near by to his home town, led the Republican ticket in that city at the recent election by polling 4,881 votes for the office of clerk of the Municipal Court. He was unopposed for the office.

**ED N. (NOSEY) BELL** and wife, old troupers, who are in the tubercular hospital, Van Cline Home, San Diego, Calif., write: "We have been shut-in for quite a while, but we are to be discharged in a month. If we could get a little help from some of our showfolk friends, we could obtain a camping outfit and go to a dry climate. We surely would thank them for their help."

**SCHAD CIRCUS Attractions** (three people) closed a successful fair season October 23. Unit was booked solid in Iowa, Kansas, Nebraska and Wyoming from July 4 to October 23, missing one week in July. Unit may go to West Coast in the spring. Joseph P. Schad expects to take out a stage show soon to catch the holiday money. LeRoy Allen Schal, 10 weeks old, is doing nicely.

**THAT FLINT, MICH.**, three-day show was not a General Motors show, as reported, but was a promotion of the Jaont Booking Agency and Lew Kane. An excellent show was staged but it did not draw well and the promoters stand to lose something like \$4,000, according to report. However, they paid off in full. Acts were directed by Leo Hamilton.

**RECENT visitors** to the Circus Room, Cumberland Hotel, New York, were Clyde

Mallory, Paul Kolb, D. W. Blair, Josie LaFrance, Emma Raymond, E. J. McKnight, CFA, Gardiner, Mass., Jack McDonough, William Vino, Tex Sherman; George Duffy, CFA, Fort Plain, N. Y.; Stanley Lahak, George Williams, Maria Rasputin, Thomas F. Kennedy, Mr. and Mrs. Mel Colburn, Tex. Cooper, Mark M. Johnson, Saul Fommerantz, Warren H. Wood, Bill Hamilton and Norman, the Frog Man.

**JACK MOORE** is at home in Wichita, Kan., for the winter after a 30-week season as manager and equestrian director and having his two acts—tight wire, Jack and Clara Moore and Miss Clara, the Girl in the Silver Whirl, with Siebrand Piccadilly Circus. Closed November 10 at Fabens, Tex. Show wintering in El Paso, Tex., will open there early in March. The Moores will be back. In all it was a good season—bad spring and fall business, but good in Montana in the summer. Moore will put his old trio wire act back next season, the Famous Moore Trio, two men and one woman.

**CHES GOLDSTON**, treasurer of the Richmond Tent, Circus Saints and Sinners Club of America, also national secretary of the organization, has been authorized to appoint Harry Tucker a "publicity hound for the gang." Harry has been delegated to furnish Goldston with some stories about the club from its inception to date. Harry in his "Main Street" column in *The Richmond Times*, November 16, carried several paragraphs concerning the organization.

**ROY FORTUNE**, who for a number of years performed on the Mighty Haag show, is located at Koshkonong, Mo. Roy is now "sticking" type, having started last August and is doing okeh. Last May at trade day for the merchants, the one-legged performer walked the slack wire; juggled while balancing himself on the wire, and also performed on the ladder. *The Times-Leader* gave him a nice notice. Roy visited the Russell Bros.' Circus the past summer and met a number of the boys. He will be pleased to have troupers call on him when they are in and around Koshkonong.

IN *The Hollywood Citizen News* of November 16, it was stated that Tom Mix, while lunching with J. D. Newman, new general agent of the Cole Bros.-Clyde Beatty Circus, announced that when his broken leg has a "comin' out party" he is going to head for one of the world's last frontiers—South America. Mix was quoted as saying: "I am tired of getting so many bum steers here. I'm going where they have some good ones. I want to see some real undeveloped country again and some real cattle. I might buy in down there. I don't know much about raising cattle on the pampas, but I've had plenty of experience with the Western breeds."

A **MODEL circus band wagon**, made by Robert D. Good, was used in his father's (Robert F. Good) political campaign at Allentown, Pa. Robert D. writes: "My father was nominated for county commissioner at the recent primaries. It was first time he ran for office. At intervals and especially three days before the general election I made up a novel window display. The central point of interest in display was my hand-carved model of the old Barnum & Bailey Two Hemispheres Band Wagon drawn by 10 miniature horses. On top of the wagon is a 12-piece band, driver and helper. Directly over the model I had a large flashy sign, reading: 'Get On the Band Wagon. Vote Robert F. Good for County Commissioner.' Window was trimmed and attracted much attention, especially at night, when we had it brilliantly illuminated. As far as I know this is the first time that such a model was used in a campaign and in its small way was a contributing factor in my father's ultimate victory."

**ED LaRUE**, of the Six Flying LaRues, writes that he recently called on Lora Valadon, who has been a patient at the Rhode Island Hospital, Providence, R. I. He adds: "It would do one's heart good to see the courage and grit this little wire walker has gone thru for two years. Due to a fall from the tight wire, she has gone thru a dozen operations, I have been informed. For 25 years with her husband, she played the best in vaudeville in this country and Europe under name of Les Valadons, Parisian wire cyclists. Her husband, Dan, is with her, cheering her along. She showed me with great pride, autographed photos of Rudy Vallee, Sophie Tucker, Ebe Daniels, Joe E. Brown,

Blackstone, Nellie Revell and Claire Holmes. Now troupers, when such artists as these think so much of her fight for life, why can't others of the profession drop her a card and cheer her on? Everything possible is being done for her at the hospital. S. W. Gumpertz made it possible for her to see the Ringling-Barnum Circus in Providence last summer."

**CHARLES BERNARD**, of Savannah, Ga., writes that delightful weather made the recent Ringling-Barnum Circus exhibition in that city a day of complete realization to the thousands who attended the two performances; that it is truly the real and only "Greatest Show on Earth." Charley adds: "Its first visit to Savannah since 1928 made it all the more an impressive reminder to us older citizens that we do not fully appreciate its value for entertainment and education until its tents are spread over acres; its menagerie gives the children full realization of what constitutes a perfect zoological exhibit, and the six-pole canvas gives a realistic presentation to patrons, old and young, the modernized possible performance of hundreds of artists; in their respective specialties to fully satisfy thousands of patrons every minute for more than two hours. After witnessing the wonderful exhibition offered this year by the R-B organization, it is clearly evident to a circus 'oldtimer' that Pat Valdo is the right man to send to the foreign nations to pick the stars of circusdom for the 'Greatest Show on Earth.'"

**STROLLING THE STREETS OF PERU** I see new cars swinging around the corners, troupers in them. All seem to be located for the winter except John Helliot, who is cutting across the street with a new suitcase, heading back to New Jersey. Says he is to be married.

Stepping into the Bears Hotel, find Joe Lewis busy punching at a cigaret board. Told me he was going to work with Nick Carter, who had the concessions at the Flint (Mich.) date. Anna Butler is at Lynestees apartments. Taking a run out East Fifth street, find Don Cooke and wife moving in their new furniture.

Rudy Rudynoff and wife are back in same house, same ice box to keep the beer in. Jack Joyce has rooms upstairs. Strolling into the Elks' Club find Ernie Sylvester. Listened to him talk of a new car and of painting. In comes Ernie Tucker going to Chicago for a few days. After watching Frank Seibert beat Alvey Freeman at rummy, walked back to town to find Harry McFarlan down from Rochester, having his car fixed for a trip to Pennsylvania.

Fred Young keeps busy at his tavern setting them out to the boys. Has his walls covered with photos of showfolks. Saw Etta Hodgini hurry home with a sack of groceries. Eddie Woekener and wife have a home here. Saw Otto Griebing driving his family around in a Ford car, have seen better drivers.

Around the corner comes Frank Orman in his new Dodge, so hop in for a trip to Rochester, winter quarters of Cole Bros.' Circus. There I found Capt. Seymour, Charles Luckey, Harold Nicholson and others busy in the shops. Found Earl Lindsay busy at the typewriter. He and wife are living at the Barrett Hotel. Saw Harry Harold sporting a new Oldsmobile; Mythel King going across the lot with boots on; Eddie Allen in his red mackintosh; Thomas Poplin with an arm load of keys. Then back to Peru in time for supper, thinking circus business isn't a bad business to be in.

## Acts at Flint Show

**DETROIT**, Nov. 23.—The Janoit Booking Offices, operated by Lew Kane and J. A. Benoit had an indoor circus at the Industrial Mutual Association auditorium in Flint for three days opening yesterday.

Clyde Beatty and his lion and tiger act was headliner. Among other acts were Three Thrillers, D'Arcy Sisters, Ethel Marine, Tudor Sisters and Avery, Agnes Doss, Avalon Troupe; Lewis Unit of horses, elephants and bears; the Three Jupiters, Viola Hauser, Steiner Trio, McCune-Grant Trio, Aerial Lazaros, McCune Togo.

Shorty Flemm was producing clown, with Smiley, James De Cobb and a total of 15 in clown alley. Leo Hamilton was equestrian director. Forest Freeland, publicity specialist, was associated with Kane on the production.



## The Corral

By Rowdy Waddy

QUITE A NUMBER of Western attraction managers are expected in Chicago the forepart of next week during the annual conventions of fair and park executives.

JAMES HAWK, Indian roper, returned to Cincinnati last week from the C. L. (Jack) Raum winter quarters in Illinois. Will play some dates in and around Cincy for a while.

THERE WILL AGAIN be many thousands of tourists in Florida this winter. There should be rodeos there during the winter season. Many cities sufficiently large to support them, and there will be many topnotch contestants available.

AT OKMULGEE, Okla., a two-day rodeo was staged on Armistice Day by Mounted Troops of America under auspices of the 40-8 of the local American Legion post and directed by Bill Bennett. Bill Heckenkemper clowned and John A. Guthrie Jr., secretary of the Mounted Troops of America, of Tulsa, did his whip-cracking act. The Troops is an organization for boys. The rodeo was run in two divisions, relative to ages.

THE FOLLOWING LETTER from Powder River Jack Lee from Fort Worth, Tex., dated November 17: "We are here with Amon G. Carter, owner of *The Fort Worth Star Telegram* and who was a great friend of the late Will Rogers. Mr. Carter has just returned from Los Angeles. While there he and Frank Phillips, the wealthy oil man, visited Betty Rogers. Kittle and I are working here for the Will Rogers Memorial Fund, for which I have written a special song."

MONTANA MEECHY took nine members of Montana Meechy's Cowboy Band from their radio broadcasting (Station WAU) and other dates in and around Columbus, O., on a recent Sunday night, following their Saturday evening Barn Dance program at Columbus, to appear (as a paid presentation) on a big Amateur Radio Contest held at Music Hall, Cincinnati, staged by Larry Snubrock. Besides instrumental music and songs Meechy included his impaleant act and did rope spinning, and his wife, Myrtle, did sharpshooting with her hubby holding targets, including very small balloons atop his head. Made a big hit. Immediately after their acts all boarded Meechy's cars (one of them a 12-cylinder Cadillac) and rambled back to Columbus.

FROM THE winter quarters of Raum's Attractions at Olney, Ill., E. (Pee Wee) Lunsford writes as follows: "C. L. Raum recently purchased one elk and contracted for three more thru Karl K. Knecht, of the Evansville (Ind.) Zoo. We are now having quite a bit of fun learning elkology. The said elk has been broken to halter and has had a few lessons in jumping. We have been able to get him to jump around four feet on the end of a lounge line. Jack says that if this one elk pans out as it should he will take delivery on the other three and add racing elk (to suckles) to his attractions next year. Mr. Raum and the writer recently leased the Moose Hall ballroom in this town. Opened under our management November 6 with three acts of floor show and dancing—no drinks served, just a straight dance policy. The acts were Jim Hawk, Indian roper; Orrville Santre, baritone singer, and Raum and Lunsford, comedy whips. We intend to use professional acts on Wednesday nights each week and amateurs on Saturday nights; dancing two nights each week."

DEMING, N. M., Nov. 23.—The annual Armistice Day Rodeo here, produced by Johnnie Mullens, was a huge success. The crowds were large in spite of a sandstorm the first two days. There were so many ropers the show was held over an extra day. The last day there were 123 steers and 92 calves roped. This was an amateur rodeo, but some fast time was made. There were 33 bucking horses ridden and 17 riders were bucked off. The fastest time made in team roping was by O. C. Glenn and G. Getz-

weller, of Benson, Ariz., 17.2-5 seconds. The fastest time made in calf roping was by Earl Moore, Olton, Tex., 16.3-5 seconds. Pinky Gist and Paul Soncrant did trick roping and fancy riding. Pinky did his usual good work as clowning. Winners in finals: Team Roping (total time three steers)—Earl Moore and P. C. Coates (76.4-5), Barton Carter and Homer Pettigrew (79.4-5), Pat Lewis and Jack Skipworth (80.4-5). Calf Roping (total time three calves)—O. C. Glenn (65.4-5), Roy Lewis (74.3-5), Olen Sims (76.3-5). Bulldogging (total time three steers)—Jack Hinson (73), Drew Hopkins (87), Shorty Matlock (108). Bronk Riding—John Barmess, Cecil Owsley, Drew Hopkins.

LOS ANGELES — The Will Rogers Memorial Rodeo, in conjunction with the 10th annual Live-Stock Show, opened Saturday, November 16, at the Union Stockyards. Noted in parade inaugurating the twin affairs, moving from City Hall, were Governor Frank Merriam, Mayor Frank L. Shaw, Tom Mix, Fred Stone and daughters, Gary Cooper, Snowy Baker, Rex Bell, Carmen Camarillo, William S. Hart and the famous mounted squad of Sheriff Eugene Biscailuz. Much of the prize stock was transported in trucks. A very colorful parade, over an hour in passing. The stock show runs eight days. The rodeo will henceforth be known as the Will Rogers Memorial Rodeo. The rodeo opened to almost capacity at the large inclosure at the stockyards. The executives, Fred Stone, chairman; Paul Hill and Bob Cooper, managers; Abe Lefton, announcer; judges, Dr. J. E. VanSant, Harry Huston and Andy Jauregui; timers, Juan Fuentes, Frank Reasons and Ed Lloyd. Some of the best talent in the country participated in the events and the bronks and Brahma bulls were plenty salty. The finals were held Sunday afternoon. Heavy rain the entire day kept the attendance down. Special features included Monte Montana and wife, trick riding and roping; Dickie Jones, Warner Bros.' Western star, trick riding and roping; Vera North and horse, Gypsy, Shirley Baron, on Danny Boy; Bernice Davidson, trick rider; Hank Durnell, Frank Gusty, trick roping and riding; Sonney, trained equine. The winners as announced: Wild Horse Races—John Effic, Brownie Cox, Slim Flagg. Steer Wrestling—Dave Campbell, Everett Bowman, Frank McCarroll. Bronk Riding—Irvin Collins and Leonard Ward split first and second; Clay Carr. Wild Cow Milking—Everett Bowman, Clay Carr, Dick Robbins. Steer Riding—

Smoky Snyder, Tom Bride, George Yardley. Calf Roping—Everett Bowman, Al Allen, Bill McCarroll. Bareback Bronk Riding—Fox O'Callahan, Frankie Schneider, and Smoky Snyder and Leonard Ward split third. All-round championship awarded to Everett Ward.

## Peru Pickups

PERU, Ind., Nov. 23.—Since return of Hagenbeck-Wallace Circus there has been much activity. Charles Getz, blacksmith, has removed all broken and loose shoes from baggage stock, in charge of Henry Brown, and ring and menage horses, John West. Bull barn superintendent, Cheerful Gardner, assisted by John Riley, is busy. Workers are Nick De Ambrosio, Arthur Welsh, Vincent Hubbard, Hurley Woodson and night watchman is Peter Gibbons.

In seal barn Edward (Dad) Copeland is in charge of Jimmy, baby giraffe, recently purchased. Is in daily conference with Emory Stiles, menagerie superintendent. Building also houses Pinkey, baby hippo; many seals and other animals. William Brown, trainer, returned last week with five seals from Brooklyn.

George Davis is in charge of hotel at the farm. The Christianas, riding stars, are working out daily at the farm.

Emmett Kelly, in clown alley on Cole Bros., and wife are wintering here. Red and Mitzl Sleeter, aerialists, arrived and are guests of parents. Dinty Moore is watchman at circus railway yards. Earl Lindsay, of Cole Bros., is a weekly visitor to city. Bobby Adkins, son of Mr. and Mrs. Adkins, is a patient at Duke's Memorial Hospital. Bob Fisher's Five Fearless Flyers renewed acquaintances here, en route from Bloomington, Ill., to New York. George Mack is again in charge of front gate and pump house.

## ROSE "JUMBO"

(Continued from page 47)

of the Roustabouts and Diavolo, and it is all very thrilling and satisfying. The circus acts, notably the Kimrils in their sensational aerial balancing on aviation apparatus, the Stonleys, balancing duo working above an open cage of a quartet of lions subjugated by Franz Woska, of John T. Benson's wild animal farm in Nashua, N. H.; Tiny Kline, in slide for lions and other turns; sextet of iron-jaw girls, including Helen Brown, Helen Cook, Edna Lee, Frances Haines McMasters, Victoria Miller and Liri Darling; perch acts, trap acts, wire acts, a colossal bri-

gade of acrobats, Lomas Troupe, stilt-walkers, 16 Foster Girls working aloft on giant rings, small-time cavalcade, freaks and working performers and finally, Josie DeMotte, famed rider of more than a generation ago and now in her seventies but still with plenty of her old verve, sell Jumbo for all it is worth. Lion cage is struck in a few seconds via a turntable. The charges, growling and leaping, with Stonleys teetering feverishly overhead, make an unbeatable sight.

Performance is original, gorgeously costumed, the animals rich in trappings and habiliments, but the undistinguished book shaped by Ben Hecht and Charles MacArthur, retards the progress of the show, being an unfortunate, uninspired musical comedy account of Conaside's wonder show with its income tax tribulations and its rebuffs from a circus competitor called Matthew Mulligan, whose son, Matt Jr., enacted by Donald Novis, the crooner, is in love with Mickey, Conaside's daughter, played by Gloria Grafton. Culmination is an aerial wedding above the ring, with a stilt-walker giving out the ceremony.

Jumbo is hard to describe. As circus it could use more of it. The continuity is lifeless and boring. The music, by Richard Rodgers and Lorenz Hart, is catchy, especially in the mass numbers. Giant props are utilized to the hilt. A. Robins, sharing the "laugh" sequence, runs away during this portion of the show with his captivating clown pantomime. John Benson has the menagerie in the basement, which is excellent side fare during intermission and before and after the show.

With more circus of the type offered Jumbo might run as long as maybe forever. Circus people especially should not fail to see it.

LEONARD TRAUBE.

of right. We know the duty we owe to our fellow beings and we know whether or not we are faithfully performing that duty. True, we are free moral agents and can, largely, choose our own course, create our own destiny, but we cannot escape from the consequences of our choice.

No man can live unto himself. He must and he does exercise some influence upon those about him and our final value to humanity must, therefore, be judged by the results of that influence. If we love mankind and lend our aid to those less strong than ourselves, if in our daily intercourse with them we are a help to our fellows, we are certainly coming nearer to what our intelligence tells us He would desire us to be than we would were we to refuse to manfully do the part that our conscience tells us is ours to do.

Fellow Saints and Sinners, you owe a duty to mankind. Are you fulfilling it? There are two roads open to you. Will you join hands with your fellows and leave with them, when you are gone, a memory filled with love and affection? Will you attempt to stand alone and leave a record of selfishness and ingratitude? Will you be remembered as a real man or only as a human bubble? The choice is yours, and you, yes, you alone, must choose.

JOHN C. GOODE, National President.



## Circus Saints and Sinners Club

For the Old Troupier and a Home

### The President's Message

It is told of the late P. T. Barnum, that in giving final instructions to a new advance man, the great showman said: "Remember, you are to make people talk about Barnum's Circus. Get them to talk good about it if you can, but get them to say something, for if we can secure patronage of all the friends of those who talk good about us, and the patronage of all the enemies of those who talk bad about us, we will always show to a full canvas."

I believe that Barnum was right; anyhow he made his business win, and that is what the Circus Saints and Sinners Club of America is trying to do and show to the world that it has a right for its existence.

Turn back the pages of history and we see long caravans of gypsy-like folks wending their way across the countries of Europe, stopping here and there to give performances of feats of daring and skill that would strangely remind us of the circus of today, which is none other than one big family of contented, respected, unselfish and loyal folks, performing their mission in life, as did the jesters of old, who walked with kings, risking their heads to make people laugh.

When the Old Troupier has reached the sunset of life, and his usefulness under the Big Top is spent, the skies of his happiness become overcast and mistor-tunes multiply, then it is, we trust, that the Circus Saints and Sinners Club of America may come to him like a Ray of Hope across a cheerless prospect.

The pages of human history are filled with sad stories of men and women who, for a day, were the wonders of their age,

but whose very names are forgotten now and are only recalled by their association with the history of their time which the deeds of others have made permanent. Like the pipe-made bubbles of our youth, they dazzled and enchanted for the moment, but, being created of nothing of a permanent nature, they returned to the nothingness from which they came, leaving the student of nature to wonder, if it is true that nothing was ever created in vain, what was the purpose of their existence? Were their lives given as a warning of a fate we should avoid?

The human soul is the masterpiece of the Creator's handiwork. In the creation of the world and all it contains, the human being was the last, and the greatest of them all, and certainly it was not intended by Him that his crowning achievement should be a waste. Certainly it was not His intent that any human being should be placed here without some definite purpose without some duty and relationship to the balance of mankind. True, some are called to larger duties than are others, that is, larger as they are measured by our human standards, but who knows the standards by which He measures us? Who can tell the value He places upon the mission each individual is called upon to perform? Who even knows what his own true mission in life is?

Uncertain as we must be, to a large extent, as to the real purpose of our own existence, falling often to understand just what is expected of us, yet there is, deep down in the soul of each of us, a something that we call our conscience, which, until we benumb it by neglect or kill it with abuse, never fails to warn us when we would wander from the path

## KAY BROS. CIRCUS

WANT FOR SEASON 1936

Outstanding Feature Acts, Seal Act, Lion or Tiger Act, Novelty Acts, Clowns with good wardrobe and make-ups, good "Goulet" Worker, Single and Double Performers, BAND LEADER and Musicians on all instruments, Combination Billers, must drive, FEATURE Act for Concert, WILL BUY Menage Horse and Bucking Mule. Privileges for sale. Always a long season. WILL BUY Camels, also 2 small Female Elephants. FOR SALE—70 with 3 50 Saddles, 20x20 Marquee, one 45' Round Top; Tanglewail Calliope mounted on 3/4-ton Dodge Panel, all road shape. WM. KET-ROW, Kay Bros. Circus, Box 362, Petersburg, Va.

## MOTORIZED CIRCUS WANTS

High-Class Circus People in all departments. Shows open middle January. Address HARRY E. HAAG, Royal Center, Ind., or P. O. Box 122, Mobile, Ala.

CIRCUS WAGON WHEEL PAPER WEIGHT, 3" exact copy, 16 spokes and sunbursts, beautifully colored. A work of art. WAS \$2.00. \$1.00. COLE CIRCUS VIEWS. Fine views of Rums, Train, Lot, Parade, Tableau Closets, etc. Also 1934 Hagenbeck-Wallace Parade. Write for list. Sentals. 20c. ROBERT D. GOOD, 27 S. 10th St., Allentown, Pa.

# NAAPPB PROGRAM IS READY

## Overflow of Exhibits Pronounced Tangible Evidence of Biz Pickup

*Biggest exposition of devices and merchandise features in five or six years is indicated—comprehensive lineup of subjects and speakers takes in all branches*

CHICAGO, Nov. 23.—In announcing the program for the convention of the National Association of Amusement Parks, Pools and Beaches and allied bodies in the Hotel Sherman here on December 2-6, Secretary A. R. Hodge, Chicago, said he considered it the most comprehensive and interesting ever prepared for national sessions of the organization. Program committee comprises Richard F. Lusse, Philadelphia, chairman; Paul C. Morris, Playland, Rye, N. Y., vice-chairman; Leslie G. Anderson, *The Billboard*, Cincinnati; Charles H. Potter, Fred Fansher, New York, and Edward L. Schott, Cincinnati. There have been busy scenes for weeks in the secretary's offices, Suite 2410, 100 North LaSalle street, where there has been concentration on sale of space for exhibits in co-operation with the New York office of the American Recreational Equipment Association, formerly the Manufacturers' Division.

### Banquet Scheduled Early

"The result is the biggest exposition of amusement devices and equipment to be presented in the last five or six years," declared Secretary Hodge. "The main exhibit hall has been completely sold out and much of the overflow space on the mezzanine balcony is to be occupied by exhibits. This is an outstanding achievement and tangible evidence of the pickup in general industrial conditions. Many new devices and equipment features, as well as merchandise and service novelties, will be on view.

"The banquet and ball Wednesday night, December 4, is being held early in the convention this year, rather than on closing night, to start the big show off with a bang. It is felt that this change will afford many an opportunity to attend. (See NAAPPB on page 54)

### Governors See Returning Prosperity to Travel Biz

ATLANTIC CITY, Nov. 23.—Unsettled foreign conditions and concentrated effort by hotels and other advertisers to stress the "See America First" slogan, are bringing back prosperity to resort and hotel business. Gov. Louis Brann of Maine told the American Hotel Association in convention here.

Gov. Harold G. Hoffman of New Jersey described the progress being made in New Jersey along the line of travel promotion and publicity. It was pointed out that since Jersey resorts have given serious study to publicity, business has been on the increase.

Tourist camps and cabins came in for a rap by the convention and a fight against them was advocated. It was reported 500 tourist camps are built each year and are proving serious competition with hotels.

### Storm Loss in Connecticut

BRIDGEPORT, Conn., Nov. 23.—During a raging wind and rain storm last week Cummings Park Beach, Stamford, Conn., sustained damages estimated at over \$3,000 to the bathing pavilion. In Old Greenwich a 450-foot pier of Greenwich Inn Club was swept away. In Pleasure Beach Park, Bridgeport, the island was partly submerged and many cottages were damaged. Fairfield Beach was marooned. Damage at Compo Beach, Westport, was considerable, with over 1,000 feet of seawall destroyed. Seaside Park Beach, Bridgeport, also lost almost 1,000 feet of seawall, while beaches in Milford, including Myrtle Beach, Walnut Beach, Silver Sands and Woodmont, had parts entirely inundated.

### Davis Passes in Harrisburg

CINCINNATI, Nov. 23.—Identified with establishment of Paxtang Amusement Park and long its manager in Harrisburg, Pa., details of the death on November 14 of Felix M. Davis are in the Final Curtain in this issue of *The Billboard*.

## Modernization For Steel Pier

*Architectural and lighting revolution is revealed by Gravatt—to import acts*

ATLANTIC CITY, Nov. 23.—Steel Pier in 1936 will go streamline, with all modern ideas of architecture, including latest in indirect lighting. President Frank P. Gravatt has revealed that a large number of improvements are in mind. Pier front on the Boardwalk, nearly a block wide, has been a conglomeration of lights, ideas and sounds which pulled them inside with a bang, as box-office figures show.

However, in keeping with modern ideas, President Gravatt said he had some revolutionary ideas concerning the front for next season, including latest architectural creations, a new Boardwalk sign to outshine the present one and a lot of trick lighting.

He plans to rebuild exhibit departments and arrangements are being made for movie exhibits. A new lot of baby wild animals with greater variety than before will be brought from Warren Buck's zoo, while a new program of novelties will be presented. Mr. Gravatt said Charles Hart has left for Europe to import a score or more thrill acts for next season to be put in the outdoor stadium, where Carver Diving Horses, High-Diving Hawaiians and Miss Camille on the high pole will be the only holdovers.

While no new theaters will be built (See MODERNIZATION on page 54)

### Profit Reported in Portugal

PARIS, Nov. 18.—Alvise Forti, of the JAK firm, recently visited Lisbon, Portugal, where his firm is interested in the local amusement spot, Luna Park. He reports that business at the park was none too brisk, profits of only about \$5,000 for the summer being shown.

## Meyers Lake Has Expansion Plan Following Pickup in Eastern Ohio

CANTON, O., Nov. 23.—A construction program to include many new midway features and at least three new rides is planned for Meyers Lake Park here before opening of the 1936 season next May. President George Sinclair, Meyers Lake Park Company, operator of the widely-known Eastern Ohio amusement spot, said this week.

"We have not definitely decided what improvements will be made and what new features will be added to the midway," he added, "but we hope to install the most recent in fun features, make changes to the bathing beach, enlarge the boardwalk along the bathing beach, continue our beautification program and build an open-air dance pavilion."

Meyers Lake Park was one of the first



HARRY A. ACKLEY, chairman of the entertainment committee, which is in charge of the banquet and ball at the annual convention of the National Association of Amusement Parks, Pools and Beaches in the Hotel Sherman, Chicago, on December 2-6. The social event will be held early in the meeting this year, on December 4, to insure attendance of members who may have to leave before the final sessions.

## Accident Roll Is Improving

*Risk situation appears to indicate lower rate—Alexander on committee work*

By N. S. ALEXANDER

PHILADELPHIA, Nov. 23.—The public liability insurance committee of the NAAPPB, appointed by President Harry C. Baker as a result of the meeting held at the Hotel New Yorker, New York City, on August 15, consists of Herbert P. Schmeck, Philadelphia Toboggan Company, Philadelphia; Leonard B. Schloss, Glen Echo Park, Glen Echo, Md.; Fred W. Pearce, F. W. Pearce & Company, Detroit; A. B. McSwain, Kennywood Park, Pittsburgh; Edward L. Schott, Coney Island, Inc., Cincinnati; Richard F. Lusse, Lusse Brothers, Philadelphia; Harry C. Baker, ex-officio, Harry C. Baker, Inc., New York; N. S. Alexander, Woodside Park, Philadelphia, chairman.

Its members have been engaged in conferences and negotiations with representatives of several different insurance interests to ascertain what changes could be made in the present method of placing this coverage for amusement parks, pools and beaches to improve the existing cnerous rate situation.

### Progress With Official

A meeting was held on October 15, 1935, at the New Yorker Hotel, New York, which was an all-day session, attended by President Baker, and in the course of which several proposals were discussed.

Another meeting was held on November 12, 1935, at the Lord Baltimore Hotel, Baltimore, when the committee called upon S. Blount Mason, vice-president of the United States Fidelity and Guaranty Company. Several hours were spent with him and his associates, and all matters relating to the insurance problem of our industry were placed before them.

Mr. Mason stated that his company was anxious to retain this business and promised to take up at the earliest possible time with the New York Bureau of Casualty Underwriters, who control the situation, the question of reducing rates and minimum premiums and correcting certain other conditions which were brought to his attention.

### Report to Convention

The accident experience of the park and pool industry during the last five years has been improving, and he stated that a reduction in rates seemed to be indicated for 1936. It is the judgment of the committee that careful consideration of our situation will be given by the United States Fidelity and Guaranty Company, and the committee hopes to have definite information for presentation at the Chicago convention on December 2-6 in the Hotel Sherman.

In addition to the call made at the offices of the United States Fidelity and Guaranty Company, the committee in- (See ACCIDENT ROLL on page 54)

## Resorts in Jersey Hard Hit by Storm

ATLANTIC CITY, Nov. 23.—South Jersey coast resorts were hard hit by the nor'easter over the week-end. Thousands of dollars in property damage was caused by 66-mile-an-hour gales, which destroyed Ventnor City fishing pier, tore away Boardwalk bits and approaches in Atlantic City and Margate, and submerged the Inlet and its pleasure shipping.

A checkup of Atlantic City piers shows that, altho battered, little damage was done, as most outdoor stuff had been lashed down for winter.

The amusement venture suffering heaviest loss was Paxon's Zoo on Absecon boulevard, where bay waters swept over the boulevard, cutting off traffic to Atlantic City and causing estimated loss to the zoo of \$7,000. Several reindeer, among larger animals, perished.

A one-story frame structure at Pacific avenue and the Walk, which housed a concession last summer, was swept away. Life-guard stands in Ventnor also went to sea. Entire beach front of both resorts was scattered with wreckage, and crews are out clearing up.

Ocean City suffered to the tune of \$25,000. Railroads into the city were tied up over the week-end and auto (See RESORTS IN JERSEY on page 54)

## Bordeaux Circus Lot Taken For a New Amusement Park

PARIS, Nov. 18.—The JAK firm, Faure & Forti, of the Palais Berlitz, operators of one of the big amusement parks at Brussels' World's Fair, have acquired control of the American Park in Bordeaux, which they will transform into a modern amusement park. American Park now serves as circus lot and site for open-air spectacles.

New owners will wall in the grounds, construct an attractive entrance, install modern lighting and provide up-to-date rides, dance hall, restaurant and bar.

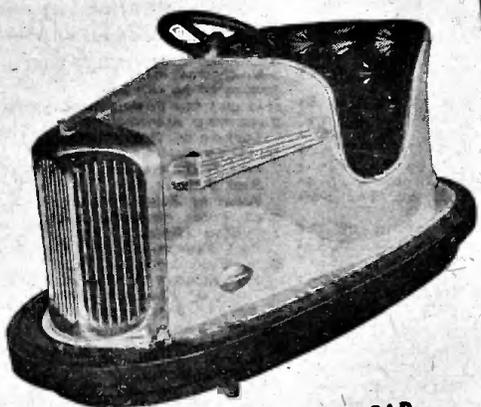
Among rides and other attractions planned are a Scenic Railway, Auto and Water Scooter rides, Water Chute, Toboggan, Bug, Auto Race Track, Mystic River, a sportland and numerous small games and concessions. Faure & Forti are planning to inaugurate the park at Easter.

# LUSSE SKOOTERS

## HELP INCREASE GROSS RECEIPTS

## AT WEST VIEW PARK

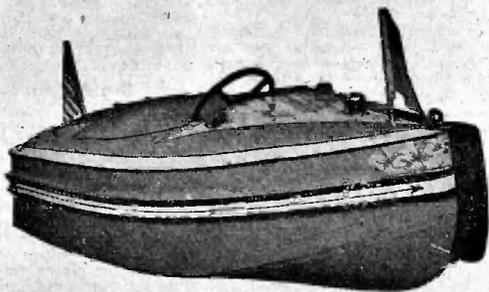
*Pittsburgh, Pa.*



1936 AUTO-SKOOTER CAR

**T**HE Auto-Skooter is designed with streamlined body, richly decorated, chromium-plated radiator shell, front wheel drive with transmission enclosed, free wheeling, cushioned axles, steel faced bumper, electrically lighted cowl lamps, deep cushioned upholstery, soft rubber steering wheel.

The Auto-Skooter is the only Car which can rightfully boast of all these **EXCLUSIVE FEATURES.**



1936 WATER-SKOOTER BOAT

**T**HE Water-Skooter with its smart, speedy and beautiful lines consists of sturdy construction, stronger than many boats several times its size. The hull is constructed so that it will withstand hard abuse, yet glide with the utmost ease, giving the appearance of a sleek speedster. It will give many years of dependable and carefree service. All boat fittings are of brass and chromium plated.

Among other reasons for a better business in 1935 over 1934, Manager C. L. Beares, Jr., says: "This increase may be attributed, of course, to better conditions and was helped by installation of Water and Auto Skooters."

*Reprinted From The Billboard*

The Same Was True of **KENNYWOOD PARK**, Pittsburgh

**IF YOU INSTALL THE AUTO AND WATER SKOOTER YOU ARE ASSURED OF IMMEDIATE AND LASTING PROFITS.**

**THEY ARE** the two superior **DRIVE-IT-YOURSELF** Rides that patrons wherever installed could not resist.

**THEY ARE** the **LEADERS** of **ALL REPEAT RIDES.**

**THEY ARE** the first rides in any location to open and the last to close.

**THEY ARE** the recognized champions in appearance and performance.

**THEY ARE** the two depression-tested rides which have made their patrons **SMILE** and **REAPED PROFITS** for the **OPERATOR.**

**THEY ARE** the two popular attractions which pay **BIG DIVIDENDS** on a **SMALL INVESTMENT.**

**THE WATER-SKOOTER HAS BEEN INSTALLED IN VARIOUS BODIES OF WATER, SUCH AS LAKES, BAYS, LAGOONS, RIVERS, WINDING CANALS AND ARTIFICIAL CONCRETE POOLS, AND OWNERS WHEREVER INSTALLED WERE REWARDED WITH HANDSOME PROFITS.**

*We are sure we can convince the most **SKEPTICAL** that the Auto-Skooter and Water-Skooter are by far the most modern, practical, attractive and profitable devices that are possible for you to install.*

**PLEASE SEND FOR ILLUSTRATED CATALOGUE, PRICES AND PARTICULARS, FOR WHICH YOU WILL NOT BE OBLIGATED IN ANY WAY.**

*See Our Display at **NAAPPB Convention** in Chicago—Booths 3 and 4*

**LUSSE BROS., Inc., 2803-5-7-9 N. Fairhill St., Philadelphia, Pa., U. S. A.**  
**LUSSE BROS., Ltd., Central House, 45 Kingsway, London, W. C. 2, England**

## MIAMI MILLION DOLLAR PIER

Few choice locations for concessions—not conflicting, all exclusive. What have you? Frozen Custard, Palmist, Scales, Candy Kitchen, Souvenirs, Novelities. Demonstrators, get in touch; wheels O. K. Rides—Want Skooter, Dark Ride, others, Kiddie Rides, Pony Track, Shows of Merit, Hawaiians, etc. Kuma, write, anything new and novel. Thousands of dollars expended by new owners to make pier outstanding winter amusement center in the country. Investigate this unusual opportunity. Apply FRED H. PONTY, Mgr., Miami Beach, Fla.

## HARRY C. BAKER, Inc.

Designing, Construction and Remodeling of  
**AMUSEMENT PARKS—ROLLER COASTERS—MILLS**  
**PARK STRUCTURES—SWIMMING POOLS**

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 Cable Address, "Harbak"

We Have Several Park Clients Seeking Concessionaires  
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Play it at the  
**N. A. A. P. P. & B. Convention**

The Perfect Setup for Indoor and  
 Outdoor Locations

Write for Catalogue

COIN CONTROLLED  
**National Skee-Ball Company**  
 CONEY ISLAND NEW YORK

## SCOOTA BOATS

Scoota Boats operated in shallow water were first to utilize defunct Swimming Pools, Fun Houses, Dance Parlors, etc., for a successful boat ride. Mahogany wood is the best material for constructing boats for this use. Inexpensive pools for only 18 inches of water can be made of wood or concrete for either our electrical or gasoline boats, or natural water can be used. Our Coney Island fleet averaged almost \$1,000 per boat—this, their third season. Our new inflated tire makes bumping an additional pleasure while perfectly protecting the boats.

Good used Fanny Arcade available. New Rides, used Rides, Kiddie Rides. Waves for Pools. Exporting.

**R. S. UZZELL CORP.** 130 W. 42nd St., New York City



**NAAPPB**  
 (Continued from page 52)

tend who may find it necessary to return to their homes before conclusion of the meeting, and this function has always been an outstanding feature."

The program, subject to some changes, is as follows:

**Monday, December 2**

8:00 a.m.—Exhibition hall open to all exhibitors for installation of exhibits.

7:30 p.m.—Meeting of American Recreational Equipment Association in the Gray Room, Hotel Sherman. Program prepared by R. S. Uzzell, secretary.

After the Pin Games, What?, William Rabkin, president International Mutoscope Reel Company, New York.

7:40 p.m.—How To Collect For Small Units, W. St. C. Jones, president William B. Berry Company, Boston.

7:50 p.m.—Evolution and Romance and Special Trends in Steel Construction, V. G. Iden, secretary American Institute of Steel Construction, Inc., New York.

8:20 p.m.—Bringing Out a New Device in the Depression, L. L. Custer, president L. L. Custer Specialty Company, Dayton, O.

8:30 p.m.—Modern Sound Equipment, O. E. Richardson, Chicago district manager Graybar Electric Company, Inc.

8:50 p.m.—How Riverview Park was Rehabilitated by Salvage From the Chicago Exposition, Frank Gaynor, building inspector, Chicago.

9:00 p.m.—Conditional Sales Laws Have Changed in One-Third of the States, C. V. Starkweather, secretary Spillman Engineering Corporation, North Tonawanda, N. Y.

9:10 p.m.—The Henry Ford Film of the San Diego Exposition, presented by H. A. Schuetz, representative Ford Motor Company.

All members and visitors are cordially invited to the showing of the Ford film.

**BUSINESS SESSION**

9:50 p.m.—President's address and report on the organization of the American Recreational Equipment Association, Maurice Plesien, New York.

10:10 p.m.—Report of treasurer, Harry C. Baker, New York.

10:25 p.m.—Reports of special committees.

10:40 p.m.—New business.

11:00 p.m.—Report of nominating committee.

**Tuesday, December 3**  
**EXHIBITORS' DAY**

8:00 a.m. to 1:00 p.m.—Exhibition hall open to exhibitors only for installation of exhibits.

9:30 a.m.—Reception committee meeting arriving delegates and guests and assisting in arranging of their accommodations: George Lauerman, chairman; John Campbell, A. E. Gurtler, George Baker, W. D. Acton, Dudley Scott, Raymond Luse and Paul C. Morris. Ladies' special reception committee, Miss Ida Cohen, chairman; Mrs. Harry Ackley and Mrs. Mabel Kilally.

10:00 a.m.—Registration of delegates and guests.

1:00 p.m.—Exhibition hall closed to everyone except jury of awards.

2:00 p.m. to 11:00 p.m.—Exhibition hall open. Exhibitors extend a cordial welcome and invitation to all delegates and guests to visit and inspect exhibits and displays.

3:30 p.m.—Meeting of board of directors of National Association of Amusement Parks, Pools and Beaches.

8:30 p.m.—Specialties to be presented in the exhibition hall.

**Wednesday, December 4**

9:30 a.m.—Reception committee meeting arrivals.

9:30 a.m. to 12 noon—Registration of delegates and guests.

9:30 a.m. to 12 noon—Exhibition hall open to visitors.

9:50 p.m.—Program session of National Association of Amusement Parks, Pools and Beaches begins.

1:30 p.m.—Address by President Harry C. Baker.

1:45 p.m.—Report of program committee, Richard F. Lusse, chairman.

1:55 p.m.—Address of welcome by mayor of Chicago.

2:00 p.m.—Does Labor Day Come Too Early? (paper and discussion), J. E. Lambie Jr., Euclid Beach Park, Cleveland.

2:15 p.m.—Are Week-End Operations of Amusement Parks, Pools and Beaches Prior to Opening and After the Closing of the Regular Park Season a Profitable Venture? Opinions by men who know.

2:25 p.m.—A word of greeting from the International Association of Fairs and Expositions.

2:30 p.m.—Salesmanship and Showmanship, A. C. Hartmann, editor of The Billboard, Cincinnati.

2:45 p.m.—What Innovation Can Be Sponsored by the National Association of Amusement Parks, Pools and Beaches That Will Gain Nation-Wide Publicity for the Industry? (Paper and discussion) Richard F. Lusse, Lusse Brothers, Philadelphia; Leslie G. Anderson, The Billboard, Cincinnati.

3:15 p.m.—Executive session of the NAAPPB; reading of minutes, annual report of secretary, annual report of treasurer, report of audit of the treasurer, report of committees, report of liability insurance committee, to be followed by discussion.

Report of Committees—Convention location, entertainment, executive, exhibits arrangements, finance, insurance, legislative, membership, manufacturers' and dealers' awards, nominating, program, publicity, reception, resolutions, service awards, safety codes, special insurance, Swim-for-Health Week.

4:30 p.m.—Discussion of Sweepstakes, Phoney Money, Country Stores, Raffle Autos and lottery propositions in parks, ballrooms, etc. under direction Richard F. Lusse, chairman program committee.

4:30 p.m.—Surprise contest held in general meeting hall.

4:30 p.m.—Exhibition hall open to visitors.

6:30 p.m.—Exhibition hall closes promptly.

7:30 p.m.—Banquet in grand ballroom, Harry A. Ackley, chairman entertainment committee.

**Thursday, December 5**

9:30 a.m. to 12 noon—Exhibition hall open to all visitors.

9:30 a.m. to 12 noon—Program session of the New England Section of the National Association of Amusement Parks, Pools and Beaches.

1:30 p.m.—Program session of the NAAPPB resumes. Competition Between Parks, Pools and Beaches Privately Owned and Those Operated by Public Bodies, C. H. Potter, Miamiar Pool, New York.

1:45 p.m.—Fluorescent and Luminous Paints and Their Application to Parks, Pools and Beaches, Fred Fansher, amusements, New York.

2 p.m.—What is the Future of the Ballroom in our Parks? John J. Carlin, Carlin's Park, Baltimore.

2:15 p.m.—The Newly-Formed Pennsylvania Amusement Park And Pool Association and a Discussion of New Laus, Robert L. Piarr, Dorney Park, Allentown.

2:45 p.m.—Rebuilding a Million Dollar Amusement Park in Depression Times, Irving Rosenthal, Palisades Park, Palisade, N. J., experiences and discussion by others.

3:10 p.m.—The Advantages and Disadvantages of a Combination Ticket, Louis Meisel, Rockaways' Playland, Rockaway Beach, N. Y.

3:30 p.m.—Will Drastic Cuts in Admission Fees Made During Depression Times Be a Serious Handicap to Parks, Pools and Beaches When Good Times Return? George F. Trier, Trier's Amusement Park, Ft. Wayne, Ind.

3:45 p.m.—Promotion of Picnics, Stunts, Special Days and Their Value to Parks, Pools and Beaches, A. B. McSwigan, Kenneywood Park, Pittsburgh.

4 p.m.—Horse and Dog Racing and Their Effect Upon Our Industry and the Community in Which We Live, Representative of the New England Section of the NAAPPB.

4:15 p.m.—Things That Our Parks, Pools and Beaches Need Most, George A. Hamid, New York.

4:30 p.m.—What We as Members Expect From the Association and What the Association Expects From Its Members. General discussion from the floor.

4:45 p.m.—Bank Night, A. L. Filograsso, Riverview Park, Chicago, Demonstration by Harry Smythe of the Affiliated Enterprises, Inc., owners of the Bank Night Plan.

7 p.m.—Directors' meeting.

8:30 p.m.—Gala night in the exhibition hall.

**Friday, December 6**

9:30 a.m. to 12 noon—Exhibition hall open to visitors.

1:30 p.m.—Program session of the NAAPPB resumes.

Presentation of the newly-elected officers of the NAAPPB.

1:40 p.m.—The Value of a Modern, Up-to-Date Repair Shop and Good Mechanics in an Amusement Park, Dudley A. Scott, superintendent, Euclid Beach Park, Cleveland.

2:00 p.m.—Merchandising, Arthur Brayton, Marshall Field and Company (Retail) Chicago.

2:15 p.m.—General discussion relative to pool, beach and swimming topics exclusively.

The Value of a Pool or Beach to an Amusement Park.

Co-Operation of Local Pool Owners as Evidenced by the New York City Association and the Philadelphia and Suburban Swimming Associations.

Lockers vs. Bags or Basket Systems in Handling Patrons.

New Filtration and Sterilization Ideas.

Pool Paint.

Value of Sand Beaches in Connection with Pools and the Best Methods of Handling Them.

Pool Equipment, Diving Boards, Ladders, Wave Machines, etc.

Refreshment Services at Pools.

Value of Play Areas Equipment With Handball, Basket Ball, Shuffle Boards, Punching Bags, etc., for Use of Pool and Beach Patrons.

Liability Insurance.

Night Bathing.

Under-Water and Overhead Lighting.

Possibilities of Winter Operations.

Prices of Admission.

3:45 p.m.—Taxes and What They Mean to Our Industry, James A. Donovan, Attorney, Dodgem Corporation, Lawrence, Mass.

4 p.m.—How We Can Make Better Use of Our Free Attractions, M. H. Barnes, Barnes-Carruthers, Chicago.

4:15 p.m.—How We Can Make Better Use of Our Fireworks Displays, Frank P. Duffield, Charles H. Duffield Fireworks Productions, Inc., Chicago.

4:45 p.m.—The Brussels Exposition, Maurice Plesien, National Skee-Ball Company, Coney Island, N. Y., president of the American Recreation Equipment Association.

4:55 p.m.—The Dallas Exposition.

5 p.m.—Chicago's Permanent World's Fair, Frank W. Darling, New York and Chicago.

5:15 p.m.—The 1939 World's Fair in New York City, R. S. Uzzell, R. S. Uzzell Corporation, New York, official committeeman by appointment of the Borough of Queens County, New York.

5:30 p.m.—Exhibition hall open to all visitors.

8:30 p.m.—Special features in the exhibition hall; prizes given away.

**MODERNIZATION**  
 (Continued from page 52)

on the pier, the present ones will be torn out and modernized considerably. Frank Elliott, Philadelphia, said the minstrels will again have a featured spot on the pier program and that he will enlarge the troupe, which boasts of continued existence since 1898.

**RESORTS IN JERSEY**  
 (Continued from page 52)

travel was out of the question. Heating system of Municipal Pier was cut off when tides rose, a 100-foot section of the Bath and Turf Fishing Pier at northeast point of the island being torn away.

Mayor C. D. White, Atlantic City, owner of the Marborough-Blenheim Hotel on the beach front, manned the police patrol and transferred many families from the under-water inlet section to the hotel, where they were "guests" until after the blow.

**ACCIDENT ROLL**  
 (Continued from page 52)

terviewed representatives of two other interests and spent much time in discussing the subject in general, so that several alternate plans for handling this insurance may be in final shape and ready for submission to our members in Chicago.

Up to the present time the committee can report progress as above outlined and feels that benefit to the industry will result from the work being done. A full report will be given in Chicago after the next meeting of the committee, called for December 8 in the Hotel Sherman.



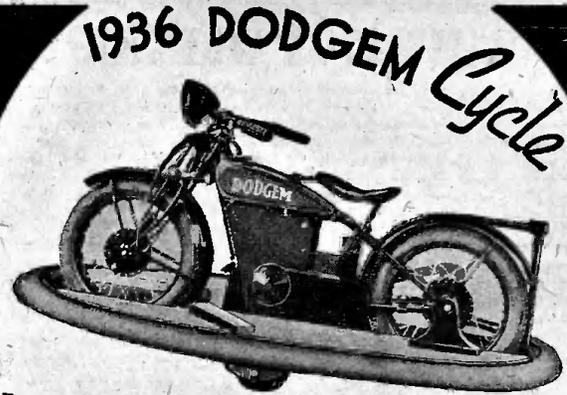
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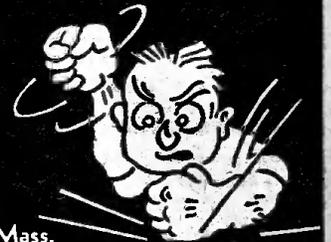


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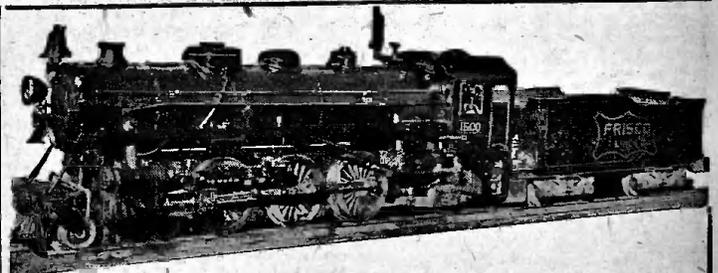
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# Seven Hundred Years of Fireworks

By WALLIE SACKETT



RIAR ROGER BACON, that amusing English monk whose scientific discoveries were hidden among his books by means of ciphers, in all probability was the Anglo-Saxon discoverer of gunpowder, which is one of the basic substances in modern fireworks. Writing in his monkish cell in the year 1242 and carefully burying his secret by an intricate anagram which has since been unraveled, he told of mixing saltpeter, charcoal and sulphur as a "diversion," and making a resultant substance that produced "noise like thunder and flashes like lightning."



Wallie Sackett

But little did Roger Bacon dream of the effects his "diversion" was to work on the whole world. For one thing, it changed the whole course in the science of war. Another thing it helped to give the world a brand new art—the art of pyrotechny, or fireworks. And now if Roger Bacon could return to see what mighty effects are being wrought with his invention, combined with modern chemicals, he would hold up his hands and stare goggle-eyed in amazement.

The time when man began to use it for show is lost in the mists of the ages. When the savage tribes discovered that fire could be communicated they may be suspected of starting blazes in the forests for the fun of the thing—just to look at them—until, finding that the flames burned up their shelters of leaves and licked them up in their caves, they had to get busy with schemes to keep the inferno within limit.

And so it came to pass that eventually they found a way of setting a fire to stand aloft from and look at and later even to shut it up in rude heat-proof pots and to carry it around with them. They used to warm the little insides of their iron gods with flaming stuffs and poke holes thru the tops of their heads and thru their noses so they could enjoy the sight of the escaping blaze. The arms of Moloch were not beautiful enough to embrace the babes of savage mothers placed in them for hideous sacrifice till the fire demon inside had made them radiant. Of course, if they could play safely with fire in some ways they looked around for other ways to play with it. There doubtless we have the beginning of all the wonders of modern pyrotechnics. And it doesn't seem to have taken the fellows long to improve the trick, either, with some real necromancers in the art hobbing up here and there for special parts, even in the days we know little about.

The traditions of the Far East are aglow with fire romances. Grecian mythology is aflame with fire gods. Some magician carried Elijah to heaven. Moses must have been a past master in the art to have turned a bush into a blaze with the stroke of his staff. And what about the skill of the torch-bearing conjurers who ruddied the eastern skies with burning Rome as a feast for the fiddling Nero's eyes?

These miracles of fire were at the start staged only, however, for state occasions or only to light up royal ceremonies as, for instance, when King Hal-

married Anne Boleyn, or, as in Rome when a new Pope was elected. The splendid Augustan period in Rome had not been entirely unfamiliar with them in the ruder states, but it remained for the Crusaders to bring the gunpowder torch of the Orient to light the way out of the dark ages of the West. The wrapping of gunpowder in paper rolls into the fire-cracker that was the joy of our boyhood Fourth of July is an art that climbed to us over the walls of

IT'S a fact that Wallie Sackett is another New Yorker who is making good in Iowa. He's the publisher-editor of a string of semi-monthly publications in the State where the tall corn grows, known as "Tweetie", whose columns are devoted to the local lovers of the screen. Wallie started these papers five years ago to create himself a job at the beginning of the so-called depression. He has always been known as the ever-smiling boy press agent.

In his early years he wrote for The New York Dramatic Mirror, during Harrison Grey Fiske's ownership; The New York Evening Sun, under Chester Lord; the old New York World, and for The Billboard in Chicago he was editorial writer and drama critic. Before all this he was a student at Princeton University (A B degree); is a member of the Theatrical Press Representatives of America, the Showmen's League of America and the Benevolent and Protective Order of Elks No. 741. He was born in East Orange, N. J., of a newspaper family—son of the late William Edgar Sackett who for the greater part of his life was a political editorial writer for The New York Times and had been in the news rooms for over half a century. As press agent and business manager Wallie piloted the trans-continental tours of such stage luminaries as Bertha Golland in "Dorothy Vernon of Haddon Hall", Madame Helena Modjeska in Shakespearean repertoire, Marie Wainwright, Lewis Morrison, Raymond Hitchcock, Berliand and Carr in their "Potash & Perlmutter" series, the Sistine Chapel Choir from the Vatican at Rome, Italy, and in later years many musical comedy epics for the Selwyns and L. Lawrence Weber.

For 10 summers he was general press representative of Thearle-Duffield Fireworks and wrote every line of copy about their pyrotechnic spectacles. He, too, handled the publicity for "Rome Under Nero" at Detroit during a summer of the Motor City's "The Awakening" for Charles H. Duffield and the late Edward F. Carruthers. He has had a swing at pictures also when he was the exploitation manager of "The Shepherd of the Hills" for Harold Bell Wright, the author. Including a season with one of the big circuses, Sackett has certainly run the gamut of show business outside of ever being with a carnival.

the Flowery Kingdom. Clamor, a Nuremberg fire-sprite, advanced the art early in the 17th century, enough to get his name into history.



But the really scientific use of gunpowder for display came to perfection right here in America when modern pyrotechnicians opened shops in New York City, who have since become famous for the paintings they have burned in the face of the skies, till now the use of fireworks has come into recognition as a specialized science. The United States government itself maintains a fireworks college in Washington, D. C., for the instruction of its war officers in their employment. That college, of course, devotes itself chiefly to the devising of bombs for the foe that dares to put up for us. But the meteoric burst in the air of these bombs is reproduced every day in the week with all its roar and thunder for the entertainment of the throngs that swarm the pleasure places of the land.

Indeed, the modern pyrotechnician can do any stunt imaginable in the reproduction of real things in figures of fire. Even the plunge and dash of Niagara Falls has been put before the eyes of the astonished natives—think of turning fire into a rushing water! The pyrotechnician and the Indian are the only fellows who know how to make fire and water go together.

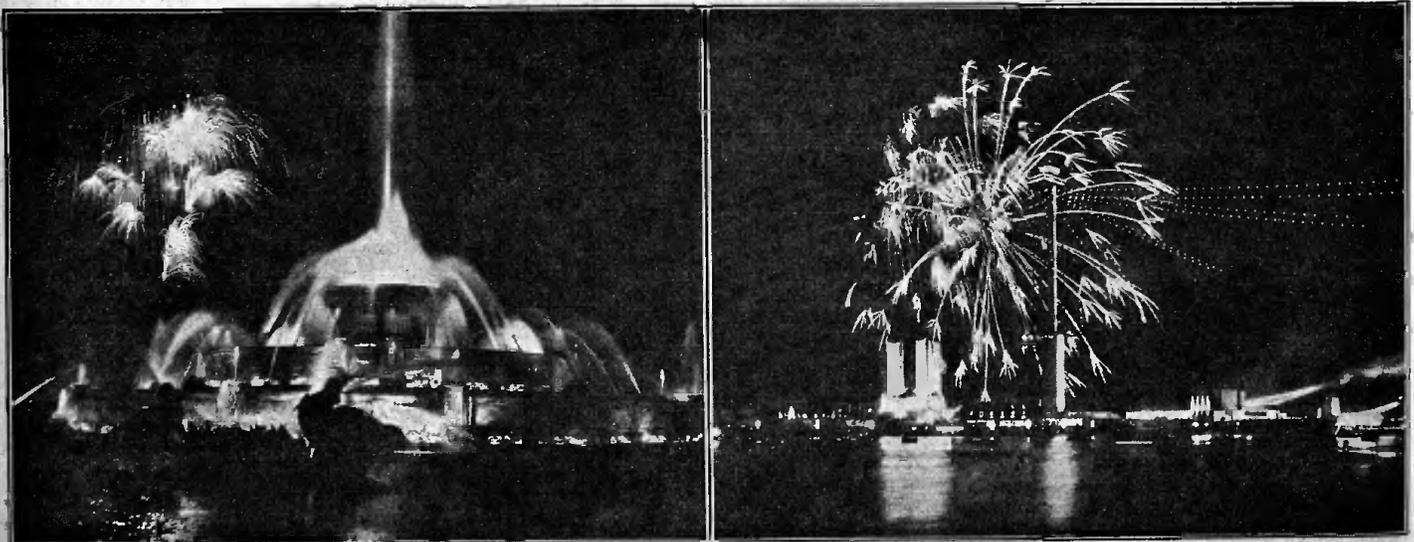
And the displays that make the night shine brighter than the day are coming more and more into universal demand. Agricultural fairs that are wont to close at sundown to let the farmers go to roost with their chickens find a new wonder in them to keep the rustics alive to the unholy sunrise when the sport of the White Lights staggers to his apartment in the city. That is a new feature that is making the State and county fair enormously popular.



Some 30 years ago the directors of these State and county fairs started purchasing fireworks in small quantities, but with each succeeding year they have increased their fireworks appropriations until now many of them spend between \$8,000 and \$15,000 on five or six displays and this has been found absolutely necessary for the success of State and county fairs today.

At several of the country's great State fairs last season the paid admissions to the grand stands for the night shows of fireworks nearly doubled the paid attendance to the same grand stands in the afternoons, notwithstanding the fact that during the afternoons the spectators were entertained by exciting horse racing, novel auto polo matches, automobile races with international drivers, contesting bands of national fame, expensive vaudeville acts and outstanding gymnastic features. A few years ago the custom of putting on large displays of fireworks was confined almost exclusively to Fourth of July celebrations, but now they are considered a vital adjunct of all important convention, exposition and anniversary programs; in addition, they play an important part in all great events, and have contributed much toward giving proper eclat to the inauguration of our newly elected presidents. Then for the amusement of the patriotic younger genera-

(See Seven Hundred Years on page 59)



SCENES showing modern fireworks displays at A Century of Progress, the recent Chicago World's Fair.



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**American Recreational Equipment Association**  
By R. S. UZZELL

You will read the next issue of *The Billboard* while you are in Chicago at the convention. This is our last chance to talk with you before leaving for the convention. You are going to miss some constructive ideas, some fine enthusiasm for making your 1936 program and you will not get the new courage which our reinvigorated association will spread among the visitors like a contagion if you fail to attend.

We are meeting people daily who had resolved not to go but, because of signs of improvement, have reversed themselves and are looking up schedules and the return rate of one-third fare. No extra fares this year, either, and a return ticket good for 30 days. You can go on one line and return on another with stopover privileges.

Each year brings increased concessions from the railroads which would not be offered to you but for the fact of organized effort by an interested association working for the benefit of its members. You may be sure of the best convention in four years. Better get your ticket a day or two in advance so as to have time to get the certificate which insures a one-third return fare.

**Charter in Readiness**

Maurice Piesen, president of our division, has returned from the Belgian Exposition, where he went to close out his concession. We shall have him as one speaker in Chicago on the Brussels show. He is now helping to put the Chicago convention and our exhibit over in a bigger way than for some years. He had the charter for AREA granted while away so that this organization can go to Chicago completely formed and ready to function.

Charles Krug lost his wife on October 10. He is one of our oldtimers, well known in the business and one who has been active for many years. We extend him our sympathy in this great loss. Bert Vodden died on November 8. He had been associated with Harry O. Baker and others and had been active on the Pacific Coast. Neville Bayley, of Roton Point Park, Conn., is improving and will soon, we hope, be able to make the trip to Florida, where he has spent his winters for some years.

**Interest in Coasters**

Your humble servant had to pinch-hit on the program for this division. One subject, *The Coaster of the Future*, did not find a talker. They all shied at it except Harry C. Baker, whom we could not ask to stand for the punches because, as president of the association, he has all any man should be asked to do. They all wanted it discussed but no one wanted to do it. Perhaps next year a braver soul can be found.

It is most encouraging to have one of our well and favorably known manufacturers apply to us for more space. We shall put them on two adjoining spaces, if at all possible. The exhibit is growing. We can accommodate all applicants but some late comers must now be content to take space off the main floor. After all, we are all under one roof and adjacent to the main exhibit and connected therewith so that one leads to the other.

Beaches are reporting more interest in rentals than at any fall season since 1930.

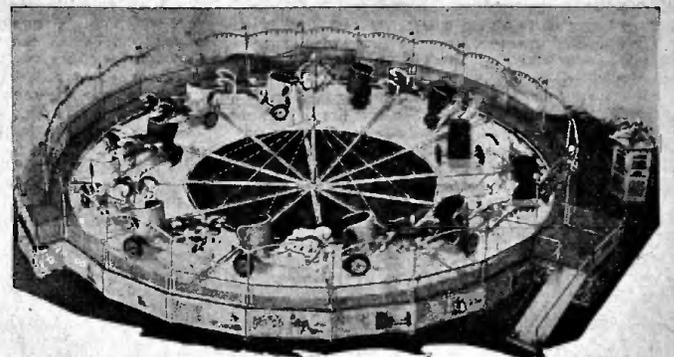
**Fallen Leaves Menace**

It is a wise plan to keep fallen leaves cleaned up. They, in times past, have caused many fires. One fire costs more than cleaning leaves for 10 years would cost. Once cleaned they are out of the way for a year. Left to the caprice of the wind they are a constant menace until cleaned up before opening in the spring. Good housekeeping requires a constant watch for fire hazards and an instant removal when found. It gives the whole industry a lower fire rate. Here is where each helps all.

Each year we have a committee of some form working for the whole industry. This year it has been the one on Liability Insurance. They have had long, hard sessions in our work and will make it known at Chicago. They have accomplished some worth-while results and will report them for your benefit at Chicago.

Tim Murphy and his partner, Nunley, have a Merry-Go-Round at Rockaway Beach in which there is an organ that once cost \$7,000. Those were the golden days of the carousel. Will they come again?

**"BEN HUR" CHARIOT RACE**  
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See working model at N. A. A. P. Convention, Hotel Sherman, Chicago, Booth, 21, December 2, 3, 4, 5, 6, 1935.

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Write for catalogue and prices

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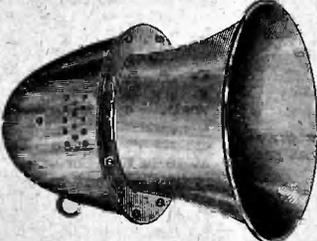
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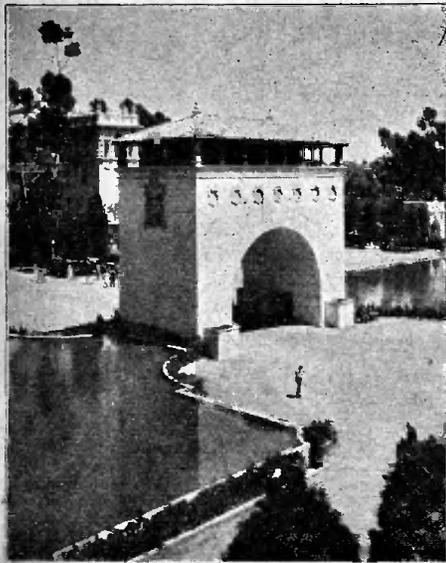
**ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS**

# Sound as a Rival of Glittering Sights

By C. C. LANGEVIN \*



HE bark of the "barker" which used to bite the fairgoer in his tympanum was in latter days acutely aggravated by the blare of hoarse-throated horns. The din was received according to temperament. Some may have liked it, deeming hubbub an essential to enjoyment and certainly to a fair. Others, and it is quite likely they outnumbered the first, winced and bore up as do brave men when the odds against them are hopeless and inescapable. But that, apparently, belongs to the graceless, albeit the hardier, days of the vanishing frontier. We can ask no such fortitude of today's patronage. Modern life offers enough noise to spoil its novelty. Our impulse is to stick our fingers in our ears and run away from it. Besides, radio and the better sound pictures have



WITHIN THE VICTORY Arch in the Plaza del Pacifico at the California Pacific International Exposition, San Diego, are located 12 receivers working with eight exponential horns; also 12 low frequency units.

universally tutored the ear so that it now draws nice distinctions and is easily offended by what pretends to be pleasant sound but is not.

The country fair, arranged purely for the delectation of those from the broad, stilly stretches, may still be a blatant brawl and get away with it, though even this is questionable policy. But at the sumptuous exposition, where there is an air of permanence, where art and science flower at their best, where the mind's eye is flattered by color and ingenuity, the ear cannot be insulted. And, naturally enough, with the eye thus favored, the ear is all the touchier. It is not content with the ordinary. It wants something at least as good as the other member. And the portents all indicate that it is going to get it.

The California Pacific International Exposition, first period concluded on November 11, in Balboa Park, San Diego, Calif., is such a portent. Thruout its grounds has been installed a sound system matching the best that radio and sound pictures offer today and operated with the same care and forethought exercised in a chain broadcast. This system has made no small contribution to the well-recognized charm of that park and its exposition. Constructed entirely of Western Electric equipment, it consists of seven loudspeaker stations distributed thruout the park at places carefully selected to minimize interference. These stations are equipped with amplifiers of high power and with wide-range speakers. A wide-range speaker, as is now generally known, is one of the latest type which faithfully reproduces music and speech from the lowest to the highest notes. These seven speaker banks are connected by telephone lines to a

main control room, from which point they may all be controlled or turned on or off at will.

At the control room are located two broadcast studios from which studio programs are broadcast over any or all of these loudspeaker stations. The flexibility of the system is one of its features. Different types of programs may be put on over different stations, depending upon what would be most appropriate at a particular location at the time. Take, for example, the stations close to the entrance of the park. Light or rhythmic music is usually broadcast here. Whatever psychological power may repose in music for stimulating a mood of gaiety and pleasant anticipation is exerted upon the crowds as they enter. Simultaneously, at other parts of the exposition, where frequently many thousands gather to take a rest from viewing the exhibits, softer, more restful music is played.

The aim is to harmonize the appeal to the eye and the ear, and in doing so to create the desirable mood. It sounds obvious. Invariably a great amount of time and money is expended to make an exposition a thing of beauty, but in the past, unfortunately, little has been done to woo the sense of hearing. The setting of the San Diego Exposition is a gem of natural beauty. There are literally hundreds of trees and there are exquisite gardens. Directors of this exposition wisely saw that flooding these gardens with soft music, of high quality and properly selected, would affect the senses to a degree never attained before. In an exposition as impressive and high-class as this a sound system of mediocre quality would not only be out of place, but it would definitely mar the general effect, detracting from the impressiveness of the whole by jarring the ears of the guests and, thru the subtle influence of sound, color unfavorably their appraisal and enjoyment of the numerous gardens, walks and canyon lanes. The wide-range sound system is not only in keeping with the taste and artistry of its surroundings, but in itself serves as a positive attraction.

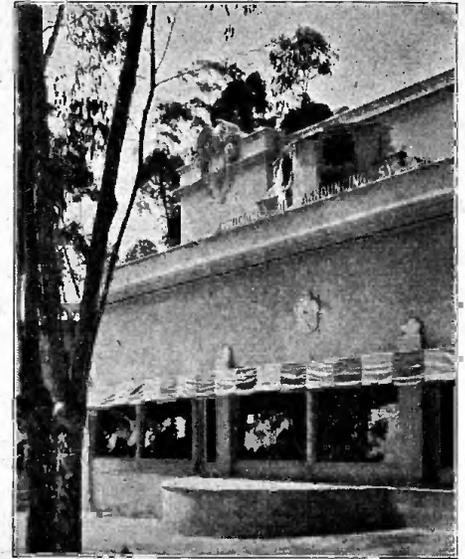
Frequently as many as 4,000 people gathered in the Plaza del Pacifico to enjoy the music from the various orchestras on the grounds or to listen to symphonic music played from special records. A large percentage of these people, weary from several hours of sightseeing on the grounds, would, under the stimulus of a harsh sound system, have left the exposition. As it was they were able to enjoy a period of relaxation during which their energies were refreshed and consequently their interest revived. Thus, high-quality sound is a great deal more than merely an accessory. It definitely serves as a creator of revenue. The exposition opened its gates at 10 in the morning. At the same hour the sound system was put in operation. From this time until 11 at night on regular days and to midnight on Saturdays and holidays, it continued without interruption.

The majority of programs were musical. A lecture or speech must indeed have had unusual and widespread interest to obtain a place on the day's schedule. It might be natural to assume that a continuous program would lose its charm from the

mere fact of being continuous, and that the system should be turned off and given a rest every hour or two. The circumstances, however, solve that problem themselves.

All exhibits at San Diego are inside of buildings and no attempt has been made to have the sound system cover these exhibit areas. There are two reasons. First, the field is thus left clear for the exhibitors. Second, the visitors spent approximately 60 to 70 per cent of their time looking at exhibits. They were, therefore, automatically out of range of the music from the main system for more than half the time. It was only in going from building to building or in sitting down for a moment's rest that they received the influence of the music.

There are further features of flexibility in the

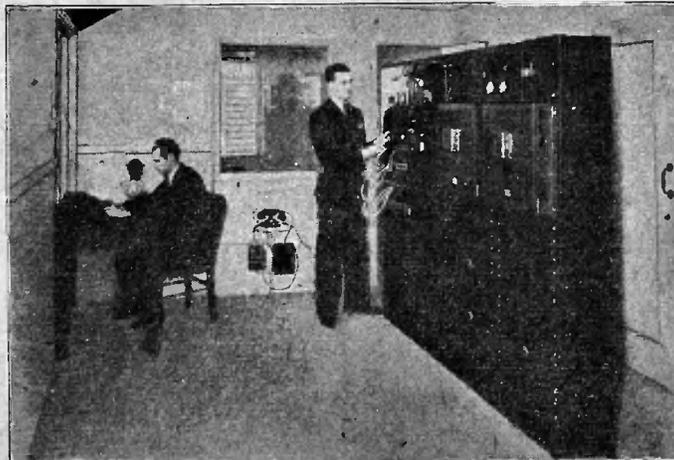


AN EXTERIOR VIEW of the studios and main control room at the San Diego Exposition showing the wide range speaker set up on the roof.

system. The programs for the main network do not all originate from records or from the broadcast studios on the grounds. Programs may be picked up and broadcast from any point on the grounds. In the Patio of the Ford Building, for instance, a South American orchestra under the direction of Jose Manzanares has been playing each afternoon and evening. This music was put over the main system for an hour and a half in the afternoon and usually for a half hour in the evening. Likewise, the symphonic orchestras in the Ford Bowl have been broadcast over several of the speaker stations.

Separate systems were provided for the amplification of speech and music at two locations in the grounds where there are large amphitheatres. Here the various nationality groups or social and fraternal organizations held their meetings while attending the fair. On such occasions the systems were used in the amphitheatres without affecting the entertainment in other parts of the park. Should the proceedings at any time hold sufficient interest, any part of them could be the turn of the key be put over any or all of the main network. In addition, there is a portable public address system of high quality which can be quickly set up at any point within the exposition grounds to amplify programs of a distinctly local character.

The entire system is operated in exactly the same manner as one of the national radio broadcast chains. Switching from one program to another is carried out to the second, with switch cues similar to those used in broadcasting. The management of the fair provided a radio and public address department, consisting of a director, program director, continuity writers, announcers and, of course, technicians to operate the equipment. The complete day's program, together with continuity, announcements, (See SOUND AS A on opposite page)



A VIEW OF THE MAIN CONTROL ROOM at the California Pacific International Exposition, San Diego, with a program originating in Studio B, the man sitting down being at the monitor table. The racks to the right house line amplifiers, bridging amplifiers, patch panels, a radio receiver, monitor amplifiers, rectifiers, etc.

\*Head of the C. C. Langevin Company, Los Angeles and San Francisco, which installed the system and supervises its operation.



**The Pool Whirl**

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard.)

**Ripples**

Jack Siveter has a good job for a life guard or swim instructor at the Boca Raton swim pool in Florida.—Park Central indoor tank, New York City, plotting its annual aquatic carnival for The New York American Christmas Fund.—That indoor tank in the basement of the Riverside Theater, on upper Broadway, New York City, formerly occupied by the Toppel School, is for sale.—I stand corrected and admit now that I erred when I stated here some issues ago that Sol Pincus, formerly connected with the Cascades twin tanks, New York City, and ex-prez of the National Association of Pools and Beaches, was in the department of sani- (See POOL WHIRL on page 67)

**Long Island**

By ALFRED FRIEDMAN

FROM ALL AROUND: The ocean storm was a hummer on the Island. Nearly swept away everything in its path. (See LONG ISLAND on page 82)

**PARK MEN! CARNIVAL MEN!**

SEE US at the Show! See A-4 Page 124.

ALSO WRITE FOR COMPLETE INFORMATION ABOUT **SPORTLANDS & PLAYLANDS**

INTERNATIONAL AUTOSCOPE REEL CO. 118-20 WEST 34<sup>th</sup> ST., NEW YORK, N.Y. WM. RABKIN-TRASK

**Miami Million-\$ Pier Notes**

MIAMI BEACH, Fla., Nov. 23.—The pier ballroom, which suffered considerable damage during the recent big storm, has been rebuilt and will open tomorrow.

Ralston F. Rice, Eastern representative for Loop-o-Plane, has set up a new machine on the pier.

When Ringling Bros.-B. & B. Circus showed in Miami on November 11 and 12, Fred H. Ponty, pier manager, with a party of friends visited and had the pleasure of renewing many acquaintances on the big show. General Manager S. W. Gumpertz received many comments from the Miami press as to the magnitude of the performance presented this year.

A number of show people now in Florida came in to see the big show, also paying a visit to Million-Dollar Pier and were loud in praise of the many improvements and expansion at this amusement center in the past few months.

Joe Redding, manager of the Rubin & Cherry Exposition Shows, now in winter quarters in Atlanta, with a group of friends and show people, called at the pier to visit Manager Ponty.

Joe is sojourning for the winter near West Palm Beach, where he enjoys his favorite sport of deep sea fishing in a new cruiser recently purchased.

There is certainly no sign of depression in Miami Beach. Millions of dollars are being spent in construction on hotels, apartment houses, new homes and business structures. Mechanics are working at high wages.

Provisions are being made to house 30,000 additional winter residents this season. The biggest building boom in the history of Miami Beach is going on this season.

Sunday issue of The Miami Herald had an entire column in its "help wanted" ads by local contractors for carpenters, masons, plasterers and other mechanics, something not seen in years.

**New Ride Is Announced**

It is seldom that an amusement ride is subjected to more than a few weeks' actual operation before being offered for general distribution. Here's a ride which has stood up under every test for seven years and has gained in popularity and gross receipts each year. It is claimed. It is a 12-car Ridee-O, built along the same flashy lines as the seven test machines,

**ATTENTION! All Parker Carry-Us-All Owners**

We are offering special inducements at this time to rebuild your old style heavy machine into the up-to-date "Q" Model at small cost.

SPECIAL—10% Discount on All Repair Parts Purchased Before January 1.

The Parker BABY "Q" is undoubtedly the highest class and biggest money-making ride of its kind in existence. Write for particulars. Built only by

C. W. PARKER AMUSEMENT CO., Leavenworth, Kan.

**"THE WHIP" THRILLING AMUSEMENT RIDE KIDDIE RIDES SHOOTING GALLERIES**

Manufactured by W. F. MANGELS CO., Coney Island, N. Y.

but having 12 wide-seated cars instead of 18. Large capacity prevails, for each car accommodates three large adults or four children, so that on each trip from 36 to 48 people may be carried. The ride is equipped with two entrances and two exit runways which reduce time of loading and unloading passengers to a minimum and make 30 rides an hour a simple matter. While the ride occupies a midway frontage of about 52 feet and makes a pretentious appearance, it is so designed that it dismantles and loads on two wagons or trailers. Some most attractive records have been set up by Ridee-O rides, says the Spillman Engineering Corporation, North Tonawanda, N. Y.

**SEVEN HUNDRED YEARS**

(Continued from page 56)

In the celebration of the day of our independence, modern manufacturers are ever conceiving and are on the alert for new ideas for mechanical devices of harmless screaming and scurrying and wigwagging novelties and "funnies" that may be handled safely by the "kids." Not to overlook the inimitable Chinese firecrackers, pin wheels and flower pots to add beauty to our joyous Fourth of July. Patriotic set pieces of portraits of famous men always arouse sentiment among our red-blooded Americans to a thrill and bring back to memory the victories of our valiant forefathers, something which today is the greatest of universal appeals toward the brotherhood of man since the time of Christ.

Old Ben Franklin started the game along a new line that Edison and Marconi have carried to perfection. The trail of powder that used to set the show a sizzling and hissing and sputtering and bombing and blazing, dazzling and roaring has given way to the electric starter; the current Franklin flagged from the clouds is harnessed in the skeleton rigging of the "set pieces" to touch off the stems of the skyrocket, candles and whatnots looped in the frameworks for the contact. And, between them, the gunpowder specialist of the Ancient East and the lightning-leashing specialist of the Modern West, there has come into life a new joy that transforms every day in the year into a possible Fourth of July.

Therefore, Vulcan, God of Fire, never knew the power and possibilities of the elements over which he ruled one half as much as does the fireworks expert of today. Vulcan never "did" an old painting in the heavens in colored fire; Vulcan never wrote history with a giant's pen of fire; and I say, bring on your Vulcan, we'll make him weep with envy.

**SOUND AS A**

(Continued from opposite page)

etc., was made up several days in advance and carefully checked and coordinated with exposition activities to insure that all would dovetail.

The results more than justified the foresight shown in thus organizing and planning the operation of the network. During the first period of the exposition the elaborate equipment and its staff functioned jointly like an efficient machine, smoothly keyed into the varied and ever-changing activities at the grounds. The directors of the exposition saw that the finest apparatus was in itself not enough. Intelligent direction was needed besides, so that the quality and type of programs would be in keeping with the whole. In addition to entertainment, the system was, of course, used for announcements. These did not include the finding of lost children and such. Announcements were mainly devoted to notifying the throngs of noteworthy events about to take place. As an illustration, a symphony orchestra would render a concert in the Ford Bowl at 2:30. Announcements to this effect were made at 12:30, 1:30 and 2:15 p.m.

**NEW GOLF GAME "Muth Golf"**

The player drives a captive golf ball, and the distance of the drive is registered on the upright indicator.

Quickly and easily transported. Dimensions of upright indicating board 8 to 20 feet, as required for location. Platform 5x6 feet. Presents a wonderful frame-up and easy to operate. You can put it up and take it down in 15 minutes.

May be transported in any small car. **REASONABLY PRICED.** Write for Particulars.

**T. H. MUTH,**  
514 E. 19th St. Paterson, N. J.

**CARROUSEL ORGANS**

Music Rolls for Artizan (North Tonawanda) Instruments. Cardboard Music for All Makes. Tuning and Repairing. Bargains in Newly Transformed Organs.

**B. A. B. ORGAN CO.,** 340 WATER ST., NEW YORK CITY

\$40.00 Dillinger dress wax, full size figure, shot chest. \$35.00 Sword Box illusion, with 12 swords. \$35.00 Simplex Moving Picture Projector, suitable for sound attachment. We buy Concession Tents, Kiddie Rides, all kinds Show Property. WEIL'S CURIOSITY SHOP, 20 S. 2nd St., Philadelphia, Pa.

The system was also used with some subtlety and with great success in directing traffic and in keeping the crowds properly distributed. For instance, suppose an event at the Spreckels Organ is drawing a throng far larger than can possibly be accommodated. At once the sound system is brought to bear. Announcements are made inviting attention to events of outstanding interest elsewhere in the park. These invariably have the effect of luring part of the crowd to new attractions and thus relieve congestion without fuss or disturbance and without giving any visitor the feeling that he has been ordered around.

This is one instance of how the sound system is a practical aid to the management in conducting the affairs of the exposition. It not only adds what has been lost to so many fairs—a successful appeal to the sense of hearing—but its intelligent use assists in the handling of the crowds to the best advantage and in bringing them from exhibits to concessions and vice versa. Finally, it lends a tone or quality to the entire panorama and communicates the suggestion that something is happening, something going on all the time. At San Diego the management received hundreds of unsolicited letters which generally expressed the same thought, that the public-address system was actually one of the features of the exposition, not only in quality of reproduction and scope of coverage, but also in the manner of its use.



**After the Conventions**  
and meetings in Chicago come the printed complete reports of all that transpired—elections, business etc.—interesting reading matter for YOUR PROSPECTS and CUSTOMERS

Advertise in the issue that will carry the Convention Reports

—Be sure your prospects see your story and selling message in THE BILLBOARD issue . . . the one they will all want to read . . . Dec. 14. Copies will be eagerly sought by those who attend the convention as well as those who stay home . . . A special mailing will be made to Fair Secretaries, Park Managers and others.

**MAIL YOUR COPY TODAY**  
THE BILLBOARD - 25 OPERA PLACE - CINCINNATI, OHIO

**DEC. 14<sup>th</sup>**  
The Convention Report Number  
**FORMS GO TO PRESS**  
in Cincinnati promptly on  
Thursday, December 5<sup>th</sup>

# NOTABLE TALKERS FOR IAFE

## High Marks of Fairs and Strong Program Indicate Bigger Turnout

*Sessions will be held on two days, with time out for past presidents' luncheon and SLA banquet and ball—speakers from allied organizations are scheduled*

CHICAGO, Nov. 23.—With announcement of the program by Secretary-Treasurer Ralph T. Hemphill, Oklahoma City, arrangements are now practically complete for the 45th annual meeting of the International Association of Fairs and Expositions in the Hotel Sherman here on December 3 and 4. Strength of the program and the fact that nearly all fairs have been successful for the last two years have caused officials to anticipate a much larger attendance than has marked the annual sessions for a number of years. More delegates from Canada are expected, as Elwood A. Hughes, general manager of the Canadian National Exhibition, Toronto, has headed the IAFE the past year and will have an interesting message in his annual address. Meeting at the same time in the Hotel Sherman will be annual gatherings of the National Association of Amusement Parks, Pools and Beaches and allied bodies and the American Carnivals Association. An exhibit of amusement devices and supplies, presented by the American Recreational Equipment Association, will be the largest. It is said, in five or six years. The IAFE program:

### Tuesday, December 3

10 a.m.—Session called to order by president.

Invocation.  
Roll call by secretary.  
Address, Homer J. Buckley, Chicago Chamber of Commerce.

Response, J. W. Russwurm, secretary Tennessee State Fair, Nashville.  
Minutes of 1934 annual meeting.  
Appointment of committees.  
Address by President Elwood A. Hughes, general manager Canadian National Exhibition, Toronto.  
Report of board of directors.  
*Work Horses and Mules, Present and Future*, Wayne Dinsmore, Chicago.  
Open discussion.  
12 o'clock noon, Luncheon of Past Presidents' Club.

### AFTERNOON SESSION

2:30 p.m.—*The Fair Business as I See* (See NOTABLE TALKERS on page 64)

## Big Prep Program Started in Tampa

TAMPA, Nov. 23.—Spending 50 per cent more for grand-stand attractions than in previous years, adding a live-stock exposition to include the National Hereford Show and with exhibition space vastly increased by addition of a new Negro building, P. T. Strieder, general manager of Florida Fair and Gasparilla Carnival, has launched a program for the fair in February.

Building operations include new metal roofs on the county, community, farm and commercial buildings; new Negro building and improvements in the steel and concrete live-stock pavilion. Early applications for commercial space indicate there will be another complete sellout long before the opening. Royal American Shows, to be on the midway again, is in winter quarters on the grounds and has started renovations for 1936. Show will open at Pinellas County Fair, Largo, in January.

Publicity and advertising are under way, with Jim Malone, of Hankinson Speedways, beginning his eighth year as director. Two days of auto racing, fireworks, one of the largest revues, more than 30 vaudeville and circus acts, contests and a strong name band are among features planned for grand-stand entertainment. Larry Hall, Milwaukee, will have grand-stand concessions. Attendance at Florida Fair has averaged well over 400,000 for several years, with peak at 445,000.

HOWARD J. FULLER, of Fuller and Sister, perch act, who was in Detroit organizing a unit show, advises that he was called to Milwaukee by the death of his father on November 18.

### Rogers' Day in Dallas

DALLAS, Nov. 23.—Will Rogers Memorial Day will be observed on November 4, 1936, at Texas Centennial Exposition here. This day, the anniversary of the actor-humorist's birth, will be observed in recognition of his service in behalf of crippled children of Texas. A special program honoring Rogers' memory, which will include singing of his favorite Southwestern cowboy songs, is being arranged. Mrs. Rogers and other members of his family will be invited. Rogers was particularly interested in the celebration of Texas' Centennial of Independence because of his kinship to Tiana Rogers, Cherokee Indian princess, who was the wife of Sam Houston, leader of the Texas revolutionary forces in 1836, when Texas won its freedom.

### Ft. Worth Picks North Side Site for Centen Stock Show

FORT WORTH, Nov. 23.—City council voted this week to locate the city's \$1,612,000 Centennial Live-Stock Show on the North Side site, under consideration since the bond election carried in September. Site comprises the present Southwestern Exposition and Fat Stock Show plant and an additional 26 acres to the west, making in all about 40 acres. Two underpasses probably will connect the present show site with the new property. Most of the existing show buildings will be used. Coliseum may be turned into a Horse Show arena when the new one is completed.

A committee to decide on type and arrangements of buildings consists of R. E. Harding, John B. Davis and Armon C. Carter, Stock Show, and Councilmen William Monnig, T. J. Harrell and Dr. Arthur Brown and Mayor Van Zandt Jarvis. Plans are to try to divorce the civic auditorium from the exposition site and locate it downtown.



C. B. (JACK) AFFLERBAUGH, secretary-manager of Los Angeles County Fair, Pomona, Calif., who has charge of extensive construction and improvement plans for the splendid plant which has been built up in 14 years. Preparations for the 1936 show are indicative of a bigger annual than that of this year, which drew attendance near the half-million mark.

## Chicago Auto Show Sets New Records

CHICAGO, Nov. 23.—The 36th annual Chicago automobile show has set new records this year, both for attendance and buying.

Al Faeh, manager of the show, which is being held in the International Amphitheater at the Stock Yards, estimated that 144,000 persons passed thru the gates in the first three days, setting a new all-time record. The figure is 42 per cent ahead of last season's three-day count and 20 per cent above that of the boom year high.

Sales are far ahead of last year and Manager Faeh stated that buying orders are heaviest since 1929. The show closes tonight.

GREENVILLE, O.—Ivan J. Champion reports that the Dolen Pennant Stands closed an excellent season at Mobile (Ala.) and Laurel (Miss.) fairs, top big having been at Columbus (O.), Indianapolis and Atlanta fairs. Other fairs played were those in Birmingham, Shreveport, Nashville, Louisville, Winston-Salem, Macon, Tupelo, Greenville, S. C., and Jennings, La. Among staff of the units were Roy Dolen, Charles Milley, I. J. Champion, George Wylie, Russell Miller, Stub Barrett and Spider Johnson.

## New Laurel Annual Wins

*Revived South Mississippi Fair ends in black—outlay considerable on buildings*

LAUREL, Miss., Nov. 23.—After paying all bills and premiums, a balance in the black is credited to the revived South Mississippi Fair, held here on November 4-9, according to final report of Secretary-Manager E. P. Ford. Weather was good.

"We are glad of the outcome," said Mr. Ford, "as the fair, having been inactive for the last three years, had run down somewhat. A large sum was required to put the buildings in condition and a lapse in interest was something of a handicap. That we started with practically nothing and made something out of it is gratifying."

Grand-stand show comprised the Famous Russells; Groth Bros. Company; Globe of Death; bicycle, motorcycle and horse racing and fireworks. Greater American Shows, under management of C. A. Vernon, were on the midway.

Exhibits were considered the best ever shown in South Mississippi, featuring art displays by women and exhibits by merchants. Due to an adverse live-stock market, exhibitors were not greatly interested in poultry and stock showings. Because of public support this year, plans for a more pretentious fair are on for next season, Mr. Ford said.

## Notable Talkers Lined Up For Iowa State Fair Meet

DES MOINES, Ia., Nov. 23.—Congressman Fred C. Gilchrist and Governor Clyde L. Herring will be chief speakers at the annual State Agricultural Convention here on December 11, according to final plans announced by Secretary A. R. Corey. The convention will be preceded by the annual convention of Iowa Fair Managers' Association on December 9 and 10. Sessions of both groups will be held in the Hotel Savery.

In addition to Congressman Gilchrist other featured speakers on the morning program at the agricultural convention will be John Huston, Ottumwa, president of Iowa Daily Press Association; Josephine Arquist Bakke, Ames, Girls' State club leader; J. P. Mullen, Fond du Lac, president of Iowa State Fair board; A. R. Corey, secretary of the State Fair, and N. W. McBeath, State Fair treasurer.

Afternoon will be given over to an address by Governor Herring, followed by reports of committees of the association and election of officers for Iowa State Fair for 1936. Details of Iowa Fair Managers' Association program will be announced by Secretary E. W. Williams, Manchester, who was in Des Moines completing arrangements.

## Pomona To Add Buildings And Lengthen Race Course

POMONA, Calif., Nov. 23.—Added improvements to the Pomona plant of Los Angeles County Fair will be made before the 1936 annual and Secretary-Manager C. B. (Jack) Afflerbaugh is busily engaged in carrying out the plans.

Included are construction of two buildings, one for machinery exhibits and the other to house small stock, poultry and pigeons, and lengthening of the race track from one-half to about three-quarters of a mile. The grounds are now known as among the most beautiful in America and have been built up under Mr. Afflerbaugh's direction from almost nothing at the start of the fair 14 years ago.

Efforts will be made in 1936 to top the attendance record this year, which was almost 500,000.



PART OF THE PERSONNEL, snapped while the company was showing on Carthage Fairgrounds, Cincinnati, recently, of Jimmie Lynch and his Death Dodgers, who are presenting thrill exhibitions in the South, and who will play fairs next season. Standing, left to right: Earl Shriville, advance; Bob Walsh, emcee; Ross Lynch, advertising; Tom Semens, engineer; Abe McEntyre, stunt man; Joe Morris, public relations; Jack Robson, staff artist and cameraman. Front row, left to right: Dolly Andrews, assistant engineer and stunt man; Jimmy Daniels, motorcycle stunt man; Jimmie Lynch, owner and chief stunt man.

# HAMID RECORD BREAKERS

## Booker Greets Chi

### PICK PET PHRASES

Being a Compilation of Messages Which Have Been Appearing in The Billboard

Herman Blumenfeld and Joe Hughes, right-hand lieutenants of George A. Hamid, searched diligently thru the pages of The Billboard and selected what to them seem the most interesting epigrams and messages in display advertising form appearing every week under the Hamid banner in that publication. They made their choice largely on the basis of predictions which have come true for the season of 1935. The general headings and a message for each follow:

**UNLIMITED CHOICE**—Hamid presents the outstanding attractions in every phase of show business. From a whirlwind troupe of acrobats to a great and world-famous band.

**DELIVERY**—We always deliver. That's a claim which every booking office makes but not everyone lives up to.

**BOX OFFICE**—Fair Time is Harvest Time. And fairs using Hamid "Hit" acts reap a harvest. Book Hamid "Harvest" acts.

**RELIABILITY**—Your confidence has made it possible for us to maintain the high standard we have set for ourselves. We continue to merit this confidence by supplying outstanding "Hit" acts.

**EXPERIENCE**—Experience makes for success. We offer you the benefits of our many years of experience in helping you with your show.

**MODERN**—House of Hamid realizes that the public constantly demands something new. The H. of H. furnishes that "something new," another reason for Hamid success.

**ANNUAL MEETINGS**—Will really be worthwhile if you discuss the type of attractions you are planning for the next season. Good attractions bring in the \$\$\$.

**LEADERSHIP**—The Hamid organization broke records for contracts signed at annual meetings in 1934-'35. Follow this true sign of leadership.

**ROYAL FLUSH**—If Hamid books it, it's a "Royal Flush" program. Save a worry or two by "Standing Pat" with Hamid acts.

**INSIDE TRACK**—Step ahead of local competition by obtaining the inside track on the world's finest acts.

**REPEATS**—Fairs, Parks, Celebrations, etc., book Hamid "Hit" acts regularly. And they always come back for more!

**SERVICE**—Hamid agents all over the world are constantly searching for new sensational acts with which to make your show a success.

**PRODUCTION**—Pictorial effects as well as other factors involved in outdoor stage shows are necessary to "Good Performance."

**REFERENCES**—Seek out the attraction managers in your area and ask them about us. We are confident of the answer, for we have kept the faith.

**PRICE**—Reduced costs on class attractions are made possible by the volume of business done.

**CO-OPERATION**—It's not only the high quality and unparalleled drawing power of the acts we supply, but the way we work with Parks, Fairs etc., to make their shows successful.

READ IT AND REAP — H-onesty •

A-pplication •

M-erit •

I-deas •

D-elivery •

(Try that on your piano and you'll have the most successful Show Tune of the year)

### Asks Orgs To Visit Exhibs

Expects unusual interest at IAFE, NAAPPB, SLA conventions in Sherman Hotel

CHICAGO, NOV. 23.—BRINGING THE FULL STRENGTH OF HIS EXECUTIVE AND FIELD STAFF WITH HIM, GEORGE A. HAMID, OF THE BOOKING AND PRODUCTION OFFICE BEARING HIS NAME, INVADDED THE SHERMAN HOTEL HERE TO RECEIVE THE HUNDREDS WHO ARE EXPECTED TO ATTEND THE OUTDOOR AMUSEMENT CONCLAVES DECEMBER 2-6.

HIS ORGANIZATION PREPARED TO SET UP RECEPTION ROOMS ON THE SEVENTH FLOOR OF THE HOSTELRY, WHICH HAS BEEN THE SCENE OF COUNTLESS GATHERINGS OF OUTDOOR BODIES. ROOMS ARE 700 AND 701. MR. HAMID URGES SHOWMEN AND AFFILIATES TO VISIT THE EXHIBIT HALL OF THE NATIONAL ASSOCIATION OF AMUSEMENT PARKS, POOLS AND BEACHES. HIS OWN BOOTH IS NO. 5.

"AS PER ANNUAL CUSTOM, IT IS MY PLEASURE TO EXTEND A HEARTY WELCOME TO THE NAAPPB, THE INTERNATIONAL ASSOCIATION OF FAIRS AND EXHIBITIONS, THE SHOWMEN'S LEAGUE OF AMERICA, THE YOUNG BUT UP AND COMING AMERICAN RECREATIONAL EQUIPMENT ASSOCIATION, THE NEW ENGLAND MEMBERS OF THE NAAPPB AND ALL OTHERS WHO COME TO CHICAGO TO ATTEND THE CONCLAVE," MR. HAMID SAID. "I LOOK FORWARD TO THE GREATEST AND MOST UNUSUAL ASSEMBLY OF ALL TIME."

### Points to 31 Fairs, 9 Parks

Leading booker says shows, units responsible for record gates, best since 1929

NEW YORK, Nov. 23.—George A. Hamid, president of George A. Hamid, Inc., has compiled a list of record-smashing fairs and parks in which he was interested as attractions supplier and, in many cases, actual producer of grand-stand shows and amusement-park circus units or free-act layouts during the season just past. In releasing the list he stated emphatically that the phenomenal results at turnstiles in question were made possible by the booking of the best American and imported performers. A good majority of the enterprises, he said, made their best marks since 1929, others topping all-time figures.

Canadian exhibitions in his tabulation include Toronto, Ottawa, Quebec City, St. John, Fredericton, Halifax and London, Pennsylvania—York, Reading, Bloomsburg and Allentown, New York—Syracuse and Hamburg, Virginia—Richmond and Danville, North Carolina—Raleigh, Winston-Salem, Shelby and Greensboro, New Jersey—Trenton, Massachusetts—Springfield, Maine—Knoxhegan and Presque Isle, Vermont—Rutland, New Hampshire—Rochester and Lancaster, Maryland—Cumberland and Hagerstown, Delaware—Harrington, Georgia—Macon, South Carolina—Spartanburg.

Amusement parks cited are Playland, Rye, N. Y.; Belmont, Montreal; Kennywood, Pittsburgh; Enna Jettick, Auburn, N. Y.; Steeplechase, Coney Island; Palisades, Palisade, N. J.; Steel Pier, Atlantic City; Olympic, Irvington, N. J., and Paragon, Boston.

Mr. Hamid and Bob Morton, of the National Producing Company, have produced Shrine circuses in Toronto, Fort Worth, Houston, Tulsa and Wichita so far on their indoor schedule.

Mr. Hamid issued the following statement anent the sensational marks attained:

"Superlative shows have helped establish new attendance records at 1935 fairs, parks, circuses, celebrations and general events. Embracing the world's most select attractions, carefully chosen to meet distinct local exigencies and discriminately planned and blended with seasoned showmanship, these master presentations wield unprecedented public appeal.

"Our 1936 De Luxe Annual, ready for distribution soon, will bring to the show business an unequalled selection of American and foreign attractions and novelties of highest standard. The early buyer has the best selection."

Company is also artists' representative for Ringling Bros. and Barnum & Bailey Combined Shows and Hagenbeck-Wallace-Forepaugh-Sells Bros.' Circus.

# GEORGE A. HAMID, INC.

GEORGE A. HAMID, Pres.

1560 BROADWAY, NEW YORK, N. Y.

Maintaining Own Offices in Pittsburgh and Boston

Direct Agency Connections in the Capitals of the World

# As Texas Plans To Celebrate



TEXAS is preparing to celebrate its 100th anniversary of independence during 1936 and the crux of the occasion will be the \$15,000,000 Texas Centennial Central Exposition which opens in Dallas next June.

In romance and glamour the history of Texas ranks second to that of no other State in the Union. The territory which now comprises the largest of the United States has, since its discovery by the Spaniards, been under six different flags. First, there was the flag of Spain, then the fleur de lis of France, the flag of Mexico, Lone Star flag of the Republic of Texas, Stars and Bars of the Confederacy and finally the Stars and Stripes of today.



William A. Webb

Texas wrested its independence from Mexico in 1836 and for the past 10 years Texans have been discussing plans for the celebration of their State's 100th birthday. It has been a popular idea and, from Red River to Rio Grande, all of Texas is behind the Centennial and will participate in the great World's Fair which will be held in Dallas.

Dallas was selected as the location for the Centennial Exposition in competition with other cities of the State more than a year ago. Because Dallas was the home of the State Fair of Texas, biggest State fair in the country, and which often has drawn 1,000,000 visitors in its two weeks, the city was considered the logical spot for the big national show.

The 160-acre Fair Park was offered as the exposition site and the city of Dallas has purchased a 26-acre addition. The State of Texas, thru its legislature, appropriated \$3,000,000 for the Centennial, of which \$1,200,000 is being used to erect a huge Hall of State on the exposition grounds. The United States government, thru congressional enactment, provided another \$3,000,000. Of this \$1,200,000 will be spent at the exposition in Dallas. There will be a spacious Federal Building, Hall of Negro Life and Culture and various other government buildings on the grounds. The city of Dallas voted a bond issue of \$3,000,000 which is being spent in a series of magnificent exposition buildings. Texas Centennial Exposition itself has sold almost \$2,000,000 in bonds for the purpose of building the show. The exposition, therefore, is on a solid financial basis.

The old Fair Park is now in the course of a complete remodeling. Every building of the State Fair of Texas plant has either been torn down or completely remodeled. Dozens of new buildings are being added. In the building program is included State of Texas Building, \$1,200,000; Federal Building, \$325,000; Negro Life Building, \$50,000; Administration Building, \$125,000; Agricultural Building, \$125,000; Foods Building, \$230,000; Live Stock Building, \$130,000; Varied Industries, Electrical and Communications Building, \$454,000; Transportation and Petroleum Building, \$400,000; Live Stock Building for Cattle, \$260,000; Art Museum, \$500,000; Aquarium, \$150,000; Band Shell and Amphitheater, \$90,000; Hall of Domestic Arts, \$75,000; Hall of Natural History, \$200,000; Police, Fire and Radio Station, \$35,000. Already on the grounds are a \$400,000 Auditorium, seating 5,000; an athletic stadium, costing \$250,000 and seating 46,000, and a modern race track with a grand stand seating 5,000 people and which cost \$250,000.

Construction is now in progress on the Administration Building, which is almost completed; Agricultural Building, State of Texas Building, Foods Building and Live Stock Building. Plans and specifications are in the hands of contractors for several more of the buildings and it is expected to have every contract awarded and work commenced on each of the exposition structures by the first of the year. The schedule is up to date and the exposition will open on June 6 as planned. Money is available for the entire financing of the building program and there will be no hitch or delay. Besides the general building program outlined many nationally known

By WILLIAM A. WEBB

corporations are planning to erect their own buildings. Continental Oil Company has reserved space for a \$50,000 structure; Texas Portland Cement Association will have its own model building. Ford Motor Company has sent representatives to discuss the possibility of having an exhibit here comparable to its contributions to A Century of Progress.

Special attention is being paid to two vital exposition subjects, landscaping of grounds and lighting. The sum of \$250,000 is being spent on a definite landscaping plan which will make the exposition grounds one of the beauty spots of the nation. The whole acreage will be a mass of greenery and bright blooms from the opening of the show until its closing on November 29.

As to lighting, the plan is to make the exposition the most brilliant night show in the history of American world's fairs. Experts have been brought in who have handled lighting effects at the world's largest shows and many novel and striking ideas have been worked out. Batteries of 8,000,000 candle power searchlights, towering pylons of ever-changing hues, scores of flashing fountains and illuminated pools will make the grounds a kaleidoscope of color after dark.

Under direction of Paul M. Massmann, in charge of exhibits and concessions, these two departments are making excellent progress. Mr. Massmann was connected with Chicago's A Century of Progress and

**WILLIAM A. WEBB**, manager of the Texas Centennial Central Exposition which opens in Dallas next June, is internationally known as a railroad builder and organizer. For 10 years he was Chief Commissioner of the Government Railroads of South America. Previous to that period he was vice-president and operating officer of the Missouri, Kansas and Texas system. He also served as the president of the Cambria and Indiana Railroad with offices at Philadelphia.

When he was only 12 years old Mr. Webb started his career as messenger boy for the Sante Fe. As vice-president of the Katy he expended more than \$50,000,000 in rebuilding the system. In Australia, where he went on recommendation of the State Department of the United States, he spent \$60,000,000 rebuilding the whole Australian railroad system. He returned to the United States in 1931 after serving 10 years in the antipodes. His record as an organizer and handler of huge enterprises insures the success of the \$15,000,000 show which will be staged in Dallas next year.

California Pacific International Exposition in San Diego. Already some of the major concerns of the country have booked exhibit space. Space in the Foods Building, one of the largest on the grounds, is practically at a premium. Among some concerns booking space are American Telephone & Telegraph Company, which has taken the entire communications wing of the Varied Industries, Electrical and Communications Building; L. E. Waterman Fountain Pen Com-

pany; Standard Brands; Beechnut Packing Company; Kraft-Phenix Cheese Company; General Electric Company; Dr. Pepper Company and scores of others. Director Massman is meeting showmen and concessioners from all parts of the country daily. He is flooded with applications for concessions and without doubt the midway will scintillate with many novel attractions.

Dufour & Rogers have signed up for their series of shows and will also operate a Midway Grill. They will complete this restaurant without delay so as to take advantage of pre-Centennial business coming from thousands of workmen busy on the grounds. They will invest some \$30,000 in midway buildings. Stanley Graham is all set with his Midget Village. He is planning to put in a village with 50 midgets on hand at all times and will model on futuristic lines. It will be a conception of a midget city in 2036 A. D., with monorail transportation, buildings of futuristic design with plenty of entirely new features. Plans are being worked out for groups of attractions similar to the Streets of Paris or the Village of All Nations, with several concerns seeking contracts. Bowen Motor Bus Company has the transportation concession. It will operate 15 specially built busses with seats facing windows on either side. These busses will cost some \$10,000 each and will be the latest in luxury rides. Cold drink concessions of various kinds have been let, with Dr. Pepper and root beer taking some 20 stands each. Otto Muller has been given the concession for a German Restaurant, which he will start building without delay at a cost of about \$35,000. Kaplan & Bloom, of Chicago, have the novelty privilege.



Official Seal of the Exposition.

Because this is the first big exposition to be held in the Southwest and since it celebrates the anniversary of Texas' freedom, much attention is being paid to the historical phases of the show. In the Hall of State, which will be a huge permanent building as long as two city blocks, the sacred historical relics of Texas will be on display. The original Declaration of Independence of Texas and the original constitutions of the Republic and of the State will be on exhibition there, as well as the battle flags of the Texas Revolution and of Texas troops that fought for the Confederacy. These relics will be guarded night and day by Texas Rangers.

The Texas Rangers, historic law-enforcement body, will also celebrate the 100th anniversary of their establishment. There will be a detachment of Rangers and a pack train on duty there at all times. A Texas Ranger Building will display relics of a hundred years of Ranger service against outlaws, cattle thieves and raiders across the Mexican border. Modern equipment of the Rangers will also be shown at this headquarters building, consisting of armored cars, machine guns and radio. All police officers on the grounds will be commissioned Rangers and will wear the wide sombreros, six-shooters and boots of the Ranger force. Distinguished visitors to the exposition will be given a mounted escort of Rangers.

In other particulars exposition will be attractive and striking. The specially built agricultural building will exploit the most extensive agricultural exhibits ever collected in the Southwest. There will be the largest cattle show and display of live stock ever assembled in Texas. Ten thousand farm boys and girls will visit the exposition for a week and take charge of these agricultural features. Petroleum Building will house an oil show which will be featured by exhibits by scores of oil companies and kindred lines. It is expected that a derrick will be erected and an oil well drilled during course of the show.

For the first time in history the Negro race will have a special building at a national exposition. Leading Negroes from all sections of the United States will be in charge of the exhibit in a building specially prepared by the United States government.

The city of Dallas is building a group of seven permanent buildings which will be grouped as a Civic Center, to include the magnificent Art Museum where some of the most famous paintings of the world will be gathered and placed on exhibition during the period of the fair. (See AS TEXAS PLANS on page 64)



THE OPEN-AIR BAND SHELL AND AMPHITHEATER, located on the banks of the lagoon in Centennial Park, Dallas, will be the center of musical activities at the Texas Centennial Central Exposition. The amphitheater will seat 5,000 people and the shell and stage will accommodate a 150-piece band.



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By CLAUDE R. ELLIS

THE procession of the public to fairs, expositions and similar shows the past two years evidences no signs of weariness nor lack of interest. The automobile shows just held generally throught the country, early dates marking a departure from the former custom of January and February displays, have drawn enormous attendances in all key cities. They picked it up where the fairs left off. All of which is gratifying to those in the exhibition field. They have got the crowds coming and the big trick now is to produce the sort of events that will keep 'em coming.

THOSE who miss the great get-together of outdoor showmen of fairs, parks and carnivals in the Hotel Sherman in Chicago next week, and who do not absorb the atmosphere of showdom and hear the brilliant discourses and discussions on how to make the field better, will be overlooking the biggest bet of the year. We'll be seeing you!

FEELING that solid public backing is with the annual to stay, the 1935 fair having broken all records for attendance, Winston County Fair officials in Louisville, Miss., are planning a free gate next year. Increased crowds will bring other sources of revenue—and how infinitely better in the long run than putting the hype on the gate just because the community's fairgoers show real interest!

WHILE the business of fairs never has been essentially a young man's game, mostly because that experience which most often writes success comes only with years, it is encouraging to note an increasing influx of the younger element. While no members of the American Legion can be considered exactly as kids, the activity of its local posts in resuscitating fairs going down for the third time has brought some new blood into the field. And in many spots the work of 4-H Club boys and girls and Future Farmers of America presents much younger timber that is having much to do with fairs. We hope this newer strain will move up appropriately to places in the national councils, to leading roles in the International Association of Fairs and Expositions. That body now has a distinguished group of active elderly participants who would welcome their younger co-workers. And they are setting a brisk pace and honorable marks that will call for the best that is in their more juvenile colleagues to maintain.

NO ONE can deny that P. T. Strieder is a real fair manager. What he has done with Florida Fair, Tampa, and new Alabama State Fair, Birmingham, is the answer to that. Know what he is going to do in Tampa for the Florida Fair and Gasparilla Carnival in February? Spend 50 per cent more for grandstand attractions than has been put out in previous years!

THERE is no hooey about the number of passes issued in the past three years—just 574—for Lawrenceburg (Ky.) Fair, declare officers of the American Legion Post, which has sponsored the event during that time. Amphitheater seats 10,000. Here is food for thought by lots of boards who still insist on "giving away" their fairs. The Lawrenceburg boys add that the fair is being "conducted on a strictly business basis. We have a post and a fair that we are willing to put up for anybody to shoot at."

### AS TEXAS PLANS

(Continued from page 62)  
The aquarium will display rare fish gathered from all parts of the globe and the Hall of Natural History will show every bird and animal known to Texas. These will be free attractions, owing to their educational interest.

In the athletic stadium there will be many notable athletic events, including inter-conference football games in season, track meets and similar sports. Efforts are being made to secure a heavy-weight championship bout for the stadium, and its seating capacity could be increased to 70,000 for such an event.

A pageant, staged by professional actors, and which will depict the history of Texas in detail, is also being worked

out. This would be one of the great spectacles of the exposition, employing hundreds in its cast.

Special days are being arranged by committees in charge and every day of the fair will be devoted to some special group or purpose. The nations of South America and European nations that recognized the Republic of Texas 100 years ago are being invited thru the State Department to participate in the exposition, and many are likely to do so. The United States Army and Navy will participate with encampments of soldiers and blue jackets and extensive exhibits in the Federal Building.

Already preparations for the exposition are making themselves felt in Dallas and surrounding territory as a business stimulant. Demolition work on the grounds has employed hundreds, and the starting of building operations is employing thousands. Grounds are closed to all traffic, admission being thru pass only. Peak of construction, which will be reached soon after the first of the year, will see 5,000 laborers and skilled workmen busy.

### NOTABLE TALKERS

(Continued from page 60)

It, Maurice W. Jencks, manager of Kansas Free Fair, Topeka.

Effect of Government Program on Fairs and Exhibitions, Clarence Roberts, Oklahoma City, Okla.

How the New York 1939 World's Fair Will Profit From the Accumulated Exposition Experience, R. S. Uzell, secretary of American Recreational Equipment Association, New York.

The Texas Centennial of 1936, Roy Rupard, secretary of the State Fair of Texas and assistant director of exhibits and concessions, Texas Centennial Exposition, Dallas.

Open discussion:  
Attendance Tuesday evening at annual banquet and ball of the Showmen's League of America in the Grand Ballroom of the Hotel Sherman.

### Wednesday, December 4

3 p.m.—Making Money at Your Fair, Rain or Shine, Dick Heller, manager of Indiana State Fair, Indianapolis.

The Showmen's League of America, President J. W. (Patty) Conklin, Hamilton, Ont., Canada.

Advantages of Milk Goat Exhibits at Fair and Live-Stock Expositions, Will L. Tewalt, Vincennes, Ind.

Reports of committees on classification, government relations, resolutions and special committees.

Open discussion:  
Business session.  
Unfinished business.  
Election of officers.  
Adjournment.

Present officers of the IAFE are Elwood A. Hughes, Toronto, president; Raymond A. Lee, St. Paul, vice-president; Ralph T. Hemphill, Oklahoma City, secretary-treasurer; Fred A. Chapman, Ionia, Mich.; Maurice W. Jencks, Topeka, Kan., directors; Lee M. Shell, Worthington, Minn., sergeant at arms.

Board of appeals, all members' terms expiring this year, is composed of D. T. Elderkin, Regina, Sask.; W. D. Jackson, London, Ont.; Frank D. Fuller, Memphis; Charles W. Paine, Sacramento.

Milton Danziger, Springfield, Mass., is chairman of the committee on government relations, made up of P. T. Strieder, Birmingham, Ala., and Tampa, Fla., and the association officers. Classification and rules committee consists of Charles A. Nash, Springfield, Mass., chairman; A. R. Corey, Des Moines; Ralph Ammon, Madison, Wis.; D. E. McKenzie, New Westminster, B. C.

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**LUXEMBURG, Wis.**—By unanimous vote stockholders of Kewaunee County Fair adopted an amendment to by-laws whereby the fair will be recorded as a non-profit organization. The 1935 fair showed a profit of \$1,700.

**MANITOWOC, Wis.**—Louis O. Behm, Kiel, was re-elected president of Manitowoc County Fair; Dr. A. F. Rank, Manitowoc, was named vice-president; George W. Kiel, secretary; A. A. Lyken, treasurer. County board approved \$2,500 for the 1936 event. The 1935 fair earned nearly \$1,000.

**CHILTON, Wis.**—Calumet County Fair here this fall broke about even, according to a report to the county board. A balance of \$639 and \$1,098 in State aid will be used to meet premiums totaling \$1,870.

**CHIPPEWA FALLS, Wis.**—L. A. Turner was elected president of Wisconsin District Fair Association; L. J. Vaudreuil, vice-president; Clarence T. Rinhardt, treasurer; A. L. Putnam, secretary-manager; John H. Wolf, superintendent.

**OSHKOSH, Wis.**—Appropriations of \$1,000 for preparations for the 1936 Winnebago County Fair, \$1,090 for painting buildings and \$4,381 toward construction of a stock-judging pavilion were approved by county supervisors.

**ELKHORN, Wis.**—In a report to the county board, Max Porter, secretary of Walworth County Fair, declared indebtedness of the fair is now \$10,000 less than it was a year ago. Outstanding indebtedness amounts to about \$13,200, with several improvements to buildings needed.

**THOMSON, Ga.**—A lot of one and three-quarters acres and remaining buildings of McDuffie County Fair Association were sold to satisfy claims against

the association for money borrowed and taxes due. Property was bid in by B. F. Johnson, former mayor, for \$1,260, which amount, added to insurance received from a recently burned building, will about pay the association out of debt.

**DALLAS.**—Special days recognizing States of the Union will be observed during the five months' run of Texas Centennial Exposition. Special programs which will include features typical of each State will be presented, according to plans being worked out by the special events division of the exposition.

**LYONS, France.**—Management of the International Fair of Lyons has mapped improvements on the fairgrounds which will cost about \$266,666, major portion of which will be expended on a new exposition hall covering 5,000 square meters.

**SAVANNAH, Ga.**—Chatham County Fair here, sponsored by the American Legion Post and managed by Joseph A. Rowan, was reported successful, weather having been ideal. Krause Greater Shows were on the midway and presented the Six Flying Melzoras as a free act.

**WASHINGTON C. H., O.**—Fayette County Fair board has surrendered its lease to the fairgrounds here and they will be used by Herb Nushweg for recreation purposes and a night club.

**DOVER, O.**—Tuscarawas County Agricultural Society, sponsoring Tuscarawas County Fair, will on December 9, Secretary J. D. Craig announced, elect four directors for three years to succeed E. D. Fisher, Bolivar, president; E. B. Chapman, C. F. Angel and F. C. Weber.

**SKOWHEGAN, Me.**—Skowhegan Fair Association elected Francis H. Friend, president; William L. Robertson, secretary; Ralph T. Jenkins, treasurer.

**HOUSTON.**—Local events for Texas Centennial Celebration have been announced. George D. Wilson is chairman of the executive committee, whose program has been approved by the State

### FEATURE ACTS . . .

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**RAYMOND MELZORA**  
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advisory committee, of which R. L. Blaffer is president. Main celebration here on April 18-21 will include an historic parade, beautification and rehabilitation of the Founders of Memorial Park and a patriotic banquet in City Auditorium.

### New Scientific Systems For Controlling Gates

The eyes of fair men were opened by the precision with which A Century of Progress in Chicago controlled its entrances and exits, kept exact check on its gate receipts, and kept constantly informed on the rate of influx and efflux of visitors, enabling the management to have on hand at all times the proper number of guards and attendants. Ever since, the engineering staff of the Perey Turnstile Company, New York, which de-

signed the system and built the space-saving turnstiles used at the fair, has been busy working out similar scientific entrance and exit-control systems for State and county fairs, race tracks and exhibitions.

The Perey organization makes a thorough study of gate-control conditions, and from data obtained in this way works out what might be called a "tailor-made" system of control to fit the particular needs and conditions.

### AUTO JOKER

Still selling fast in every State in the Union. Rest joke you can pull on your friends that gives a thrill. Beware of imitations; original made here. Red, white and blue wrapper with registered Patent No. 852984. Write for particulars. Also booking fireworks displays for any outdoor celebrations.  
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## Bay State Fairs

By L. B. BOSTON, Director Division of Reclamation, Soil Survey and Fairs, Massachusetts Dept. of Agriculture.  
A. W. LOMBARD, Asst. Director.  
EDGAR L. GILLET, Commissioner of Agriculture.  
136 State House, Boston.

Not only fair officials but a wide acquaintanceship of friends throughout Massachusetts will miss Harry Ford. Because he was friendly, sincere and capable and gave unstintingly of his time and energy for the betterment of rural conditions, his influence will long be felt.

The fairs of 1935 are over. The department is attempting to make a more thorough analysis of the returns submitted by the 100 and more fair secretaries. At the time of the annual meeting of the Fairs Association in Greenfield on January 23 and 24 it is hoped that something really worth while may be presented as a result of this analysis.

In a glance at some of the returns already in we note for example a great difference in the amount paid for labor among fairs of about the same size and character. This also holds true to other items like attractions, premiums, miscellaneous expenses, etc. Where one fair had an attendance of 4,000 and an income of \$1,800 it spent \$2,200 and ran at a loss, while a neighboring fair of practically the same attendance and income had expenses of \$1,600 and made a profit. Is it possible for the former fair to profit by the experience of the latter? Questions like this are deserving of helpful answers. We trust deductions, reports and discussion at the Fairs Association meeting in January will be well worth while.

## WANT RELIABLE ACTS

To book for 1936 Fair Season. Novelty and Comedy. Write:  
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## DARE DEVIL OLIVER

World's Premier High Diver, at Liberty After November 30. Address: Waltham, S. C., Nov. 18-28; Brunson, S. C., Nov. 25-30.

On the night of November 9, in Cummington, Hillside Agricultural Society held its annual meeting in the Community House. After a fine supper and an enjoyable entertainment and speaking program the annual business meeting was held. Treasurer's report showed the sound financial standing of the organization. The society not only has a substantial savings account but a considerable balance in ready cash. Election resulted in substantially the same slate being returned for another year. Hillside Agricultural Society is a thriving organization and a credit to the area which it serves.

Young Farmers' Fair of Bristol County held at the Agricultural School, Segrengset, October 10 and 11, was of usual high standard. The management made several changes in arrangement of the large number of exhibits and the State College, departments of public health and agriculture, co-operated in the program.

A new fair made its bow on October 12 and 13 in Marlboro. While rather hastily organized by a few local people, there was an exhibit of cattle and 4-H Club work, a few concessions and a horse trot.

If there should be anyone anywhere who is in doubt whether Massachusetts can produce high-colored apples they should have gone to the Fruit Show in South Amherst on October 25 and 26. This is the only apple show of its kind in Massachusetts.

A gratifying number of friends and members of Highland Agricultural Society turned out for the annual meeting in Middlefield on October 30. Election and reports occupied the forenoon session. Dinner, and the kind you can't get near the Statehouse, was served at noon in the church vestry. From the discussion relative to the plans for 1936 and interest shown it is evident it will take a lot more than inclement weather to dishearten officers of Middlefield Fair. Middlefield was one of the few unfortunate fairs this year that had bad weather. In spite of this, under able direction of President Johnson and Secretary Pease and the committees, the society practically met all obligations. Middlefield and Littleville are the only fairs in the commonwealth that do not re-

port expenditure of a dime for salaries or labor.

Littleville Community Fair Association held its annual meeting on November 4. This association is an example of what perseverance means, for not only has this relatively young organization been faced with the problems of getting started, but later lost their hall by fire and still later had three or four years in succession of rain on fair dates. Seventy-five or more persons, members and friends, came out for the annual meeting and they stayed to a late hour going thru the reports, new business, election of officers and general discussion. As with their neighboring fair at Middlefield nothing was spent for labor and with other neighboring fairs "bees" are held when members and friends go to the fairgrounds and give of their time in making needed improvements.

Executive committee of Massachusetts Agricultural Fairs Association, at a meeting in Worcester on November 6, voted to hold the 16th annual meeting at Greenfield in the Hotel Weldon on January 23 and 24, 1936. Sessions will open at 11 o'clock on January 23 and continue thru the day and evening. The annual banquet will start promptly at 6:30 p.m. Closing session will start at 9:30 o'clock on January 24, and a program of special interest is being arranged.

Vermont Agricultural Fairs Association will meet in conjunction for the third time. Mohawk Fairs Circuit will meet on opening day, January 23, at 4 p.m. Franklin County Agricultural Society has extended a cordial invitation for the meeting to be held in Greenfield and will act as host.

## Bay Staters Plan To Join Other Loops for N. E. Day

SPRINGFIELD, Mass., Nov. 23.—At the 23d annual meeting of Bay State Circuit in offices of Eastern States Exposition here on November 18 W. H. Dickinson, in absence of president and vice-presidents, presided. Stewards Henry M. Clark, Milton Danziger, W. H. Dickinson and Charles A. Nash attended. W. H. Gocher, secretary National Trotting Association; Roger Duncan, secretary Yankee Circuit; Harry McKenny, speed superintendent Eastern States Exposition, and J. H. Porteous, president Yankee Circuit, were guests. Milton Danziger, treasurer, reported receipts of \$835 and expenses of \$905.02. There are still \$452.00 of unliquidated deposits in hands of the State banking commissioner on account of the closing of the former depository of the circuit's funds. There has been no change in the liquidation of these funds since the last annual meeting. There is a cash balance on hand of \$177.36.

The secretary reported that originally Goshen, Chatham, Avon, Windsor and Sturbridge accepted dates in the 1935 circuit. Chatham withdrew before plans were under way and then, thru lack of sufficient entries, Windsor and Sturbridge had to call off their meetings. Goshen attempted to give a three-day meeting and because of heavy rains the meeting was reduced to one day.

A resolution was unanimously adopted on the recent death of Past President Thomas W. Ashworth. The president of Bay State Circuit will meet with the presidents of Yankee and Mohawk circuits to discuss possibility of co-operation for the 23d annual New England Horsemen's Day and Banquet.

## National Hereford Show Called Off in Nashville

NASHVILLE, Tenn., Nov. 23.—Directors of Tennessee State Fair have called off all plans to have the National Hereford Show at the 1936 State fair here.

It had been announced that the show would feature the fair next year, but directors declare that they have since learned that a similar show has been awarded again to North Montana Fair, Great Falls.

THE GREAT CALVERT, high-wire performer, writes that he is prepping a double act for next season, to be billed as Calvert and Miss Calveretta. She was formerly Miss Jane Boland, dainty trapeze and web artist. Act will carry elaborate wardrobe and colored light effects.

REPORTING a good season of 16 weeks of fairs and celebrations, Groth Bros. Company and Fearless Franzelon, high pole, closed in Laurel, Miss., on November 9 and returned to their home in Charter Oak, Ia.

## Fair Meetings

Minnesota Pine Belt Circuit, December 5, Atkin. Whitney Murray, secretary, Wadena.

Iowa Fair Managers' Association, December 9-11, Savery Hotel, Des Moines. E. W. Williams, secretary, Manchester.

Iowa State Fair Board, December 11 and 12, Savery Hotel, Des Moines. A. R. Corey, secretary, Des Moines.

Indiana Board of Agriculture (Indiana State Fair), January 8, Claypool Hotel, Indianapolis. Dick Heller, fair manager, Indianapolis.

Wisconsin Association of Fairs, January 6-8, Hotel Schroeder, Milwaukee. J. F. Malone, secretary, Beaver Dam.

State Association of Kansas Fairs, January 7 and 8, Jayhawk Hotel, Topeka. George Harman, secretary, Valley Falls.

Illinois Association of Agricultural Fairs, January 9 and 10, St. Nicholas Hotel, Springfield. J. H. Metten, secretary, Duquoin.

Ohio Fair Managers' Association, January 14-16, Deshler-Wallick Hotel, Columbus. Mrs. Don A. Detrick, secretary, Bellefontaine.

Minnesota Federation of County Fairs, January 15-17, Lowry Hotel, St. Paul. R. F. Hall, secretary, Minneapolis.

Nebraska Association of County Fair Managers, January 20-22, Cornhusker Hotel, Lincoln. Chet G. Marshall, secretary, Arlington.

Western Canadian Association of Exhibitions, January 20-22, Royal Alexandra Hotel, Winnipeg, Man. S. W. Johns, secretary, Saskatoon, Sask.

Western Canada Fairs Association, January 20-22, Royal Alexandra Hotel, Winnipeg, Man. Keith Stewart, secretary, Portage La Prairie, Man.

Michigan Association of Fairs, January 22 and 23, Fort Shelby Hotel, Detroit. Chester M. Howell, secretary, Chesaning.

Western Fairs Association, January 24 and 25, Hotel Whitcomb, San Francisco. Charles W. Paine, secretary, Sacramento.

Texas Association of Fairs, January 24 and 25, Baker Hotel, Dallas. Frank M. Thompson, secretary, Sherman.

Massachusetts Agricultural Fairs Association, January 23 and 24, Hotel Weldon, Greenfield. A. W. Lombard, secretary, 136 State House, Boston.

Virginia Association of Fairs, January 27 and 28, John Marshall Hotel, Richmond. Charles B. Raiston, secretary, Staunton.

New York State Association of Agricultural Societies, February 18, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, 131 North Pine avenue, Albany.

Association of Connecticut Fairs, February 18 (meeting place to be selected) Hartford. Leonard H. Healey, secretary, Hartford.

SECRETARIES of associations should send in their dates, as inquiries are being made.

## Barnes-Carruthers Agency Unchanged

CHICAGO, Nov. 23.—No change will be made in the name of the Barnes-Carruthers Fair Booking Association, according to M. H. Barnes, head of the organization. The business policy that has stood the test of time—30 years—will again guide the company's officials, road representatives and office conduct. Mr. Barnes said.

"Of course, we are determined to excel our best efforts of the past," he said. "When we presented the country's first big musical show, *The World on Parade*, nothing like it had ever been seen outdoors. Then came *The Show of a Century* and it clicked like a Broadway hit. This was followed by *Soaring High*, which closed its season in October. It was not only a revelation as a production, but it smashed all-time night attendance records with uncanny regularity."

Mr. Barnes added that plans are being completed for the company's 1936 super-musical production, which, he predicts, will eclipse anything of the kind the country has ever seen. Work of compiling the 1936 Barnes-Carruthers catalog is now in progress.

The Billboard

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DEC. 14<sup>TH</sup>

The Convention Report Number

FORMS GO TO PRESS

in Cincinnati promptly on Thursday, December 5<sup>th</sup>

## S. D. Top Shows In a Close Race

Leaders on exposition mid-way preparing for second period starting January 15

SAN DIEGO, Nov. 23.—Robert L. Ripley's Believe It or Not show and Stanley Graham's nudists fought a close battle for the best paying attraction at California Pacific International Exposition, which closed on November 11. Both shows are said to be hot for the 1936 season of the exposition, which opens on January 15 and will continue until September 9, California Admission Day.

Ripley's gate was 244,402, with 85 per cent of customers paying 40 cents and children 15 cents. This would give a gross take of about \$88,000 with a heavy overhead.

Financially, Queen Zoe (Ruth Cubitt) and her Nudists were one of the best paying shows at the fair because of a small nut of about \$1,000 weekly. This attraction was seen by 215,209 visitors, most of whom paid 40 cents. Original price, 25 cents, was upped shortly after the fair opened on May 29. Midgets, costing Mr. Graham about two grand a week, played to 305,019 during the five and a half months at prices varying from 5 to 25 cents.

Five other exposition concessions split proceeds from 1,000,000 souvenir tickets sold for \$2.50 by exposition management prior to opening: Globe Players, Hollywood Motion Picture Hall of Fame, Days of Saladin, San Diego Zoo and Indian Village. These souvenir ticket holders added up to about 40 per cent of the gate.

Hollywood Hall of Fame, depicting how movies are made, claimed to have played to 350,000 people at 25 cents. Globe Players troupe, playing "streamlined" Shakespeare, reported a gate of \$27,000, but this total included scores of school children at cut rates. These players, who gave 1,028 performances, will open in Oakland on November 25 as first stand of a Pacific Coast tour.

San Diego Zoo on the fairgrounds had attendance of 255,742, of which 108,473 paid slightly more than \$27,000, while 94,241 went in under the souvenir ducat rate, paying \$12,251. Remainder of the gate was children admitted free.

Days of Saladin, showing the Kellogg Arabian Horses, claims attendance of 238,935 at 25 cents. End of the Trail, Indian Village, was seen by about 225,000. Globe Players, Days of Saladin and Indian Village plan to show next year. Hollywood Hall of Fame may reopen on a more extensive scale.

## McAneny Is N. Y. World's Fair Head

NEW YORK, Nov. 23.—George McAneny, until now chairman of the preliminary committee, was elected president of the New York 1939 World's Fair Corporation at the first meeting of the board of directors, held on Wednesday in the office of the State Chamber of Commerce. Mr. McAneny's election was unanimous.

An executive committee was set up with Mr. McAneny as chairman and the following members: Edward C. Blum, president Brooklyn Institute of Arts and Sciences; Harvey D. Gibson, president Manufacturers' Trust Company; Percy S. Straus, president R. H. Macy & Company; Grover A. Whalen, chairman Schenley Products Company, and Matthew Woll, vice-president American Federation of Labor.

Harvey D. Gibson was elected chairman of the finance committee of the corporation with plenary powers both as to selection of committee members and plans and organization for raising required funds. Board decided that the executive committee be made the nominating committee for the remaining officers of the expo, to be elected at the next board meeting.

Several directors called attention to the fact that certain unauthorized outsiders were soliciting clients and promising information thru an alleged connection with the fair corporation, and Mr. McAneny was requested to make the announcement thru the press that no one has been authorized to speak for

the corporation upon any subject except its elected officers.

President McAneny heads the Title Guarantee and Trust Company, the Regional Plan Association, is chairman of Governor Lehman's commission on municipal taxation, former chairman of Transit Commission, member of the Advisory Planning Board of the State of New York, former comptroller of New York City, borough president of Manhattan and of the board of aldermen.

Full slate of officers will be completed at the next meeting of board, scheduled for December 4. Complete plan for financing the fair will be presented shortly after election of officers and setting up of several committees.

## Bond Issue Paid Off by Beaumont

BEAUMONT, Tex., Nov. 23.—Directors of South Texas State Fair Association this week handed Beaumont's city clerk a check for \$3,182.50 as payment on the fair's bonded indebtedness and heard the report of L. B. Herring Jr., fair's secretary-manager, that they now have three times as much cash on hand as they had last year after bills had been paid. Payment to the city retires one of the bond issues of the association and repays fully the interest for six months on entire indebtedness.

Total gross of the fair was \$44,633.27, and operating expenses, etc., totaled \$37,724.38, leaving profit of \$7,908.89. The association has \$4,340.70 in cash and accounts payable on hand to start the new year as against \$1,700 last year.

During fair 146,447 paying customers, exclusive of farm boys, children, paraders and others admitted free for special occasions, passed thru the gates, an increase of 22,000 over cash customers in 1934.

Mr. Herring said that the association policy of inaugurating a definite educational value in exhibits instead of "just the usual farm exhibit" has been followed by every fair in the State. President Howard Gardner appointed a committee to write Mr. Herring an official letter of praise for his successful operation of the 1935 event.

## POOL WHIRL

(Continued from page 59)

Sol is assistant health commissioner of the city of New York and he had to give up all his pool interests by order of Mayor La Guardia himself.—Harry Pincus, Sol's younger brother, incidentally, became vice-president of the Cascades twin tanks when his brother sold out, with Meck Rose, president.

### More Ripples

Municipal outdoor pool, one of the many planned by New York's Commissioner Moses, pretty well constructed on Amsterdam avenue in upper Manhat-

tan.—All of which will no doubt prove stiff opposition to both the Cascades and Miramar commercial natatoriums near by.—It's fun to watch the pool engineers and contractors fighting for the job of the proposed swim pool at the New York City World's Fair a few years hence, but I think most of them are running up the wrong alley.—Broadwood indoor pool, in Philly, goes in for swimming competition in a big way, supporting a team to represent it to the extent of making trips, which other pool men ought to follow.—Of course, many operators claim that it is of no advantage to have a team swim hundreds of miles from home and get out-of-town publicity for the pool.—But it does add prestige to a tank, and you can't hope to have a real championship aggregation if you don't have the boys swim other big clubs in home and home series.

### Still More Ripples

Whatever happened to Ann Benoit and that marathon swim organization and who cares?—John Tooney, Portland, Ore., who says he's a former long-distance swimmer, writes to inquire about the whereabouts of Pritchard Brothers, of marathon swim fame.—And as far as I know they're working in Buffalo, N. Y., from where I heard from them last.—Tho if I'm wrong, please tell me, so that Tooney can communicate with them.—Gus Gordon also writes in from Joliet, Ill., asking where he can get in touch with Bill Sado, another marathon swimmer.—But he's got me there, as I don't know.

—Suggest all inquiries for the addresses of marathon swimmers be sent to Elwood Hughes in care of the Canadian National Exhibition in Toronto, Can., who has a line on most of them, altho I'd be only too glad to forward your letters to Elwood if you like.—The two queries received last week concerning marathon swimmers, coming on the heels of my recent column on that phase of the aquatic field, proves my contention that a great many readers of this department are interested in this sport.—So I plan to run a few paragraphs every now and then devoted exclusively to the business of marathon swimming and to its participants.

### And Still More Ripples

Why don't indoor pools, having gyms, loan sneakers to patrons the same as swim suits instead of making them bring their own?—Private gymnasiums loan or rent out entire exercise wardrobes, but so many pools insist that swimmers bring their own rubber shoes if they want to use the gym.—Every patron should be provided with sun glasses, too, for the arc lamp room instead of their fighting over a few pair that may be available, as was the case in a few indoor tanks I recently visited.

—And so I'll stop throwing stones into the water, which will automatically stop the ripples, for the time being.—Until next week in Chicago.

## Agricultural Situation

Condensed Data From November Summary by U. S. Department of Agriculture, Washington, D. C.

### MORE FEED PRODUCED

Most of the principal crops are now gathered except for some corn in the North and some cotton in the South. Corn husking is on. The frosts last month caught quite a good many fields of corn as well as potatoes. There is considerable soft corn in the central Corn Belt, while in the northern Belt excessive moisture has slowed up the husking. Reports from leading late-potato sections indicate that frosts have shrunk that crop materially. Cotton picking is nearly finished in Texas and the southern Belt generally, but the bolls have been slow to open in Oklahoma and northern Arkansas, with wet weather delaying things and some reports of frost damage.

Winter wheat is having a hard time to get started both east and west, chiefly on account of dryness. Thru the Central States, however, germination has been better and the stands are generally good.

Now that the crops are harvested attention begins to turn to the flocks and herds. This year's feed supply is bringing cattle back strongly in the West, where the drought cut into the herds so sharply. It seems quite certain that more cattle will be fed for market this winter than last. In other words, the cattle industry apparently is set to place more grain-fed steers on the market

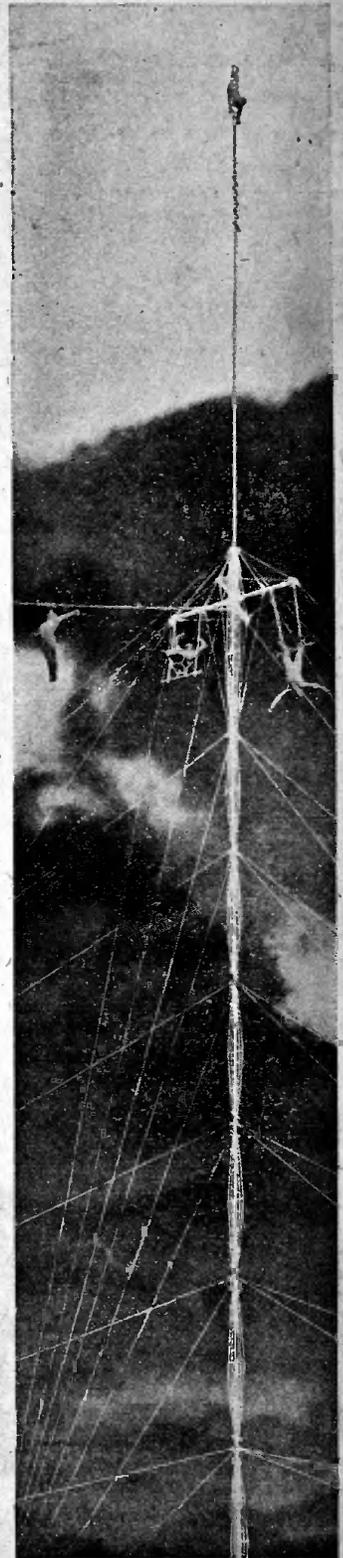
next year, but probably will slaughter fewer cows and heifers.

### LIVE STOCK EXPANDING

The downward trend in hog production (number of pigs raised) which began in the fall of 1933 apparently ended last spring and increasing production is expected this fall and over the next two years. It seems probably, however, that the supply of hogs going to market within the 12 months beginning October 1 will be even smaller than the very small supplies of last year. Probably fewer hogs will go to slaughter during the winter, but more next summer and fall.

The lamb supply for slaughter this coming winter and spring is expected to be smaller than for several years. Sheep raisers, like the cattlemen, are now making an effort to bring back their flocks in the West that were depleted by the drought. The number of sheep in the "native" States farther east holds about steady.

The horse situation begins to show a new phase—the number of colts is steadily increasing (it began in 1933), and apparently by next spring will offset the losses of old horses, but it will still be three to five years before the number of animals of actual working age will show an increase.



## THE STRATOSPHERE MAN

World's highest trapeze and swaying pole act. Finishing with a 500 foot slide for life. The most spectacular act in existence. Beautiful wardrobe and special illumination for night showing. AVAILABLE FOR FAIRS, PARKS AND CELEBRATIONS

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## RAS Has Best In 12 Years

Owners are pleased—condensed resume of closed season by Jack E. Dadswell

PENSACOLA, Fla., Nov. 23.—After terminating their season's tour here recently Royal American Shows departed for Tampa, where they will again be located in quarters on the fair grounds this winter. Before boarding the show train Carl J. Sedlmayr, Elmer C. Velare and Curtis Velare all told the writer, Jack E. Dadswell, the show's press representative: "Indeed, this has been the most glamorously successful season in the 12 years we have been together under the banner of Royal American Shows." Walter Kemp, Dick Best, Raynell Lorow and George Golden all confirmed it. So did Frank Graham, wax show operator; Bert Slover, pony and auto ride owner; F. V. McGarry, who manages Diamond Kitty, the Boston Fat Girl; Leon Claxton, brown-skin revue

(See RAS HAS BEST on page 81)

## Plans Complete For SLA Ball

CHICAGO, Nov. 23.—With just a week remaining before the start of the fair and park men and outdoor showmen's meetings preparations for the annual Showmen's League Banquet and Ball, social highlight of the week, are virtually complete.

Chairman Frank P. Duffield and his committeemen have been busy working out plans for the event and they promise that it will be one of the finest the League has ever held. Manager Frank Bering of the Hotel Sherman is lending the fullest co-operation. Reservations have been pouring in during the past week, and it now looks as if the capacity of the Grand Ballroom at the hotel is going to be taxed to its utmost.

Details of the program have been held in abeyance this week, but it is assured that in addition to a swell dinner there will be an outstanding speaker, a huge entertainment program with many well-known artists participating, and dancing to the music of an excellent orchestra. The Grand Ballroom of the Sherman is an ideal place for the event; a beautiful spot and so arranged that every table will be a choice table. There will be 10 persons to a table, and tickets are \$5 each.

## Health of E. M. Foley Is Greatly Improved

SAN FRANCISCO, Nov. 23.—The veteran and popular outdoor showman Edward M. Foley, owner-manager Foley & Burk Shows, who was taken ill some weeks ago while at Sacramento, is greatly improved in health and will soon be directly active with his staff men in furthering progressive plans for the organization's next season. Mr. Foley, notwithstanding his being exclusively a West Coast showman, is known and esteemed in show circles far and wide. Numerous times in past years he enjoyed fraternizing among his fair and showfolk acquaintances during the fall conventions and Showmen's League festivities in Chicago. This fall his health probably will cause him to forego that pleasure.

W. Lee Brandon, assistant manager the Foley & Burk Shows, advises that all the equipment in winter quarters at Oakland will be given a thoro overhauling during the off-season months, and a number of "thrilling surprises" are being prepared for the Foley & Burk mid-way next year.

## Lippman With Endy Bros.

MONTGOMERY, Ala., Nov. 23.—Eddie Lippman, former extensive operator of concessions, of late years manager and assistant manager with various amusement organizations, advised a few days ago that he will be connected with Endy Bros.' 20 Big Shows next season in the capacity of general manager.



MAX COHEN, general counsel of the American Carnivals Association, who has worked diligently in behalf of the organization. With augmented interest and additions to membership Counsel Cohen has been looking forward to outstanding success for the second annual convention of the ACA, December 2 and 3, in Chicago.

## Loos Shows Have 44 Weeks' Tour

CORPUS CHRISTI, Tex., Nov. 23.—The J. George Loos Greater United Shows are preparing to soon close their 44 weeks' season, during which they have played 22 weeks of fairs and celebrations, including the annual Washington's Birthday Celebration at Laredo, Tex., which will again be their opening stand next February.

Manager Loos has carried an average of 10 shows, 10 rides and 25 to 50 concessions this year, also two free acts, the Flying Valentinos and Great Lavencia's high-pole act.

Mr. Loos is optimistic regarding next season, feeling that conditions have steadily improved in 1935 and that the improvement will be more pronounced during 1936.

The show will again winter at Laredo, Tex., where it has permanent quarters.

## ACA To Formulate Legislative Program During Chicago Meet

CINCINNATI, Nov. 23.—In connection with the second annual convention of the American Carnivals Association Inc., scheduled to be held at the West Room, Hotel Sherman, Chicago, beginning December 2, General Counsel Max Cohen, of the ACA, points out that the annual reports of President John M. Sheesley and Secretary Max Linderman, as well as his own, will be delivered at the first session, on Monday. Other items included for the Monday program include: Opening of meeting. Roll call of member shows. Reading and approval of minutes of 1934 (Toronto) meeting. Report of general counsel for past year. Discussion of activities of the association for the past year. Applications for and elec-

## Hilderbrand Ends Season

Tulare, Calif., the closing stand—show moves to winter quarters in Los Angeles

LOS ANGELES, Nov. 23.—Hilderbrand's United Shows played their closing stand at Tulare, Calif., and moved to winter quarters here. Mr. and Mrs. O. H. Hilderbrand are leaving on their second trip eastward, including a visit to relatives in Oklahoma. After arrival in winter quarters Mr. Hilderbrand gave a farewell dinner to the staff at a local cafe. Lucille King also gave a dinner to some of the personnel of the show.

Announced destinations at the closing: Mr. and Mrs. H. Severson, Mr. and Mrs. Ben H. Martin and Mr. and Mrs. Leon Whitney to play the Festival at Ridley. Mrs. E. Schutes, Mr. and Mrs. Ralph Schafer, San Bernardino; Mr. and Mrs. E. Sanford, Moose Norbeck, Tex Moulton, Portland, Ore. Johnnie Hicks, Charles Hillman, R. Carter, San Francisco; Frank and Jack Schaffer, Seattle; Charles Youngman, Santa Paula; W. G. Foss and family, Mr. and Mrs. E. Young, Mr. and Mrs. J. Foss, Huntington Beach; Dutch and Mrs. VanDee, Huntington Park; William Summers, Medford, Ore. The following to Los Angeles: Mr. and Mrs. E. W. Cole, Mr. and Mrs. E. Pickard, Lucille King, Fred and Mrs. Stewart, Mr. and Mrs. Ben H. Martin, Mr. and Mrs. H. Severson, Mr. and Mrs. Leon Whitney, Mr. and Mrs. William Groff.

(See HILDERBRAND on page 81)

## Spencer To Operate Own Show Next Season

BROOKVILLE, Pa., Nov. 23.—Sam E. Spencer will take active operation and management of the shows bearing his name next year. He states that he will make a number of improvements and changes in the paraphernalia and presentations, including innovative style show fronts and a band with air callope on a platform in the center of the midway.

## Cohen Issues Invitation

ROCHESTER, N. Y., Nov. 23.—General Counsel Max Cohen, of the American Carnivals' Association, has issued the following invitation relative to the association's meetings in Chicago:

"To the Carnival Industry:

"It is my pleasure to extend hereby a cordial invitation to all owners, managers and others interested in the carnival industry and in the association to attend the sessions of the second annual meet of the American Carnivals' Association, to be held December 2 and 3 at the Hotel Sherman, Chicago.

"We trust that you will be among those present to participate in what is likely to be an outstanding meeting, being held as it is in conjunction with the Showmen's League of America, Interpolational Association of Fairs and Expositions and National Association of Amusement Parks, Pools and Beaches groups. Cordially yours,

"MAX COHEN, General Counsel."

## Barfield Will Have Own Show

Has had three years' association with F. Z. Vasche in the Bar-Brown Shows

VALDOSTA, Ga., Nov. 23.—C. E. Barfield, last three years co-partner with F. Z. Vasche, of the Brown Novelty Company, Cincinnati, in the Bar-Brown Shows, has decided to again have his own amusement company on tour next year. Mr. Barfield stated that he would have a unit of rides and concessions playing engagements in Florida this winter, his complete organization to start its season at this city or somewhere in this territory in the spring. "After three years of very pleasant business and social relations," stated Barfield, "Mr. Vasche and I have dissolved partnership. I doubt that any two men ever got along more harmoniously in any business than did Mr. Vasche and myself in operating the Bar-Brown Shows."

C. E. (Doc) Barfield formerly operated his own amusement company for years. After selling that interest he spent some time on the Pacific Coast in riding device business, and later was prominently active in park and civic matters at Galveston, Tex., where he still has some attractions at an amusement park. In

(See BARFIELD WILL on page 81)

## Hansen Played 8 States This Year

MOBILE, Ala., Nov. 23.—The Al C. Hansen Shows went into winter quarters here last week, after ending their season at Brewton, Ala. Al C. Hansen, president and general manager, who arrived with the show, reported good business this season. Approximately 175 persons connected with the show will spend the winter in Mobile.

Walter B. Fox, general representative, said that in all probability the show will travel by rail instead of via motor cars next season. Fox and Hansen will leave here at an early date to inspect train equipment at a Middle West city with the view of making purchases. The show traveled 10,000 miles in eight States this season.

## Bars Down at Cameron, Tex.

HOUSTON, Tex., Nov. 23.—The following item, headed "Welcome Shows," appeared under the "Late News Flashes" heading or *The Cameron Herald*, Cameron, Tex.:

"Tent shows were invited back to Cameron by the city council Tuesday night. The body repealed an ordinance prohibiting tent shows within 100 feet of churches, residences and public buildings in the city. The American Legion asked the ordinance be repealed, it was said. The local post stages carnival attractions and the ordinance was in conflict with its plans."

## BALLYHOO BROS.' Circulating Exposition A Century of Profit Show

By STARR DeBELLE

LONG RANGE, Tenn. Week ended November 23, 1935. Dear Charlie:

The five Ballyhoo Brothers and General Agent Lem Trucklow are Chicago bound. Took an early start for the Windy City and the fairs meeting. The Gaff Brothers and their forces there to help get all the worth-while dates. Expect them, as usual, to bring back the best fair routes in the East and West. Both shows will advertise their routes as

the best fair route on the North American continent.

With the two shows' strong staff combine, a repertoire of new promises, 10 portfolios full of pictures of fairs, some used 25 years ago, and the slogan, "We will buy anything in the fair line, win, lose or draw," should book the show on high. This should give the show a route. If that's all a show wants.

While the bosses are away the agents

(See BALLYHOO on page 81)

# THE DONALDSON LITHOGRAPHING CO.

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REAL LITHOGRAPHED ADVERTISING  
IN ALL SIZES IN CRAYON AND PHOTO  
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SEE OUR DISPLAY OF FINE PRINTING AND LITHOGRAPHY  
AT THE HOTEL SHERMAN DURING CONVENTION WEEK



**Showmen's  
League  
of America**

CHICAGO, November 23.

**Brothers:**

League executives are asking you to bear with them in effecting the saving of the expense of mailing out ballots for the annual election of officers. But one ticket in the field this year, with President J. W. (Patty) Conklin chosen to succeed himself for 1936, hence this saving was deemed advisable.

President Patty Conklin is back in town and getting set for a busy session during the fair meeting. Brother Frank Conklin, who arrived with him, left for a short time but will be back for the meetings. . . . Brother Harry Lewington, home after closing with Ringling-Barnum, says he expects to be here most of the winter. . . . Louis Wald, of Pacific Coast Showmen's Association, is a visitor. . . . Pinkey Blitz, in town for a short time, spends his spare hours with boys at the rooms. . . . Nate Eagle and Chief Ludwig around the rooms quite often. They expect to stay for the banquet and ball. . . . Larry Hogan, in and out of town, drops in for a visit after each trip. . . . Vice-President J. C. McCaffery has been on a short trip. . . . Harry Taylor, of the POA, in to listen to the football game on the radio.

Brother Nate Eagle has been placed on the table committee for the banquet and ball. . . . Brother Max Linderman still giving plenty of co-operation. Sent in 19 more applications, also a sizable check, as the result of his efforts in behalf of the Cemetery Fund Drive. Applications are Jack Linderman, Al Friebie, Frank Michael, James H. Flem-

ing, T. W. Kelly, Charles Yaeger, Charles A. Somma, Ralph W. Smith, A. T. Dize, Harry Sussman, Jules Lasures, Carl A. Turnquist, Jack Selden, Philip Marks, A. T. Vitale, Russell F. Judy, Nat Workman, James E. Strates and Frank Schillizzi. Other applications received were Edward J. Madigan, by President Conklin; Berney Smuckler, Buster Littlefinger and C. Jack Shafer, by Vice-President McCaffery. The membership drive goes merrily on and is now ahead of anything of the past nine years. Looks like it will pass the 200 mark.

Chairman Frank P. Duffield and his subcommittees busy on final arrangements for the Banquet and Ball. All indications point to one of the largest affairs in years.

Cemetery Fund Drive showing nice returns and President Conklin is well pleased with results to date. Chairman Joe Rogers will be back and aid in the final drive ere its closing on December 3. Results received during the week were from J. R. Strayer, Al Humke, Joe Abrams, Harry Fink, Prof. A. L. Morrell, Johnny J. Jones Exposition, Tom Rankine, Samuel G. Hopkins, L. S. Hogan, Charles J. Miles, Percy Wheeler, R. N. Adams, Billie J. Collins, Jack H. Smith, Cotlin & Wilson Shows, Max Linderman, World of Mirth Shows, Ben Beno, Frank H. Hartless, Ross Davis and Nate Miller.

Brother Paul Olsen in for a call and bridging it with the boys. . . . Brother John Lorman busy lining up players and prizes for the bridge tournament.

A number of the brothers sent in their dues the past two weeks. Included in these are Joe Harris, Jack Pritchard, Al Kaufman, Edw. Murphy, Harry Fink, Jack H. Beach, E. Courtemanche, Sam S. Solinsky, A. L. Miller, L. S. Hogan, Percy Wheeler, Charles Miles, R. A. Leutins, Ben Beno, J. W. Conklin, Frank R. Conklin, Nate Miller and Jimmie Morrissey.

The closing letter in the Cemetery Fund Drive has been mailed and you are urged to give this your attention. Send in your returns and stubs of tickets that they be here in time. The awarding of prizes in the drive will be held at the Banquet and Ball. Let's give this a whirlwind finish!

President Conklin advises that a number of the Canadian brothers will be here for the ball.

## AIR CALLIOPES

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GETS THE MONEY  
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AUTOMATIC PLAYING

Several new demonstrators and rebuilt instruments for sale. Low price.

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## GOLD MEDAL SHOWS

(OSCAR BLOOM, Owner and Manager)

**GREETINGS TO OUR FRIENDS EVERYWHERE**

—NOW BOOKING FOR SEASON 1936—

FAIR SECRETARIES AND CELEBRATION COMMITTEES: Write for our Open Dates for next season.

Permanent Address: 390 ARCADE BLDG., ST. LOUIS, MO.

## WESTERN STATES SHOWS

*Wish all Friends a Merry Xmas and Happy New Year*

Have full equipment for Pit, Hawaiian and Athletic Shows and want competent managers for same for next season. Long route, early opening and good spots. Have a few dates open for our 1936 fair circuit and would like to hear from secretaries interested. Address JACK RUBACK, Mgr., 201 Austin St., San Antonio, Tex. (Bluey-Bluey, Wm. Troyk, write me.)

## COATES HOUSE KANSAS CITY

"THE SHOWMEN'S HEADQUARTERS,"  
Home of the  
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# Free Acts Justify the Gate

By CHAS. C. BLUE



IN A SUMMARIZATION of items appertaining to the carnival field during the last few years to select the foundation for a special article, individual in nature, for this Christmas Number, many were weighed, particularly as to changes and development. Among these were:

Trend of business.  
Innovative tented offerings and riding devices on midways.  
Steadily increasing motorized transportation.  
Changes to more modern and spectacular illumination.

New ideas in fronts for shows and main entrances.  
The general business depression and progress toward recovery.

And many others. But all of them had already been individually or collectively commented on in this publication not a few times.

One outstanding item—probably best qualified as a "change"—came to mind. It was the fact that the number of special free attractions on midways multiplied marvelously during late years—gradually increased. This year, some large and some small carnivals that had not lately, if ever before, presented free acts, employed from one to five, and also not a few used aerial bombs and other pyrotechnics.

The question "Why?" arose.  
The most commonplace answer seemed "To aid in drawing and holding greater attendance on the midways." But with also a great increase in the number of companies adopting the pay gate and employment of, or augmenting, special attractions, there seemed a more pronounced reason, an affiliated connection—for the conspicuous spurt in special offerings. Many showmen replied to inquiries that "They attract a better class of people to the midway"; "They provide a something outstandingly additional and different, and thru the interest created not only are there more people for the shows, rides and concessions to cater to but also the gates' profit"; "They are practically self-sustaining, thru the increased gate receipts," and similar explanations. In cases of midway entrance charges, one answer, in consideration of all others, appeared to strike a combined, condensed reason, "They justify the gate"—the inspiration for the title of this article.

During the early days of carnivals nearly all companies presented special free attractions, including high and low aerial acts and acrobatic and other platform offerings on their midways afternoons and nights, with no entrance charge—except at big specially promoted events. Gradually they became almost passe, even after the advent of wagon-front and later portable midway entrances. During the last decade many ideas toward increasing gate attendance were developed and put into use, such as giving prizes, up to automobiles; limited free admissions to rides and sometimes to shows, and numerous other interest stimulators, to such a usage degree that doubtless many managements deduced there should be "something different"—to "justify the gate."

The compiler of this article has kept tab on the free acts situation and its expansion the last few years, particularly this year. He noted that for 1935 not only large but also medium-sized carnivals employed from one to several costly presentations, and also noted (in most instances from reports) the effect on the front-gate attendance. Some shows have continued their free acts thruout their fairs seasons. Here is an example—not naming the company (should the reader identify it, it's okeh): A large railroad organization that this year employed four high, sensational aerial acts was visited by this writer at two Indiana cities, and on each occasion he found thousands of people on the midway. The attendance was spending comparatively a very small amount of money at the shows and rides, almost nothing at the concessions. Yet the multitudes had patronized the gates! An executive commented, "They came to see the free acts." At one of the cities, the auspices committee almost "threw a fit" on learning that there would be a pay gate—"A gate has never been a success here." The show management stood pat, remarking, "Wait until they see our free attractions," and won out and changed the opinion of the committeemen. The same organization played a free-gate fair and, supported by its free acts, charged admission to its midway, which was veritably packed with people daily.

In fairness, however, gates and free acts are not countenanced by all showmen (meaning show, ride and concession people). Some individual attraction and company operators do not favor a gate

charge, claiming that otherwise the dimes or nickels spent at the entrances would pass to the inside ticket boxes and counters; that free act riggings attract and hold prospective customers at or near their locations, thus consuming precious opportunities for business during the few hours of afternoon or evening before midnight.

It is logical to assume, however, that, whether with or without the special free attractions (other than ballyhoos), gate receipts kept many "transportation wheels" rolling the last several seasons.

The writer has requested and received statements from quite a number of carnival managements relative to profitable employment of free acts. Some were extensive in discussion and comment. Some expressed high praise of them, others were less optimistic. Regrettably, space will not permit complete printing of all the statements. Following are some excerpts:

## Opinions of Managers

ROY E. LUDINGTON, manager Crafts 20 Big Shows: "The affirmative if the act or acts are big and sensational enough to create that priceless publicity known as downtown comment. . . . Personally, if selecting only one act for the midway, pay gate or otherwise, I prefer a high act of sensational nature. . . . A low act has its merits also. . . . It belongs near the back of the midway, where crowds are needed at different hours. . . . I always prefer free acts behind the pay gate to any drawings, free ride tickets or cash night prizes. It's real showmanship to give them something to talk about. Always please the multitude! Drawings and cash prizes please only a few individuals each night."

JOHN M. SHEESLEY, Mighty Sheesley Midway: "We carried free acts and fireworks and found that it was to our advantage; that the assemblages got something extra for the dimes they spent at the front gate. Therefore, I feel that the public is better satisfied, also the people on the show, and that we get better results by having free acts."

JOSEPH S. SCHOLTO, assistant manager Hennies Bros.' Shows: "We found this year that the high act . . . proved very successful for us, increasing the gate as the week engagements progressed, and really gave the people something additional for the 10 cents spent at the entrance. The gate proved a revenue—a net one—and seemed to be more satisfactory to our customers than giving them free ride tickets. Also, having the gate, we were better able to control the actions of those on the midway; served toward eliminating folks who spend nothing but their time on the midway, many times causing trouble."

RUBIN GRUBERG, president Rubin & Cherry Exposition: "Altho I have used free acts only four weeks during my many years of show business, I feel that they are a most essential part of any pay-gate traveling exposition, and intend using them on my show in 1936." (Mr. Gruberg explained that he used a shoot-from-cannon act three weeks in 1934 and a troupe of high aerialists during the Milwaukee Centennial this year.) . . . We have found it necessary sometimes to award cash and various other gate prizes, which in most instances cost us more than a good free act would cost, and do the midway any good. Good free acts on the midway bring more people to the grounds, which, of course, gives the various attractions many more people to present their wares to. The additional people drawn to the showgrounds by good free offerings will more than defray the expense of employing the acts from week to week."

C. G. DODSON, manager Dodson's World's Fair Shows: "I have always contended that an outdoor amusement organization without at least one outstanding free act (and band) is like a pump without a handle. Of course, there must be earning capacity powerful enough to overcome the added expense. . . . One of the main advantages of a pay gate is that it will bring to the midway a better class of people, the gate charge acting the same as a cover charge to dine and dance establishments. By getting a better class of midway visitors the danger of rowdyism is almost eliminated. By giving them good, sensational free acts they will not feel that they have been 'gypped' by being required to pay an admission to the grounds."

J. GEORGE LOOS, manager Greater United Shows: "It is my opinion that free acts on a carnival midway where an admission is charged are a great help and incentive for added patronage, besides will have a tendency to satisfy the patrons of this particular form of amusement. But they must be of exceptional merit. Otherwise, it might be well to elim-

inate them, because an act of mediocre quality, that does not satisfy, will oftentimes send them away in an unfavorable mood. . . . A good high-class and sensational act will often cover a multitude of shortcomings in the line of inferior attractions sometimes prevalent on a carnival midway. Besides, good acts give the carnival a circus atmosphere, which is quite desirable. . . . At any rate, where an admission fee is charged to enter the carnival midway it certainly does not do any harm to give the 'Deaf-Loving Public' a little more than they anticipate, both from showmanship and financial standpoints. . . . Pleasing the public at a profit is in itself an art of gigantic proportion."

MAX GRUBERG, general manager Gruberg's World's Exposition Shows: "My experience the last two seasons proved conclusively to me that high aerial acts greatly aided the gate. I am so sold on the idea of having free acts that next year I will have three or four of them."

Jack Ruback, manager Western States Shows: "We like the free act because it draws crowds, and not only that, it gives the people more for their money. On a gate, as we have, I prefer the high aerial act. . . . The people get a bigger kick out of something that is high in the air than something on or near the ground. . . . When other lights on the midway are turned out and the free act is well lighted, it is a beautiful setup and can be seen a great distance."

HARRY H. ZIMDARS, manager Zimdars' Greater Shows: "We tried free acts on our midway the past season for the first time and were pleased. . . . People were more interested in our showing their towns, so it was easier to book engagements. . . . They hold the crowds later and all connected with the show profit by them. . . . The public claimed that it looked more like the old-time street fair. . . . We had only a 5-cent gate, and the people seemed more willing to pay it. . . . We prefer the high act but that is up to the territory being played by shows, as we note that some shows have success with platform acts. . . . Last spring we encountered some very inclement weather (each week getting only one or two days' work), and we know that the gate, with the acts, moved the show a few times."

MORRIS MILLER, manager Miller Bros.' Shows: "I have worked a free act all season and consider free acts an essential part of the midway if a gate admission is charged. And the more free acts the larger the crowd expected, because the public appreciates something additional for the admission charge. Personally, I feel that all shows should charge an admission fee, whether it is 5 cents or 10 cents, as it gets rid of a lot of riffraff on the midway."

JOHN R. CASTLE, manager United Shows of America: "We have used many free acts in the past, offering several in one night, spaced at intervals thruout the evening, such as 7, 9:30 and 11 o'clock. We have tried them out by putting them on early and all on late, and by various arrangements of presentation time, and they did not warrant the expenditure in the class of cities exhibited, which were the larger populated areas. These acts were all standard and sensational. . . . I believe that acts would pay if there were some way to change them nightly, or every second day. This applies to still dates. At celebrations acts are necessary, as we have a widened drawing opportunity with the consequent turnover of new patronage. In smaller towns acts can be considered as drawing power to a gate." In a letter to this writer Mr. Castle also stated in part: "We once gave cash prizes on the gate, then an auto on Saturday and eventually free acts. Since last year we have given nothing (we try to make our ballys as colorful as possible) and note no particular lack of attendance."

BEN KRAUSE, manager Krause Greater Shows: "I have always favored having free acts with carnivals. Personally, I prefer an aerial act. . . . Starting 26 years ago and for a period of eight years I featured Alma Meyer and her high dive. . . . Later had the late Thomas Quincy Meyer and Mermaid, high dives; high-wire acts, flying trapeze troupes, and other aerial acts. . . . Many years ago nearly every carnival featured one or more free acts, also a good band (I was among the first to have an Italian band with a carnival, and carried one for many years). . . . During the last two years several carnivals have again had bands on their midways."

CAPT. DAVID LATLIP, manager Latlip Shows: "Persons knowing of my having been a high diver for many years and during late years having my family aerial acts on my midway might form the conclusion that I might naturally have a leaning toward them, but such is not the case. I honestly believe that aerial acts are the best drawing cards. The present generation wants thrills, which caused me to revive my high dive the past season. Nevertheless, any plat-

(See FREE ACTS on opposite page)

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LARGE CAPACITY — 36 ADULTS — 48 CHILDREN



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Signed F. E. GOODING, Manager Gooding Greater Shows.

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The first Ridee-O was built in 1928, a cumbersome 24-car model, six improved units were built subsequently with 18 cars each. This model was an enormous hit, topping all other rides on midways everywhere, but it was too heavy, too expensive and too bulky for the average showman to handle. In 1935 the ideal Ridee-O was built, none of the massive appearance was lost and large capacity was maintained, yet the ride was reduced to twelve cars, but each is wide enough for three large adults or four children. With the double system of entrances and exits masses can be handled with ease.

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World's Largest Manufacturers of Amusement Rides

### Porter Has Winter Show in the South

DAVIDSON, Okla., Nov. 23.—P. A. Porter's Shows, which exhibited here last week, opened their winter season the preceding week at Lone Wolf, Okla. The management plans an all-winter tour, thru Oklahoma, Arkansas and Louisiana.

P. A. Porter is owner-operator; Mrs. P. A. Porter, secretary-treasurer; H. N. (Doc) Capell, general agent; Mrs. H. N. Capell, handling merchants' tickets and advertising. Attractions include five rides—Merry-Go-Round, Ell Wheel, Merry Mixup, Loop-o-Plane and Kiddie Ride; Capt. O'Neil's Monkey Circus, Athletic Show, with Jimmie Odell and Melvin Tolson; Dare-Devil Curley's Pit Show; Hawaiian Shows, operated by Mrs. Jimmie Buley, and Mickey Mouse Show operated by Jack Nolen. Concessioners include: Doc Overbee, cookhouse; Miles Carey, five; Eddie Erby, two; Jimmie Buley, two; Joe Weinburg, four; Joe Lewis, one; Jack Camp, one; Harry Burns, one. The show is motorized and carries its own light plant.

### L. J. Heth Shows

Guntersville, Ala. Week ended November 9. American Legion Fall Festival. Location, baseball park. Weather, variable. Business, fair.

Additional attractions since last year's engagement here necessitated last-minute change of location from the in-

adequate railroad lot to baseball park. Lot Superintendent Kelly deserves commendation for his spotting of attractions, the midway was most attractive of season. From both attendance and financial standpoints "bad beginning, good ending" appropriately describes. Splendid co-operation from press and auspices. Clear skies and rising temperature on this last day brought an attendance of several thousand, whose liberal spending made it another week "out of the red." Mrs. H. T. Reeves left for her home in Birmingham after a two weeks' visit with her sister, Mrs. L. J. Heth. Grief struck the midway Friday, when "Brownie," the faithful dog pal of Billy Burns, died from an unknown cause. For the past 10 years Billy and "Brownie" had been constant pals. Condolence for Billy is intensified when one stops to recall his often-expressed, "My best friend is my dog."

DOC HOWELL.

### Great American Shows

Eastman, Ga. Week ended November 16. Weather, fair. Business, good.

Show now carries 15 shows, 10 rides and 40 concessions. The Ferris Wheel is attractively illuminated with colored lights. The Mechanical Midget City has a modernistic panel front. Madame Mazie, mentalist, joined. E. W. Weaver reports bookings until Christmas. Janet Aldrich, fan dancer, has taken over Vanities On Parade since Clementine Coffee returned to Philadelphia for the holidays. Albert (Dummy) Rives now attending to mail, distributing *The Billboard* and night watchman on the grounds. Earl English topping the midway with his Skyrocket Plane. Prof. Harden joined with his Congress of Living Oddities, using double-deck banners and 10 working acts. Cotton Club Revue of 20 people has the following: Pluto Brown, manager and producer; Spring-Time, featured comic; Bob White, second comic; Smiling Green, blues; Little Willie, straight; girls in line, Libby Williams, Annie Green, Ruby Johnson, Evelyn Wright, Mary Johnson and Hatie Taylor; orchestra, Floyd Moulbrough, piano; Bob Taylor and John Judge, cornets; Willie Wright, trombone; H. Mar-

shall, drums; O. Crofford, saxophone; Frank Harper, bass drum; Slim Baker on front and tickets. BOBBY KORK.

### FREE ACTS—

(Continued from opposite page)

form act of merit presented on the midway is entertaining and a very good fill-in."

J. W. (Patty) Conklin, general manager Conklin's All-Canadian Shows: "We have been using free acts successfully since 1928. In some cases spent as high as \$2,500 for a free-act show, and we found it worked to very good advantage. Of course, when we spent that amount of money for a week's act it was on a big special event. We have been charging front-gate admission at all of our still dates since 1926, and have always made it a practice to carry one of the most outstanding free attractions we could employ. For a number of years carried the free act on our midway during the fair seasons, and found that it was profitable to do so. From my experience, a sensational free act that is over with in five to eight minutes surpasses any other kind of act, mainly for the reason that it is very important to get the act over as soon as possible, in order that we can get a chance to be reimbursed for the expense that we encounter in engaging acts. I also find that it is important to be consistent as to the hour that the free act works. We have found it best to put the afternoon performance on at 5:30, and the evening performance at 11:30. We have had a strict rule to present the acts at the exact time they were advertised. We also have made a practice of centering the majority of our publicity and advertising around our free act or acts. . . . It has always been our policy to leave the high aerial acts well illuminated thruout the night—even after closing the show—owing to the tremendous advertising value. . . . Last, but not least, we find that our acts positively hold people until the hour advertised, and, being consistent in having them work on time, we find that the people after seeing the acts were in good humor, as they did not have to wait and were not disappointed; therefore, patronized us quite liberally after the free show was over."



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H. W. EAKINS, Pres., Long-Eakins Co., 114-S High St., Springfield, O. Dear Sir—Send me complete facts, without obligation to me.  
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 Send for our new 1935 Catalogue, full of new Games, Dolls, Blankets, Lamps, Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Favors, Confetti, Artificial Flowers, Novelties.  
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**MIDWAY CONFAB**  
 By THE MIXER

A REMINDER: Watch the Letter List.

TO EXPEDITE mail forwarding provide that department of *The Billboard* with your address.

J. B. SMITH, of Smith's Diving Ponies, will spend the winter with his family on their ranch near Deming, N. M.

Relative to attractions which is best, "quantity" or "quality"?

F. H. BEE SHOWS contracted the "first in" date at Gulfport, Miss., for this week; an uptown location.

DOLLY C. VARDEN O'DELL, who spent many years in show business, has moved from Overland, Mo., to St. Louis.

O. H. TOTHILL plans launching a small carnival next season to play spots in New York and Pennsylvania.

DENNY HOWARD has been in and around Chicago for a couple of weeks and will be there for the big doings.

J. C. McCAFFERY has been dividing his time between Chicago and Wisconsin points lately.

B. E. (TEX) MUELLER recently joined Big-4 Shows in Georgia as general representative.

husband (concessioner) is sick and would appreciate hearing from his acquaintances.

J. W. (PATTY) CONKLIN and his brother, Frank, arrived in Chicago early last week. Frank informed the Chicago office of *Billyboy* that his South American trip was a very pleasant one.

C. W. CRACRAFT, e.-a. Mighty Sheesley Midway, after a restup at Martinsville, Ind., was reported last week as preparing to be on hand for the doings in Chicago.

L. S. (LARRY) HOGAN, general agent of Beckmann & Gearty Shows, was in Chicago last week arranging for the show's accommodations during the fair and park men's convention.

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**BIG ELI NEWS**  
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**Request for Biographical Data**

THIS Christmas Number is an opportune occasion to call the attention of carnival folks to the need of *The Billboard* having biographical data, relative to themselves, in its files. Many times each year *The Billboard* receives sparsely worded reports (often telegraphed in a few words) of carnival folks having passed on. In numerous instances at near-to-press time. Likewise in cases of critical injuries or illness. Some reports have merely stated: "\_\_\_\_\_ died here today." This publication has biographical data on thousands of show people. It needs such important matter concerning all of them. In cases of sudden death, providing addresses of relatives is an important item. Such needed information regarding many "well known" (in the common way of classification) showfolks is not at hand.

The principal points needed are: Name. Home address. Address of a near relative, or relatives (to notify in emergency cases, especially). Age. What show or shows connected with and in what capacities. When entered the profession. What other particulars individuals care to provide. Each collection of data should bear date of writing.

A VETERAN concessioner heard of lately was H. K. Adams. H. K. is again in his "chosen city," Chicago.

SAW MRS. EDITH KELLEY working her astrology and phrenology studio in West Texas; likes the West and will stay all winter. Infos Mrs. E. H. Beach.

J. WILLARD LLOYD has formed a partnership with Frank F. Thornburn with plans to launch a show next year titled the Lloyd-Thornburn Attractions.

BILLY-BERNICE since closing the season with Tilley Amusement Company has been playing night clubs in Illinois, infos H. B. Wilkinson.

SINCE THE CLOSING of Johnny J. Jones Exposition at Augusta, Ga., Billie Joan Burke has joined Starr De Belle's traveling museum at Danville, Va.

BILLIE WINGERT, working night clubs on the West Coast, tells of re-bucking with Zeigers' United Shows for next season.

HAVING CLOSED the season with Bill's Greater Shows at Hickman, Ky., Frank H. Wood and family will winter at Little Rock, Ark.

MRS. JOE KEOWN (care of Charles Knight, Hamburg, Ark.) advises that her

Stevens accompanied them to the "Heart of America" (Kansas City).

R. H. SHEPPARD, trainmaster, and the missus, Lillian Murray Sheppard, operator of attractions, after the season closing of Johnny J. Jones Exposition meandered over to Hot Springs, Ark., for a restup and indefinite stay.

MEMBERS OF Mohawk Valley Shows contributed to burial expenses at Tifton, Ga., for William Hupp, a concession employee who was allegedly shot and killed in an automobile, in which he had been sleeping, by a hotel clerk.

ROXY RYAN AND SONIA HIGGINS, formerly with Ralph Decker's "Streets of Paris," now under management of Jerry Higgins, have been working dance engagements in the anthracite coal regions of Pennsylvania.

COL. T. L. DEDRICK recently brought the season for New Deal and Happyland Shows to a close in Tennessee. A stock company is planned to operate and enlarge the organization for next season. Most of the attaches went to Florida; Col. and Mrs. Detrick to Racine, Wis.

JACK GALLIPO recently closed a successful season with candy apples and is resuming management of a market place at Plainfield, N. J. After leaving World of Mirth Shows when they returned from Canada, Gallippo played celebrations and football games with his concession.

J. J. MORAN, formerly, for years, in the collective-amusements field, passed thru Cincinnati last week and spent a few minutes at *The Billboard*. Of late has been making newspaper circulation tieups, representing a doll manufacturing concern in the East. May be back to the show lots next season.

THOMAS AITON, after two years in advance of Bar-Brown Shows, recently closed with that company in Georgia.

**THE NEW KIDDIE AIRPLANE SWING**  
 Attention Carnival Owners and Park Managers



Plan on adding one of these rides to your present equipment. Sales doubled last season, proving the popularity of the Swing. Seating capacity, 15 children. Weight about 2,000 lbs. Airplanes are actually driven by the speed of the propellers, giving the children the impression of riding in a real plane. Description and prices upon request.  
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and made a trip to Milledgeville, Ga., for a visit with Robert Moore, who used to be bandmaster with Alton Shows and now directs school bands in Dublin County.

**WINTERS' INDOOR AMUSEMENT CO.** is playing indoor dates in the Pittsburgh district. Its first was under auspices of the Alliquippa Bucktails, Alliquippa, Pa., ending November 12. Harry H. Winters will soon make a trip to Florida, leaving the indoor opry in charge of General Agent Clark.

Bob Codwin (Mr. Q) was operating his Buried Alive Show on Vermont Avenue, Los Angeles, and had a very glabrate set-up. The feature, Gloria Graves. However, local police department sent men to stop the show.

Police acted, it was stated, because of a recent law that put a ban on "endurance" contests.

**MRS. R. R. JOHNSON**, on package candy with Rubin & Cherry Exposition the past season, recently underwent an operation at Conway (S. C.) Hospital. R. R. Johnson states that the mislous would appreciate letters from showfolk acquaintances (General Delivery, Conway, S. C.).

**W. R. HARRIS**, manager Bruce Greater Shows, advises that report reached him that "someone representing himself as general agent" of Bruce Shows but in no way connected with them, and said to be known as "Joe Taffie" or "Joe Taffy," had been causing "heat" ahead of his show thru selling or pawning articles.

**BLAINE YOUNG** who spent a part of the season with Russell Bros.' Circus, later to several carnivals in the Eastern sector and closed the season talking on front of Capt. Dan Riley's Wild Animal Show with United Shows of America, recently joined Pete Kortes' traveling museum for the winter.

When the two-wheel trailer on which E. V. McGarry transported paraphernalia of the Diamond Kitten Show was loaded for its trip from closing stand of Royal American Shows to the McGarry home at Miami, Thomas Laswell, ticket seller, who loaded the conveyance, remarked: "What a nerve that McGarry possesses—Diamond Kitten, with all her weight, and a trailer carrying almost two tons of outfit! What a car; what a man!"

**PAUL D. SPRAGUE**, Slide Show manager with Johnny J. Jones' Exposition, after the season-closing of that organization fled himself to a tourist camp at Gibsonton, Fla. Other showfolks there include Eddie and Grace LeMay (cook-

house note), who own and operate the camp; Tommy and Maud Allen (grab stand note); Whitey Sutton (show talker); Emily Carson, Jack Potts.

**JAMES F. (JIMMY) MURPHY** and wife spent a day shopping and visiting in Cincinnati last week from their home city, Piqua, O., where they still have two business establishments, millinery and queensware stores. The past summer season they were both with Gooding Greater Shows, leaving their stores at Piqua in charge of trusted persons during their absence.

**LAMY BROTHERS** (Maurice, Arthur and Eddie), aerialists, after concluding the season with Mighty Sheesley Midway, spent an enjoyable two weeks with their brother Carl and his wife, mostly at Carl's hunting camp near Columbia, Tenn. Carl, the eldest of the brothers, retired from show business about five years ago and located at Columbia.

**MR. AND MRS. John T. Hutchens** greatly enjoyed their visit with their son-in-law and daughter, Mr. and Mrs. J. H. Evans, and grandchildren, Iris and Inez Evans, also acquaintances, at Memphis, Tenn. Hutchens has contracted his Museum and Slide Show with Eddy Bros. Shows for next season. As this year, will play park engagements on Sundays. W. M. Montgomery, assistant manager of the show, will remain at Memphis this winter. The Hutchens to Cassville, Mo., as stated in a recent issue.

A **CONCESSIONER** who has stuck to the Central South during late years, Joe Weinburger. A veteran in the concession field. Wonder if Joe remembers the days of Morris & Berger Shows, winter of 1904, at New Orleans, Slidell, La.; Hattiesburg, Miss., and Pensacola, Fla. By the way, among those still living and who made these dates are John S. Berger, Louis J. Berger, Mrs. Baba Delgarlan, some of the DeKrekos, Ralph and Almee Pierson, Charles Selp and others whose names are not recalled at this writing.

**Show People Stage Benefit Performance**

**LOS ANGELES, Nov. 23.**—A benefit performance for Mrs. Hugh Fowzer was presented in the Allied Arts Theater Tuesday night. The theater seats 650 and was very much too small to accommodate all the crowd that came. A very nice sum was realized and the performance was excellent.

The acts were assembled by Claude Barie and Doc Cunningham, every act a volunteer. Credit due Eddie Gamble, of Bernard-Melkelohn; Eddie Mack, Mack's Professional Dance School; George Moffat, of United Tent and Awning Company, and Dr. George T. Boyd, by whose assistance the splendid program was gotten together. Musicians' Local No. 47 supplied a splendid 10-piece orchestra gratis under leadership of Eddie Michaels. Doc Cunningham and Tony Arreta were masters of ceremonies. Will J. Casey, Charley Dodson and Frank Foster handled the stage. Harry Rawlings and Clyde Gooding handled tickets. Ross Ogilvie, diminutive clown, worked the come-in.

The program: Fosters, Australian dogs, ponies and monkeys; Baby Dorothy, courtesy of Warner Bros.' studios, arranged by Dr. G. W. T. Boyd; California Harmonica Band, courtesy Cafe of the Tropics, direction of Kenneth Forshell; Ala Baba, in magic routine; Sue Andre, dance, courtesy the Golden West Club; McCoy and Davis, comedy act, now playing vaude on Coast; Tiny, "half ton of harmony," courtesy Star Dust Inn; Frank Fewins, president Los Angeles Society of Magicians, magic; Tony Arreta, piano-accordion trio; Lewis Manley, ventriloquist, courtesy Actors' Union, of which he is president; Melcia, the Girl in Green, dance; Dotson, spoons, cutlery and bones, courtesy Mel Smith's Circus Spot; Dark Angels, four fine voices, colored boys, songs and imitations; Blossom Robinson, in a round of songs; Homer Goddard, comedy juggling act; Valli the Magic Man; Opal Pevythe, sensational contortion act, courtesy United Tent and Awning Company; Lois and Loraine, courtesy Eddie Mack's Professional School of Dance; Dubols and Kyle, singing and dancing; Dell Le Clair, novel monolog, rhythm, juggling and tap dance; Giddy and Corwin, acrobatic dancing; Hector and Pals, dog act, working without props—14 dogs. The idea started at the Pacific Coast Showmen's Association and to this organization great credit is due.

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An invitation is extended to all Fairs, regardless of how large same may be, to see our representative at the Convention in Chicago, before arranging for your midway the coming year. We are also interested in hearing from Committees desiring Carnival engagements in the spring. False rumors are continually being spread that we cannot furnish Shows. We suggest that you investigate the motive of these unfounded remarks, our midways compare favorably with the best obtainable, and to verify this assertion, we can prove that we have played more repeat engagements than any other similar Amusement Organization in the past twenty years. We believe this is evidence of the merits of our service. We will operate two complete Carnival units and three units of Rides only during the year of 1936. Will be pleased to hear from experienced Show builders to start our program of construction on ten new Shows. This work will start about December 15th.

Address all communications to

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Pacific Coast  
 Showmen's Assn.

LOS ANGELES, Nov. 23.—The largest number of members ever to attend a meeting of PCSA was in evidence Monday night. There were 187 present and a very enthusiastic meeting resulted. President Archie Clark presided, and all members of the official staff were present.—The usual matter of great interest, the financial statement, when announced got a great hand.

Will Wright, chairman of the 14th annual Charity Banquet and Ball, announced that ticket sales for the big affair were going fine. There were to date 390 reservations. President Archie Clark bought 100 tickets, and reservations for large parties are coming in. There will be accommodations for 625, so there is every indication that there will be a sellout, and Will urged those who plan to attend to make reservations at once. In the floor plan of the banquet hall now hung at PCSA choice spots to the number of 60 are being held out to take care of mail reservations from the Middle West and East.

A vote of hearty appreciation of the fine support that has been given this organization by *The Billboard* was recorded, and instruction was given to write an expression of the club's action to Editor Al C. Hartmann.

The matter came up and was discussed at length as to advisability of the PCSA buying a home, and a committee was appointed to submit a plan of financing. The crowd of Monday night taxed the present capacity.

Communications: Austin King wrote of doings on the Ringling-Barnum Circus. Report from Johnson City (Tenn.) hospital: A letter informed of the continued illness of Doc Hall, who is at the Kingsbury Hotel, Kingsbury, Calif. Account of his illness he lost the last two promotions he had contracted. Frank Conklin wrote of the trip he and the missus just completed. May make the West Coast during the winter. Letter from Ruth Fowzer expressed sincere gratitude to PCSA for assistance during her bereavement. Letter from Frank (Red) McMahon, of Mission Beach, inclosing check. There were seven new members accepted for membership. John Murphy, R. D. Miller, Howard A. Grow, credited to W. J. Curnow, of Clark's Greater Shows; Sol Grant and Jimmy Dixon, credited to Charley Walpert and Mike Krekos; Joseph B. Mana, credited to Clyde Gooding; Ben Levine, credited to Mark T. Kirkendall.

J. Ed Brown, up from San Diego, introduced Rhoda Royal to the meeting. Rhoda when called upon for a talk made a very interesting one. Eddie Brown said he would take up aviation seriously when parachutes sufficiently large to let the aircraft down safely in time of danger were perfected. John V. Morris talked on matters of interest to the good of the order. The weekly award went to John F. Murphy, and a new high was recorded. Harry Rawlings, of entertainment committee, had promised that he and Claude Barie would present another surprise floor show, and they did. The bill included Don Curcie Jr., banjoist; Martha Dawes Alwen, pianolog; Sue Andre and her dancing girls; Sallie Kleth, dances. Kenneth Howell was the accompanist.

The providing of a Christmas dinner was voted favorable, and George Tipton appointed a committee of one to handle the dinner, which will be served Christmas Day, using the entire 12th floor of the new Orpheum Theater Building.

Final arrangements for the Memorial Services, December 8, were announced. A very impressive service has been arranged.

Thomas J. Hughes gave a travelog, interesting to all showfolks. . . . Ben Dobbert, reported as being ill, just returned from Arizona and New Mexico. . . . Too much business for the "Grid Club" to get started.

Everyone on toes with coming election of officers, the Banquet and Ball and Christmas dinner.

The PCSA is getting much in the public affairs of Southern California, and eligibles join from points very remote to California. Don't neglect to send in your dues. If not a member now, get in with the showfolks here. You can't receive better benefits for many times the small investment required.

## Gruberg Planning Heavily for 1936

ATLANTA, Ga., Nov. 23.—After having what he terms the most successful season since 1929 Rubin Gruberg, president of Rubin & Cherry Exposition, is planning to have the most attractive organization of his career next season.

Quartered in spacious concrete, well-lighted buildings at Lakewood Park here, mechanics, builders and artists are working on many major changes that Gruberg and his aids have recommended for next year. The plans include newly designed fronts, new lighting effects, new color schemes.

With the disposal of America's Model Shows, No. 2 unit of the organization, a certainty, Gruberg is concentrating his time and efforts on the No. 1 unit, which will have 40 railroad cars, consisting of 30 flats, 2 box cars and 8 coaches. The purchase of two new sound trucks, one ahead and one back with the show; new and exclusive billing paper and two press agents will be added promotional features.

A staff, headed by Rubin Gruberg, president, and Mrs. Rubin Gruberg, vice-president, will retain J. C. McCaffery, general representative; Joe Redding, general manager; Louis (Peazy) Hoffman, advance; Frank Winchell, publicity; Frank Reed, secretary; Arthur Sharpe, treasurer; Bert Mfner, purchasing agent; William Cain, chief electrician—Moses Edwards, assistant; Earl Klotz, lot superintendent; Josie Nayata, ride superintendent; F. J. McLane, trainmaster—Dutch Christ, assistant, and Eddie Marconi, scenic artist.

Mr. Gruberg is rapidly regaining his health and will be at the helm thruout next season. After the Chicago meetings he will spend a month of rest at Hot Springs, Ark. Mrs. Gruberg has been visiting their daughter, Edith, in New York for a few weeks prior to attending the Chicago meetings. Joe Redding, manager, and L. (Peazy) Hoffman are enjoying hunting and fishing at West Palm Beach, Fla., and J. C. McCaffery is spending some time around Chicago.

The entire troupe is loud in praise of the new winter quarters here and all are gracious to Mike Benton, Johnny Armour and Virgil Meigs, of the Southeastern Fair, who are almost daily visitors to the quarters and spend much of their time in making the new "home" a pleasant one.



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To World of Mirth staff,

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## American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Nov. 23. — This marks the last ACA column to appear prior to the second annual meeting of the association at Chicago, the opening session of which will take place on the Monday following publication. We feel certain that with the good attendance now assured progress of an important character will be made in the history of the carnival world.

It is our pleasure to extend a cordial invitation, particularly to the managers, owners and others interested in the carnival industry and in the association, to attend the two sessions, to be held the afternoons of December 2 and 3, beginning at 1:30 p.m., in the West Room of the Hotel Sherman, Chicago.

As has been previously pointed out, a review of the association's activities for the past year, as well as the formulation of a legislative program for the coming year, will be the chief topics of discussion. We feel that the coming convention should be a notable milepost in the annals of the association.

The ACA office has been informed of the death of a middle-aged man known as William Rupp at Tifton, Ga. On the person of the deceased was found a card mentioning Michael Rupp, of Oneonta, N. Y., and Leo J. Ahearn, of Dalton, Pa., as possible relatives.

The ACA office is in receipt of a communication wishing the association well in its second annual meeting from Bob Hallock, formerly agent of Knepp & Dehnert Shows and more recently agent of Miller Bros. Shows.

Florence Dickens, general secretary to James E. Strates, owner of the shows bearing his name, writes to extend greetings and informs that she has returned from the South.

Another interesting communication this week is from Al W. Root, of Beverly Hills, Calif., whom we mentioned in this column some time ago.

In case you have mislaid the program for the Chicago meetings recently published in *The Billboard*, we take the liberty of reminding you that there will be no session on Sunday, December 1, owing to the memorial service program to be conducted by the Showmen's League of America.

We plan to be available for conferences with our members commencing Saturday evening and to deliver our annual report for the past year at the session on Monday.

### Philadelphia Pickups

PHILADELPHIA, Nov. 23. — Harry Dunkel, general representative of Cetlin & Wilson Show, passed thru the city on his way to Pittsburgh. Show closed a most prosperous season and is now in winter quarters at Greensboro, N. C. Harry will be back as the man ahead next season. Goes to Chicago for the meetings.

George Atkinson is spending a week in the city visiting old friends and may locate here for the winter. Closed the season with the Cole-Beatty Circus and reports a very satisfactory season. Saw Owen Brady at the Elks' Home, Bedford, Va., on his way north and says Owen wants to be remembered to old show friends.

Joe Payne, concessioner with Marks Shows, arrived home this week and will winter here.

Johnny Keeler closed his unit with Sam Tassel and will book some indoor promotions for the winter in this vicinity.

Jimmy Zubreki, wrestler with Marks Shows, arrived in the city during the week and will participate in some local matches during the winter.

Carl Flickenshtein, concession manager of the Bloomsburg Fair, was in the city as delegate to a convention.

Some of the local carnival promoters are of the opinion that they will again be able to operate in the city. The late election for mayor elected a man whom they think will be more "liberal-minded" than the one who goes out the first of the year.

### Mitchell Greater Shows

Anguilla, Miss. Week ended November 16. Weather, rain one night, chilly. Business, good.

W. A. (Mack) McCauley and wife opened with photo machine. McCauley

and Sid Crane opened a cookhouse and are building two more concessions. Shorty Wilson is working the griddle at the cookhouse. The lineup now has two shows, two rides and 10 concessions. Owner Willie Mitchell plans keeping the show on tour all winter, the writer, Sid Crane, handling the advance.

### Western States Shows

Stephenville, Tex. Week ended November 16. Auspices, American Legion Jubilee Celebration Committee. Weather, cold and rain. Business, bad.

This engagement marked the close of the season. The committee, under the chairmanship of Rufus Higgs, worked endlessly to make the week a success. Mr. Higgs is owner-manager of *The Empire Tribune*, local paper, and devoted columns of space to exploit the event. The closing week was the sixth consecutive week of bad weather and also the sixth in which the show failed to show a profit, in several instances a heavy loss was recorded. The show immediately shipped to San Antonio for the winter months. The equipment will be stored until January 1, after which it will be taken out for the annual painting, repairing, etc. New ideas will be developed in winter quarters. Billy Williams will supervise the construction. Among the announced destinations: Ben Hyman and wife, Joe Rosen and wife and Larry Woods and wife, San Antonio; Mr. and Mrs. Larry Mullins, to visit Mullin's aunt in Miami; A. E. Wright, assistant manager, Alameda, Calif., to visit his parents; John Hollis, to the Valley; Olan Thornton, Luther, Okla., to visit his wife and family (a new born there). Jim Schneck, general agent, has started on the road for next season's bookings. Manager Jack Ruback will remain in San Antonio during the winter. All of which is from an executive of the show.

### Writes ED. BROWNING:

Of Salem, Ore.: "Our No. 5 is the 'Old Faithful' at a n d b y. It's away ahead of the other Rides for net profits."



RIDE MEN: Visit our Booth No. 20 at the Park Men's Convention in the Sherman Hotel. We will be glad to see you.

ELI BRIDGE COMPANY

Builders of Dependable Products,  
800 Cass Avenue, JACKSONVILLE, ILL.

## SELL MORE POPCORN NUCOL Golden Yellow



Added to seasoning, so that when popcorn is kettle-popped, it comes out a delicious and appetizing golden yellow. INCREASES SALES. Cost very small, for it goes so far. Send name of dealer, and ONE OUNCE TRIAL BOTTLE will be mailed on receipt of 10c cash or stamps to cover handling expense.

THE DYKEM COMPANY 2301 N. 11th St.,  
St. Louis, Mo.

## WHOLESALE MERCHANDISE DEPARTMENT

In This Issue

Immediately preceding  
Amusement Machine Section

SAVE MONEY BY  
BUYING THRU THIS  
DEPARTMENT

Merry Christmas and Happy New Year  
to All

Now Booking 1936 Season

1907—29TH ANNUAL TOUR—1936

of the

“Mighty Monarch of the Tented World”

E. LAWRENCE PHILLIPS

Presents the

JOHNNY J. JONES  
EXPOSITION  
INC.

“The Show Beautiful”

Thanks to all Secretaries and Committees for whom we played in 1935—For the wonderful co-operation and pleasant relations.

We solicit correspondence from Fair Secretaries and Celebration Committees for the coming season.

We invite correspondence from Showmen of Merit—with new and original ideas for High-Class  
ATTRACTIONS, SHOWS AND RIDES.

Address  
WALTER A. WHITE  
Gen. Mgr.

Winter Quarters at  
AUGUSTA  
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Post Office  
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# Mighty Sheesley Midway, Inc.

CONSISTING OF SOLID STEEL TRAIN, 14  
RIDING DEVICES, 20 SHOWS

The Oldest Show Under the Same Management  
in America

Bigger, Better and More  
Magnificent for the  
Coming Year of 1936

FAIRS, CELEBRATIONS AND COMMITTEES,  
GET ABOARD WITH THE SHOW THAT  
DAZZLES THEM WITH THEIR FREE  
ACTS AND FIREWORKS

Season's Greetings

WINTER QUARTERS, Salisbury, N. C.

## W. G. WADE SHOWS

Will Open Saturday, May 2d, in the Vicinity of Detroit

This show has operated for seventeen consecutive years in Michigan, Ohio and Indiana, holding some of its fair dates during the entire period of its existence. Fair managers and committee men wishing to do business with an up-to-date show, carrying eight of more modern rides and ten or more very attractive shows, get in touch with us. Our representative will gladly call upon you. Now contracting for shows, rides and concessions. Will help finance any worth-while attractions that do not conflict. All those with the organization during the past season and anticipating returning, write in for contracts at once. Address

W. G. WADE SHOWS, 289 Elmhurst Ave., Detroit, Mich.  
Telephone, Longfellow 1506.

## DODSON'S WORLD'S FAIR SHOWS NOW BOOKING FOR 1936 SEASON

WANT money-getting Shows and Showmen with new ideas. Also outstanding Pit Show Freaks and Attractions for office Pit Show. No salary too high if you can deliver. We sleep and feed Pit Show People. WANT good Illusion Show. CAN USE good Builder that can lay out lot. WANT high-class Ride Superintendent for Parker Merry-Go-Round, Ferris Wheels, Caterpillar, Hey-Dee and Loop-o-Planes. Must know these rides and be able to keep them in repair. WILL BOOK Cannon Act for 30-week season. Our route takes us to Canada and New England States, Carolinas and Georgia. We will play at least 12 State and large County Fairs. Address

DODSON'S WORLD'S FAIR SHOWS, 245 East 41st St., Norfolk, Va. Phone 43565.

## Chop Suey

By W. H. (BILL) RICE

ALBUQUERQUE, N. M., Nov. 23.—Waiting for Lew Dufour's "My Experiences" that he promised to write after the "show was over."

Letter from Eddie Brown, in part: "At last I'm even with you for the time the porter in the old Wellington Hotel, Chicago, mistook you for me" and handed over a crock containing five dozen eggs that my aunt had left for me. Was lucky to get the crock back. Well, the other night I was sitting in the Baboo Inn at the San Diego Exposition with some friends when a man named Marcus Plowman stepped up and said 'Are you Bill Rice?' Just for a 'kid' I said 'yes.' He said: 'Bill, sure glad to see you again after many years. Here's 10 bucks you loaned me.' We spent the rest of the evening together, and I spent the X. Now, you owed me \$7.50 and now I owe you \$2.50. Will see you at the fair meeting in December."

Jake (Sunday) Newman will have a chance to do some real general agenting the coming season with Cole Bros. Last time I saw Jake was in front of the Forrest Hotel in New York, when he was general agent of the Sells-Floto Circus. I started to "kid" him about his route, and was he hot! He said, "I've got just as much to say about the route as you have, which is exactly nothing!" The Dallas Shrine Temple still tells about the big benefit show put on by Newman & Austin; when they made \$38,000 net.

Ran into George Davis, of Hagenbeck-Wallace, and cut up some old doings. Fifty per cent is better than nothing. I'll say.

Walter K. Sibley, let me have your address when you arrive in New York. . . . Had an interesting letter from Col. Huff, formerly of the Huff Brothers aerial act, regarding a new promotion that should click. . . . Sylvester Cronin writes of a big promotion in the making at Los Angeles. . . . Wonder if Big Ed Nagel has the Pierce-Arrow that did such noble work with Fyle's Bunton Derby? . . . Hope Ben Dobbert is collecting for all his seat rents. . . . Hope that Harry Fink's promotions were all winners. . . . Clarence Wortham Jr. is in the cotton brokerage business. . . . Phil Little has several concessions readied outside the entrance to the Texas Centennial. Wonderful locations. . . . Newsy letter from Hennies Bros. giving a great deal of the Houston show dope. . . . Frank Downs booking Christmas attractions for department stores. . . . Charles Lewis, Mandellin and Big Slim playing their chimpanzees in storerooms. . . . John Swor back from Hollywood, en route to New York. Ran into him here.

Jack Ruback closed his Western States Shows at Stevensville, Tex., after six weeks of rain.

Give away five automobiles this fall and strange as it may seem all but one went to poor folks. At Pueblo, to a poor sign painter; Abilene, to a man on his death bed; Big Springs, to a poor Mexican who did not have money to buy the license; San Angelo, to the richest man in town, and following are excerpts from a letter from the woman who won at Colorado Springs (took five weeks to locate her): "Received the Plymouth last Monday in the best of condition, and don't know how to thank you and your associates for giving me all the consideration you did when I live so far away from your city. . . . I am certainly delighted with the car, and my happiness will always be with me when I take a ride. . . . Some day I hope to visit Colorado Springs again and be able to thank you all personally for what you have done for me."

## Ladies' Aux., PCSA, Functioning Nicely

LOS ANGELES, Nov. 23.—Because of the Monday holiday last week the regular meeting was held on Tuesday night, with President Martha Levine presiding. This was the first meeting of the season for many of the members from the road, and they were loud in praise of the good work and wonderful co-operation from the sisters who stay here permanently. This year has been the

first time the Auxiliary has tried to maintain year-round clubrooms.

Many new features were installed during the summer, including a 15-foot buffet and new chairs and drapes, and everything was done to make the clubrooms a real meeting place for the members and their guests of the West Coast.

The membership went to the front this year, having so far enlisted 68 new members since January 1. There are many social events planned for the winter.

The Ladies' Auxiliary is now in its fifth year and there is now a total of 130 paid-up members.

A motion was made and carried to purchase a piano for entertainment. . . . Clara Zeiger and niece, Rosemary Loomis, arrived for the winter, also Pearl Brashele from the Zeiger Shows. Rose Clark and Vice-President Florence Webber, of Clark's Greater Shows, in for the winter, also Edith Walpert and Marle Jessup, of the West Coast Amusement Company. . . . Madge Buckley from the West Coast Show parked at the clubrooms. . . . Olive Holland a visitor and prospective member. . . . Mrs. O. H. Hilderbrand, of Hilderbrand Shows, a new member. . . . Sis Dyer home again, also Grace Fisher. . . . Ethel Krug circulating among her friends. . . . Vera Downie, general secretary, lining up pencils for winter work. . . . Maxine DeMousselle lost her lip pocket. . . . President Martha Levine all smiles over success of the club. . . . Clara Zeiger and Madge Buckley qualifying for house committee by washing dishes. . . . Blossom Robinson, "the club's champion late comer," paying a double fine. . . . Esther Carley getting the nickels at Bingo. . . . Olga Celeste talking dance and dinners. . . . Jennie Rawlings ducking the house committee—ditto for Elna Henery on the door. . . . Anna Metcalf strictly Russian. . . . Rosemary Loomis retiring. . . . Inez Walsh, sore hands from greeting show-folks in their hotel. . . . Ruth Fowzer in for a few moments. . . . "Mother" Fisher all smiles for the ladies arriving. . . . Mrs. Bary the new musical member of "the tribe." . . . The writer, Lucille King, in for all of it.

Luncheon was served by Madge Buckley and Esther Carley, after last week's meeting adjourned at 11 p.m.

This week's meeting (Monday night) was attended by 33 members, with President Martha Levine presiding, and Florence Webber, first vice-president; Ethel Krug, second vice-president, and Vera Downie, secretary-treasurer, also at the officers' table. Several short talks were made from road members in behalf of the work done thru the summer months, and Edith Walpert received an ovation for her address to the president and other members who remained here this year. And a vote of thanks was given the ladies from the road for their co-operation of securing memberships. Lunch this week was served by Lucille King, Inez Walsh and C. Barrie.

PARIS, Nov. 18.—Several very big street fairs are under way at present in the cities of the South of France. Bordeaux "midway" has well over 200 rides, shows and concessions. Montpellier has 100 rides and attractions at street fair running October 27 to November 25. Perpignan also has 100 rides, shows and stands at street fair running from November 3 to December 1. Angers has only 80 rides and attractions, November 10 to December 1, but at least 20 of these are big rides or big shows. Big street fair opened at Toulouse on November 12 and a very important street fair opens at Lyons on November 30, running until January 2.

## Crowley's United Shows

RICHMOND, Mo., Nov. 16.—Work in winter quarters has started under the supervision of R. B. Thompson, with Raymond Martin, Jewell Sloan and Myron Clevenger assisting; W. J. Dunne, building equipment for the Hollywood Freaks Side Show. One new trailer is completed, ready for painting, and another is in the making, with two more to be constructed. Mrs. Crowley has placed an order for a Baby Ell Wheel, to be added to her Kiddieland Rides, making five. A shipment of canvas and banners arrived from Baker-Lockwood. Some new trucks will be delivered within a few days. Mr. Crowley has been making frequent trips to Kansas City, purchasing equipment. Scenic Artist Ralley is busy on paraphernalia.

WALTER DALE

# MILES AHEAD OF EVEN OUR OWN Sensational RECORD 26 <sup>OUTSTANDING</sup> FAIRS!

IN 1935

## 10 VITAL FACTS

Fair Secretaries will find these statements easy to confirm by communicating with officials of any engagements pointed to on this page. The following is designed to give quick insight into the multiple features of the World's Largest Midway.

- 1: The overwhelming success of Royal American Shows results from our determination to give every customer his money's worth.
  - 2: Ours is a midway made up of 24 stellar attractions, 17 high-class, modern riding devices, 50 double-length railroad carloads of equipment and a veritable army of people.
  - 3: Royal American Shows attract the finest talent in the business because our season is from 10 to 15 weeks longer than that of any other organization.
  - 4: Royal American Shows enjoy the cooperation of the most proficient associates in the business because our circuit is the strongest on the North American Continent.
  - 5: This 18,000 mile tour was available to us because our earning power is definitely known to be the greatest in the portable amusement world.
  - 6: Our equipment is properly maintained; banner lines and tents never permitted to become faded nor worn, and we side-step no obstacle in providing a clean amusement center, always.
  - 7: Our attractions are void of objectionable "pitch" schemes and "blow offs" and we demand efficiency and courtesy from every member of our huge personnel.
  - 8: Our attractions are honestly advertised and we provide adequate material, as well as efficient assistance, toward achieving a new goal in this direction. Sound trucks, aerial amplifiers, radio entertainers and many other exclusive features are provided to progressive organizations.
  - 9: The Royal American Midway actually is the most brilliantly illuminated portable avenue of pleasure in the show world; veritably a glittering blaze of myriad colored lights that forever fascinate huge crowds.
  - 10: Our commanding attractions have made history . . . written in outstanding earnings and attendance figures . . . in virtually every State . . . Province . . . and City in which we have exhibited. Truly we have broken away from the narrow path of precedent and—again in 1935—we move forward to higher goals of achievement!
- Our plans for 1936 make it possible for us to offer Fair Secretaries of the United States and Canada a beautiful and complete Midway . . . radiant . . . proven!

### 18,000 Miles through the Heart of NORTH AMERICA

WE have just completed the most remarkable season in our history . . . beginning in January . . . ending late in November . . . touring, week after week through 18,000 miles of the most prosperous fertile . . . productive . . . substantially populated . . . progressive areas of the entire North American Continent . . . with record smashing new gross peaks at every exhibition . . . every fair . . . every festival!

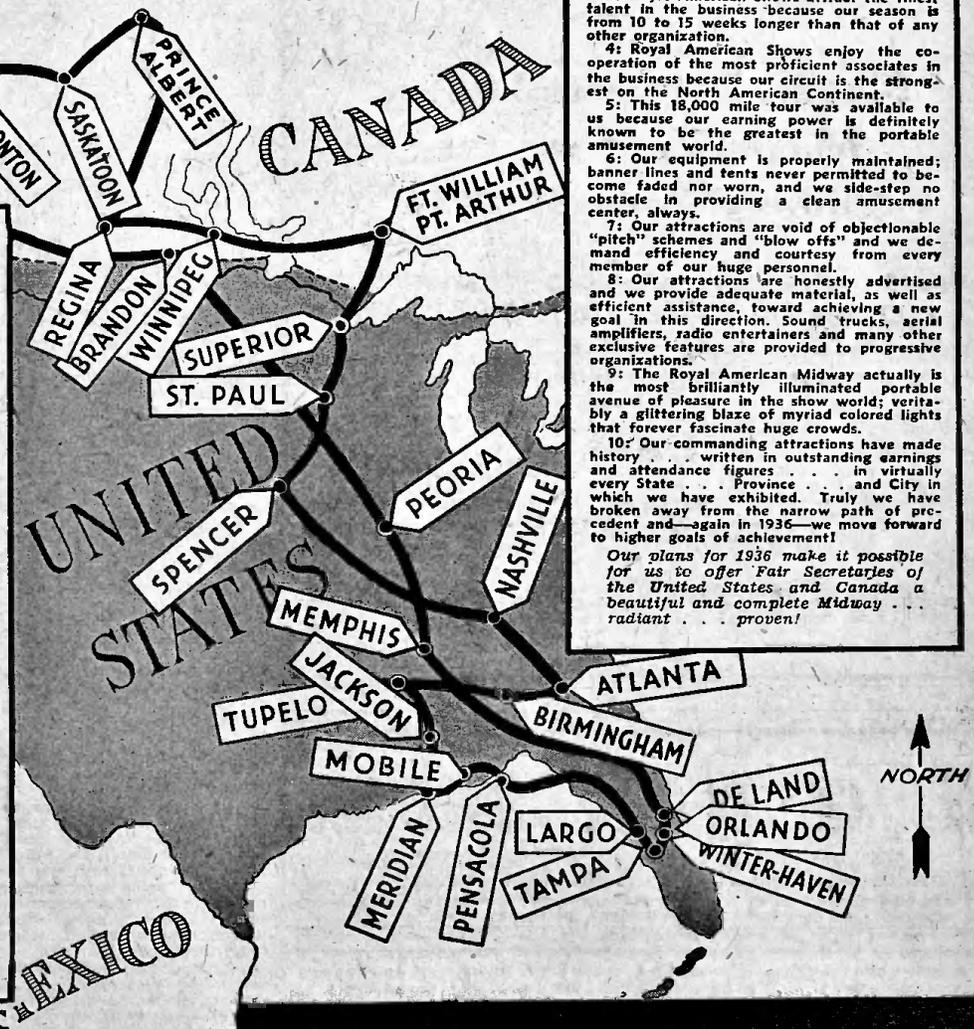
Truly, we are so far ahead of our phenomenal achievements of last year that results are sensational in the historic progress of the open air show world.

At the Minnesota State Fair we were 20 per cent ahead of the highest midway gross in 78 years' history; an accomplishment of which we are justly proud because we topped a peak made during the "boom". Our much talked of achievement at Birmingham's Alabama State Fair last year was vastly surpassed this year. The Tennessee State Fair, Nashville, resulted in another new midway peak for all time; the Southeastern Fair, Atlanta, an increase of 105 per cent over last year, and the Mississippi State Fair (Jackson), surpassed everything in history.

We are proud of the huge increases we rolled up at the Calgary Exhibition and Stampede . . . Brandon Provincial Exhibition . . . Edmonton Provincial Exhibition . . . Saskatoon Provincial Exhibition . . . Regina Ferial Exhibition . . . Winnipeg Festival . . . Canadian Lake-Head Exhibition . . . World's Largest County Fair (Spencer, Ia.) . . . Memphis Cotton Carnival . . . Mississippi-Alabama Fair (Tupelo) . . . Meridian Dairy Festival . . . Greater Mobile Gulf Coast Fair . . . Florida Fair and Gasparilla . . . Florida West Coast Fair (Largo) . . . Central Florida Exposition (Orlando) . . . Winter Haven Orange Festival . . . Pensacola Festival and all of the many others.

Most remarkable of all, perhaps, is the fact that we have been awarded the Florida circuit, with concessions, for two years —, heretofore unheard of in show history!

We take this opportunity to express our sincerest gratitude to North America's outstanding Fairs and Exhibitions for making this tremendously successful season possible! And, proudly, we thank the Officials of the Minnesota State Fair at St. Paul-Minneapolis . . . Tri-State Fair at Superior, Wis. . . Tennessee State Fair at Nashville, Tenn. . . Alabama State Fair at Birmingham, Ala. . . Southeastern Fair & Cotton States Exposition at Atlanta, Ga. . . Mississippi State Fair at Jackson, Miss. . . Florida Fair & Gasparilla at Tampa Fla. . . Florida Orange Festival at Winter Haven Fla. . . Central Florida Exposition at Orlando, Fla. . . and all others . . . for inviting the Royal American Shows, the World's truly largest midway, to return in 1936.



# TRULY THE WORLD'S LARGEST MIDWAY ROYAL AMERICAN SHOWS 1935

NOW COMPLETING OUR 1936 BOOKINGS . . FOR PARTICULARS WIRE US AT TAMPA

# 1000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 35 cards, \$5.25; 50 cards, \$6.75; 75 cards, \$8.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20. Remaining 700 cards sold 100 cards each, \$7.

Set of 20 Lightweight Bingo Cards, \$1.00.

# 1500 KENO (LOTTO)

Made in 15 sets of 100 cards each. Played in 3 rows across the card—not up and down. Lightweight cards. Pet set of 100 cards with markers, \$5.00.

All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5 x 7.

**THIN BINGO CARDS**  
Bingo cards, black on white, size 5 x 7. Thin cards such as used in theatres, etc. They are marked or punched in playing and then discarded. 500 different cards, per 100, \$1.25, without markers. Set of markers, 50c. Automatic-Bingo Shaker, real class. \$12.50  
Bingo Blackboard, cloth, size 24x36 (Rolls up) 2.00  
Bingo Record Sheets, 24x36, 20 for 1.00  
Send for free sample cards and price list. We pay postage and tax, but not C. O. D. expense. Instant delivery. No checks accepted.

**J. M. SIMMONS & CO.**  
19 W. Jackson Blvd., Chicago

# WANTED

A man that has two or three good live Freaks for Store Show in Rochester, N. Y., with your own outfit. Write

## WILLIAM MUAR

80 So. Clinton, Rochester, N. Y.

## BABY WHALE

8-ft. long, with 8 by 10 Banner, \$35.00. Lots of Small Attractions for store, museums at cut prices for sale. List free. NELSON SUPPLY, 514 E. 4th St., So. Boston, Mass.

## AT LIBERTY

Hawaiian Show, with Wardrobe and Transportation. Book with Carnival. C. B. DAVIS, care General Delivery, Zephyrhills, Fla.

# CHOCOLATES

"Every Ounce Pure"—Dolly Varden.

## XMAS and FLASH PACKAGES

All Wanted Sizes—All in the Popular Price Field.

State Your Requirements to

WM. C. JOHNSON, (Wm. C. Johnson Candy Co.) CINCINNATI, O.  
67 East McMicken Avenue.

# SHOW FOLKS

## SEASON'S GREETINGS AND THANKS

For your many orders and requests, from all parts of the United States, for the

## EYERLY LOOP-O-PLANE

ABNER K. KLINE, 3024 Olive Street, KANSAS CITY, MO.

With Eyerly Aircraft Corporation, Salem, Ore.

# INTERNATIONAL CONGRESS OF ODDITIES

"THE MIGHTY MONARCH OF MUSEUMS."

Wants to Join Now for Its 17th Annual Transcontinental Tour

The Best of Museum Attractions for a long winter tour. Best of accommodations, table board and treatment. The Hallmarks answer my wires. Geo. Burkhardt wire me. WANT a sensational Freak to feature. Jeanie Weeks or Medusa wire. Roy Chapman wire. Also good Novelty Musical Act. All who worked for me before get in touch. Eva La Tour reply. Also Cash Miller, Collins with Ossi Leo and Marion Graves wire. Best of Luck and Xmas Greetings to all from

## RICE BROS. CIRCUS and the BARNUM OF MUSEUMS

RAY ORAMER, General Manager; J. J. STEVENS, Lessor; RAY MARSH BRYDON, Operator.  
All Reply Now to 804 Market Street, Chattanooga, Tenn.

# BARFIELD'S COSMOPOLITAN SHOWS

BY MUTUAL AGREEMENT THE BAR-BROWN SHOWS HAVE BEEN DISCONTINUED. AS SUCCESSOR TO SAME I WILL LAUNCH MY OWN OUTFIT.

WANT TO BUY some Rides. Will book others. What Rides have you for sale or to book? WANT TO BUY 25 K.W. or larger Light Plant, no junk. WANT Rides and Concessions, to open early in January in Florida. New booking shows and People in all lines for Spring Opening in April. WANT Superintendent who can take care of Rides and do General Building. No boozers. Holiday Greetings to all. Address

C. E. BARFIELD, Box 1961, Orlando, Fla.

# SHOWMEN!

MEET ME AT THE CONVENTION IN CHICAGO

NEAL WALTERS

U. S. PRINTING & ENGRAVING CO.

Show Printers

1640 CENTRAL STREET

KANSAS CITY, MO.

## Los Angeles

LOS ANGELES, Nov. 23.—Mr. and Mrs. Lou Wald have taken apartments downtown and expect to winter here. Sol Grant, in from Chicago, has bought a market and doing nicely. Bill Jessup left to resume duties in promotion end of Polack Bros. Circus, and Al (Big Hat) Fisher and Harry Chipman have had towns assigned them for same show.

Clark's Greater Shows now in quarters on San Fernando road. Archie greatly pleased over what he said was one of the best seasons in his show experience. O. H. (Red) Hilderbrand has his show in quarters and with the missus at Hotel Bristol. Leaving for short trip to Texas. Mr. and Mrs. E. Picard are also at the Bristol. Joe Glacey back in town. Plans trip to Honolulu, then to Australia. Mr. and Mrs. Charley Walpert back in the city for the winter. Charley stated that they had a fine season on Mike Krokos' West Coast Shows.

Grace Asher, of Foley & Burk Shows, joined the show colony here this week. A. J. Budd in town. Plans a museum in San Francisco. Mr. and Mrs. C. F. Zeiger and Rosemary Loomis making short auto trips. Will go to Palm Springs for a short stay. Others noted at the Bristol are Mr. and Mrs. Paul Burke and Mr. and Mrs. C. W. Coe. Mr. and Mrs. H. Weber, of Clark's Greater Shows, joined the "Coast defenders" for the winter. Mr. and Mrs. Archie Clark left for a desert trip and short stop at Palm Springs. George Silver closed his last unit at Tucson, Ariz., and back for the winter.

J. Ed Brown in for half-day stay. Going to Chicago. Will again be the director of concessions at the exposition at San Diego when it reopens. Said that the directors of the California Pacific International Exposition had practically decided that there would be no midway, that all buildings would be razed and instead a Mexican Village on a large scale would be erected.

Max Heff, former trouper, located here with Cudady Packing Company. Thomas J. (Fuzzy) Hughes arrived from an extended auto trip which he started

four weeks ago. Visited Mexico, then east to New York, and returning made spots in Canada. Rolled up 8,300 miles of travel. Stated that he visited the J. Doug Morgan Show, Orange Bros. Circus and Pete Kort's traveling museum, for which T. J. O'Brien and Thomas (Skinny) Dawson are doing publicity and Louis Ringold routing the show. Heff visited the Heart of America Showman's Club in Kansas City and The Billboard offices in New York and Chicago. King Felton, magician, is with J. Doug Morgan.

Mr. and Mrs. Doug Morgan will soon arrive here for the winter. Their son is a student at La Conte High, Hollywood. Jimmie Hill getting equipment ready at Albuquerque, N. M., for his new show, which will be routed by Mel Smith. Cal Lipps on hunting trip in Arizona. Going to Chicago. Louis Borinstein working in films. Phil Williams in town for the winter. C. F. Steffens Shows still on suburban lots. Frank W. Babcock has his equipment stored for the winter.

Bob Godwin (Mr. Q) slowly recovering from recent severe illness. Frank (Overland) Murphy at Sawtelle (Calif.) Veterans' Hospital for treatment. Sammy Boswitz up from Redondo Beach. Mr. and Mrs. Elmer Hanscom vacationing—auto tour to the desert. Mrs. Charles F. Curran (Pay Asia), with new setup playing theaters on West Coast, opening in San Jose.

Harry Seber vacationing in San Francisco. Little Morocco completed contract on the new Ziegfeld film and returned to Cleveland for a visit. Topsy Gooding returned from a month's visit to her folks in Pittsburgh. Peppy Miller another of the troupers to join the winter colony here. Billie Mack in from St. Louis—prospecting Southern California—will be winter visitor. Felix Bley and the missus left San Diego November 20 for Demopolis, Ala., stopping at Dallas en route. Leonard Useiton, of Sacramento, here for the winter. Blanket campaigns going over in big way in Southern California.

## So. Calif. Showfolk Form a Social Club

LOS ANGELES, Nov. 23.—Every now and then some idea is suggested that at first seems of very little importance but in some manner gets elaborated upon and from a small beginning is developed something that is worth while. At the Bristol Hotel some of the ladies of the showfolk colony wintering there decided to organize a club of a social nature. The title "Safari Club" was adopted. When the matter was noised about there was quite a demand for membership, so the club threw down the bars and men were taken into the membership. The first "trek" was arranged for last Sunday, all to meet at the hotel, thence to the Circus Spot operated by Mr. and Mrs. Mel Smith at Baldwin Park. There was announced an 11 o'clock "Safari" breakfast. Sunday morning, despite heavy rain, a big crowd attended. Mel Smith had tents erected, tables for the diners and camp fires; in one end rings and other rigging suggesting the circus.

Mayme Ward Smith prepared and served what all said was a real "Safari breakfast." After breakfast cards, exercises on the rings, etc., then the show staged by Mel Smith and Doc Cunningham. A special set, "Darkest Africa," supplied a background for some of the presentations. The program: Senegambian Warblers, songs and dances; Mel Smith, an offering that was a "knock-out"; Anna Veldt, with "Anna May," in an elephant routine; Doc Cunningham, magic; H. Tagore, hand tricks; Ruth Helen Daniels, songs, with Claude Barle as accompanist; Claude Barle, a novelty skit; Sugarfoot Sam From Alabama, dances and imitations of Stepin Fetchit; Ruth Thomas, monolog and original poems; O. K. Hoffman, stories of his search in British East Africa for the "Charastictus."

The club formed a permanent organization, meeting at Hotel Bristol, with Mrs. Claude Barle as secretary. Next meeting scheduled for Thanksgiving Day. Charter members: S. L. Cronin, Mr. and Mrs. Archie Clark, Mr. and Mrs. C. F. (Doc) Zeiger, Rosemary Loomis, Steve Henry, Doc Cunningham, Mr. and Mrs. O. H. Hilderbrand, Hetagore, Mr. and Mrs. Claude Barle, Grace Thomas, Anna Veldt, Joe Metcalf, Maybelle Bennett, Harry Chipman, George Tipton, Mel Smith, Mayme Ward

## Here and There About Shreveport

By ROY B. JONES

SHREVEPORT, La., Nov. 23.—Karna Family of fat folks, store showing in Louisiana, located at Homer this week and reported good business.

A promotion under canvas supposed to open at Rodessa in the new oil fields this week did not get under way.

Harry Goodhue here with several new ideas in midway presentations for the United next season.

Mr. and Mrs. George Vogstead, with Mike Buhnia and Johnny Kenlo, left for a trip to California.

Carl Lauther's World's Fair Oddities reported as having a nice business in Beaumont. Is in Fort Worth this week.

Tommy Spears is now a salesman. Reported selling raincoats to the fair sex.

George Monseur, of the Louisiana State Fair force, is rehearsing a miniature musical show for school auditoriums.

Word from Elsie Calvert and Jake was that they were ensconced at the Alamo Hotel, San Antonio, with Mr. and Mrs. Charlie Jamieson.

Among old showmen located here are Bill Rowan, of Radio Station KRMD, and Bill Williams, of The Journal staff. Sid Tannehill, former cookhouse man, is now State health inspector. Sid is considerable in politics.

Larry Hooper, the past season on the "Scandals" with the United, is now a featured artist at Station KMDM with one of the big stores in Shreveport as sponsor.

## Dee Lang Shows

Batesville, Ark. Week ended November 9. Auspices, American Legion. Location, ball park. Weather, cold and rainy. Business, ruined by the weather.

The second appearance in this Ozark town and the second bloomer, both times traceable not to the town but to the weather. Monday night was entirely lost by a heavy rain, which started at 6 p.m. Each night thereafter was marred by rain and cold. Mr. Lang and Bob Hancock spent most of the week in St. Louis on business. Lonnie Benson closed and the cookhouse is now in charge of Bill (Bubbles) McClean.

MARK WILLIAMS.

## Dodson Gets Two Next-Year Fairs

CINCINNATI, Nov. 23.—Mel G. Dodson, general representative Dodson's World's Fair Shows, advised by telegram Thursday that two contracts for fairs in South Carolina for next year had been awarded to his organization, the Orange County Fair at Orangeburg and the Anderson Fair at Anderson.

Smith, Harold Ward, Eddie Ward Jr., Eddie Trees, Mr. and Mrs. H. Weber, Grace Asher, Ed Smithson, Harold Compton, A. J. Budd, Mr. and Mrs. Elmer Hanscom, Blossom Robinson, Mr. and Mrs. G. W. Coe, Mr. and Mrs. E. Picard, J. L. Shell, Mr. and Mrs. W. T. Jessup, Mrs. Bell Lowery, Mr. and Mrs. L. F. Franco, Mr. and Mrs. Ed Walsh, Mr. and Mrs. Paul Burke, C. E. Nash. Others attending to become members November 23: Al (Big Hat) Fisher, Mr. and Mrs. Will Wright, Mr. and Mrs. Joe Krug, Helen White, Della Jones, Virginia Barnes and daughters, Rosemary and Virginia; O. K. Hoffman, Mr. and Mrs. Frank Forrest, Mr. and Mrs. H. C. Rawlings.

## SHOW PRINTING

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For 1936 Season, Opening June 1. A newly organized Show. Will be the largest booking unit out of Iowa. Fair Secretaries get in touch with us. Write L. P. VINT, Rock Falls, Ia.



**RAS HAS BEST**

(Continued from page 88)

producer; Cortez Lorow, of "Streets of Paris"; George Halsey, office manager for the Midget Village; and Steve Bennett, of "Creation."

The route, covering 18,000 miles, was much the same as last year; thru eight of the United States and four Canadian provinces.

The Minnesota State Fair, Calgary Exhibition and Stampede, Clay County (Ia.) Fair, Alabama State Fair and Mississippi State Fair were the most brilliant orbits in the constellation of sparkling engagements this year. At the Minnesota event this year the midway gross jumped \$11,000 ahead of the peak; a record made in the boom days of 1921. The Calgary engagement was far ahead of last year. On the very edge of an all-time peak. The midway gross at the Clay County, Ia., Fair was double that of a year ago when this company broke the record there. At the Alabama State Fair the show topped its last year gross by \$8,000. At Jackson, Miss., a year ago Royal American Shows had the best one day in their history, and this year piled up a week's gross that was peak shattering.

This, indeed, was a year of achievements for the Sedlmayr-Velare Brothers triumvirate. But it was not all glory, nor was any of it sheer luck. The turmoil and irritation of inclement weather made life miserable in the spring—deluges, inundation, cloudbursts—rain and mud figuratively followed the show from Georgia to the Canadian border. On four occasions mired to wagon beds on moving day, and after pulling some wagons apart with tractors remained over for another week.

The first really serious accident in years occurred in Atlanta, when Walter Kemp and Miles Riley were injured by motordome lions. It was probably the first time in show history that two such attacks occurred in one day. But in spite of this, the Kemp Lion Motordrome, featuring Marjorie Kemp, continued and prospered. Dick Best stated that his Side Show did more business this year than in four previous seasons. He has one of the largest and finest pit shows ever presented on any midway, his featured entertainers including Bly, The Rice Writer, and Pick-Up Shuster, both of whom have been cartooned several times by Robert L. Ripley. Raynell (the former Mrs. Nellie Brown) achieved a record-smashing season with "Carioca" in one of the largest tent theaters in the business. Cliff and Fredda Wilson, owners of Sandusky Sea Monster, Bug House and Jazzer, also won a season's record. The Brown Skin Vanities Revue, after being reorganized by Leon Claxton at Minneapolis, wound up the season in a blaze of glory. Every riding device, from the battery of four Eli Wheels to Slover's miniature automobiles, had records nothing short of sensational.

Outstanding among the cities visited were Largo, Tampa, Winter Haven, Orlando, De Land and Pensacola, Fla.; Albany, Columbus, Atlanta and Rome, Ga.; Gadsden, Ala.; Memphis and Nashville, Tenn.; Decatur, Springfield and Peoria, Ill.; Cedar Rapids and Spencer, Ia.; Brandon, Calgary, Edmonton, Saskatoon, Prince Albert/Regina, Winnipeg, Ft. William, Pt. Arthur, Canada; Superior, Wis.; Minneapolis, Minn.; Birmingham and Mobile, Ala.; Tupelo, Jackson and Meridian, Miss.

This year the show played 33 engagements in 37 weeks (were organized 40 weeks) and entertained more people than in any previous two seasons. This year had airplanes, sound trucks, radio

entertainers and whatnot to attract attention.

As trainmasters Babe Drake and Tex Thomas gave the sign to move to winter quarters the writer wondered what new developments were being discussed in Carl Sedlmayr's private coach as this triumvirate of owners rolled southward preparatory to another season.

**ACA TO**

(Continued from page 88)

tant items are suggested for discussion at the second session, including the following:

- 1—The adoption of a program relating to the reduction in the cost of transportation for both railroad and motorized shows.
- 2—The adoption of a voluntary code of fair competition within the industry.
- 3—The adoption of means for the better obtaining of statistical records in the industry.
- 4—The development of original ideas for the improvement of business conditions within the industry.
- 5—The adoption of a definite policy relating to concessions and dealings with fair associations.
- 6—The adoption of such other matters of general policy as may reflect the consensus of opinion of the majority of members present at the 1935 meeting.

Mr. Cohen pointed out that the above list contained merely suggestions and there was no definite way of telling in advance what the attitude of the association would be upon any or all of these items, and in addition, probably other subjects would be added for discussion before the conclusion of the final session.

The ACA headquarters at the hotel will be open from Saturday evening preceding the meetings for conference with the members of the association.

**BARFIELD WILL**

(Continued from page 88)

1932 he returned to the carnival field, for a few weeks as general representative for a show that folded after several weeks' operation, at which time Barfield and Vasche organized the Bar-Brown Shows.

Mrs. C. E. Barfield joined her husband here a few days ago after closing the season for their amusement interests at Galveston. They are leaving here to spend a few weeks' vacation in Florida.

**HILDERBRAND**

(Continued from page 88)

Mr. and Mrs. Robert Schoonover, Mr. and Mrs. Jack Elhart, Curly Cummins, Eddie Lane and family, Mrs. Bess Polk, Hazel Fisher and Verna Seeborg, Jack Murray, Jack Sullivan, Michael Herdrick, Roy Benson, Ivan Mays, Red Turner, Babe Gresham, Jerry Brown, George Vanderhoef, Pappy Miller, Robert Brockman, Joe White, J. Pollock, A. Kilnack, Hunter Farmer, Gordon Pickard, L. Wachtman, E. Cooper, J. Stephens, J. Buckley, S. A. Brooks, Ollie Walker, L. Gillard, Earl Kelly, Ruth Groff, June Pickard, William De Mellier, Eva Perry, Pat Hill, Chuck Connors, Alice Menahan, Stanley Cole, Melvin Garber, Mr. and Mrs. Jack McBride, Ralph Robey, Mr. and Mrs. Jack Morris, Burt Moore, Alice Goldstone, Floyd and Alice Basel and Walton De Pellaton.

**BALLYHOO**

(Continued from page 88)

will play holds good here. Our special agent changed the route, just wild-catted this spot. His reason for doing so was, he knew some girls who live here. Said, "Money isn't everything."

Before leaving the bosses gave out some information regarding their plans for the winter. Every one of the 1,500 employees has been promised a \$500 bonus when the show closes. Management has decided that it would be cheaper to stay out than pay off. The season will not close officially, but show will stay on a lot for two weeks while painting and repairing are being done. All employees will be fed the usual two-a-day and habits (Bull Durham). The brothers have an uncle in Wisconsin who is a sheriff and beaver hunter and will ship the skinned beavers to our resting spot. All eagerly looking forward to beaver and beans.

Wrench and Hammer, owners of the World's Best Motordrome, reported the loss of Wally, their famous riding lion. The only lion ever trained to drive a motorcycle and carry a human passenger in a side car while on the straight wall.

**GOOD LUCK TO EVERY ONE**  
**THE TALK OF THE OUTDOOR SHOW WORLD**  
**J. GEORGE LOOS**  
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**UNITED SHOWS**

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**We Travel in Baggage Car Equipment and Get There**  
**ALL CONCESSIONS OPEN**  
**Want Comedy Aerial Net Bounding Act**

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**WANT TO HEAR FROM FAIRS IN KANSAS, NEBRASKA, MINNESOTA, NORTH AND SOUTH DAKOTA AND TEXAS**  
**This is the Show with a Million References**  
**WHEN MOST SHOWS ARE IN WINTER QUARTERS, WE ARE STILL PLAYING FAIRS AND CELEBRATIONS**

**Address: J. GEORGE LOOS**  
**Nov. 27 to Dec. 2, Harlingen, Texas**  
**WINTER QUARTERS AT LAREDO, TEX.**

**STATE FAIR SHOWS NOW BOOKING**  
**FOR SEASON OF 1936**  
**FAIRS AND CELEBRATIONS IN MIDDLE WEST**  
**Show carries Nine Rides, Ten Shows of Merit and Twenty-Five Merchandise Concessions, also High Aerial Acts as Free Attractions. Address all correspondence**  
**MEL H. VAUGHT, P. O. Box 942, Tucson, Ariz.**

Was raised from a cub and trained by Mona Wrench, known as the "Meal-a-Minute Girl." Wally's body was dissected to find the cause of his death. They found his stomach full of old inner tubes.  
**MAJOR PRIVILEGE.**  
 P. S.—Looks like the bosses have freed something in Chicago. Just wired for our handwriting expert, Dr. Rex Rad, who gives character analysis, to come at once. Probably want him to read a hand-written contract.—M. P.

**SCALE AND ROLL DOWN AGENTS**  
**WANTED FOR MILLION-DOLLAR PIER, ST. PETERSBURG, FLA.**  
 Work all winter, 7 days a week. Scale Workers with Scale preferred.  
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**WHOLESALE**  
**MERCHANDISE**  
**DEPARTMENT**

*In This Issue*

**Immediately preceding**  
**Amusement Machine Section**

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Thanks, WEST COAST SHOWS and CRAFTS 20 BIG SHOWS,  
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New booking Freaks and Side Show Acts for No. 1 Unit booked for third  
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No. 2 Unit at Liberty for 1936.

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CONCESSIONS  
Desiring a  
Pleasant, Profitable  
Season, Communicate  
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Greetings!  
Best  
Wishes  
for a  
Prosperous  
1936

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**WANTED | 12 Successful Season\$ in CANADA | WANTED**  
20 PAID ATTRactions—20

GRAY'S GREATER CANADIAN SHOWS—Samuel Gray, Sole Owner  
CANADA'S PREMIER EXPOSITION 1935 WAS OUR BEST SEASON  
NOW BOOKING 1936

WANTED—Will book or buy Loop-o-Plane and other New and Novel Rides that do not conflict.  
SHOWMEN—With or without equipment. Will only consider the most capable people. CONCESSIONS—All Concessions open except Cook House and Bingo. WANT General Agent and Second  
Man that can and will get Banners. Ride Help and Foremen on all Rides, also A-1 Ride Super-  
intendent. Must be expert mechanic and able to handle men. We play the money spots of Canada.  
Fair Secretaries in Alberta, Saskatchewan, Manitoba, Ontario and Quebec get in touch with me.  
Address all communications to

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## JOHN F. REID, WILLIAM G. DUMAS HAPPYLAND SHOWS

XMAS GREETINGS AND PROSPEROUS NEW YEAR  
TO ALL FRIENDS

Now Booking for 1936 and will be at Hotel Sherman, Chicago, December  
1 to 6, then 3635 Seyburn Street, Detroit, Mich.

## ∴ TILLEY SHOWS ∴

Christmas Greetings To All My Friends  
NOW BOOKING

Shows and Concessions and Ride Help for Season 1936  
Address BOX 635, Ladd, Ill.

## Okeh Season for Gray's Canadian

LONDON, Ont., Nov. 23.—From a financial standpoint the past season for Gray's Greater Canadian Midway Shows was the most successful in the history of the organization. The show started its tour at Windsor, Ont., on May 2, traveled more than 3,000 miles, and eventually returned and established winter quarters at Windsor.

Considerable inclement weather was encountered. Several weeks that doubtless would have otherwise been good were almost lost because of rain and cold. The banner week of the season was the Old Boys' Reunion at North Bay, which event was directed by the Canadian showman, Harry Lottridge, assisted by D. W. (Whitely) Tait. Because of cold nights during the entire fair season those dates were slightly below the former average, but the tour as a whole was very satisfactory.

After establishing winter quarters at Windsor Mr. Gray returned to his home at this city and has started plans for next season. It is his intention to enlarge the show for next year; to present the best of his career so far. Activities at winter quarters will start immediately after New Year's, and the management will adhere to its accustomed standard of having everything overhauled and painted before starting the next tour.

## LONG ISLAND

(Continued from page 59)

Change in wind saved about three different Boardwalks along the South Shore from being turned into rafts by Father Nep.

The nothing of any real serious consequence came out of the ocean's wrath, there was much hammering done by the waves. Jones Beach lost a lot of sand; Rockaway's \$15,000,000 walk was saved only by the switch in the wind; Long Beach and Atlantic Beach residents had salt water in their cellars.

Some of the smaller beaches on the easterly end of the South Shore took more of a beating than Joe Lewis could administer in a year of punching, and that's saying somethin', according to a Mr. Baer.

Gettin' away from the storm: Sheriff Bill Brunner, amusement men's favorite Long Island politico, is now a Kentucky colonel. Too bad Bill can't sport braids. All a sheriff does, we hear, is carry out furniture. A colonel's uniform doesn't look too good for that sorta stuff.

There's a crew of culprits around the Island breaking their way into shooting galleries and making off with what they can grab. In Long Beach they pilfered more than 20,000 rounds of ammunition and 25 rifles, according to Police Chief Rosner. At Rockaway, about \$200 worth of stuff.

LONG BEACH: Whatta storm!

Efforts goin' ahead with work on the new 'Walk. . . Concessioners headin' for the South, lots of them having delayed their trips considerably. Moe Tilsner, the flasher guy, is in the money, as a brand-new sedan indicates. . . Mike Mahon, Dave Drissor and "Major" Muldar, "Three Musketeers" of this zone, hang together like co-makers on a note.

ROCKAWAY BEACH: Beach combers ploved the sands for coins after the storm, finding plenty of them, too. Irwin Klein, bus solon, studying law.

Pin game troubles. Maybe cops have nothin' else to do. One didn't announce his identity in a raid until he made a nearly perfect score on a machine. . . Carl Stenson still talking about his talk with John Barrymore, which took place when the Feller with the Funny Shirt Collars was on the Island. . . Most folks didn't know that M. Margolies, the amusement realty owner, also owns the post-office property at Arverne. . . Mike Wolfe, the cop, has a scheme to ride the shoe-the-shoots and turn cold milk into ice cream, he announces

## With the Zoos

PARIS—Jardin d'Essai, zoological garden in Algiers, Algeria, has received a serpent, claimed to be the largest in captivity. The reptile is 9½ meters long and weighs 166 pounds.

DETROIT.—In closing Detroit Zoological Park for the season, Director John T. Millen said the zoo had a record attendance of some 2,000,000 visitors during the past season. He is now directing renovations and construction of new exhibits made possible with a \$400,000 FWA grant, to be ready shortly before Decoration Day, 1936.

MADISON, Wis.—Vilas Park Zoo has a new female camel, as yet unnamed, donated by the Zor Camel Herders' Association, to replace Zor, which has gone to New York to appear in the circus spectacle Jumbo. The new female, seven feet and three inches tall, came from Lincoln Park Zoo, Chicago. She is daughter of Siberian camels imported from the steppes of Mongolia, with two humps 20 inches high, and the animal has been described as an exceptionally fine specimen. Arrangements for the purchase by the Zor Shriners were made when President Frank A. Maxwell and Secretary Rufus Wells of the association; Capt. Bellamy Seals, of the Zor Camel Patrol, and Director Fred Winkelman of the zoo went to Chicago. Zora and baby Dana, members of the Vilas herd, have been moved into quarters vacated by a tapir, while the new camel will be housed where Zora and her baby have been living. The new animal will join Zora and Rufus, of the original (See WITH THE ZOOS opposite page)



## MUSEUMS

### International Starts Tour at Jackson, Miss.

JACKSON, Tenn., Nov. 23.—International Congress of Oddities started its late fall and winter season this week, the opening engagement at 114 Liberty street, this city.

The city and environs were heavily billed by members of the Rice Bros.' Circus brigade. Ray Cramer, side-show manager with Rice Bros., will be general manager of the museum on its tour. Many attractions with Ray Marsh Brydon, owner, the last two years are on the roster.

The show is routed eastward; Bill Moore, W. W. Clark and E. (Deacon) Albright in charge of the advance, with four billers and two trucks.

### L. B. Lamb's, Traveling

MAYSVILLE, Ky., Nov. 23.—Coming from Lexington, Ky., after a very successful week, despite a continuous rain from Monday until Saturday, L. B. Lamb's Hollywood Oddities is enjoying a profitable engagement here at the Maysville Tobacco Festival.

Walter Delenz, magician, and wife joined in Lexington. In addition to his entertaining magical offering Delenz is

demonstrating his ability as a lecturer. Happy, the Frog Boy, has been added to the lineup of attractions, opening here Monday.

Buster Pike, fat boy, is creating much fun as well as publicity thru his offer of \$100 to any taxi driver who can get him thru the door of his car.

Owner Lamb and his general representative, Bill Hilliar, made a flying trip to Cincinnati to approve designs for a line of entirely new special paper for the Hollywood Oddities.

### Philadelphia Houses

PHILADELPHIA, Nov. 23.—South Street Museum continues doing good business. Show this week has Smith & White Colored Revue of six people: Tam Tam, spotted man; Ed Anato-Hayes, anatomical wonder; Neil Johnson, bag puncher; Captain Sig, tattooed man, and Mile. Zetta, mentalist. New girls in the annex are Dal Barnett, Bobby Renard and Taniel Cooper.

Eighth Street Museum holds up the usual good business with the following show: Original Congo; Flexible Freddie; Maud Audin, sword and neon tube swallowing; George Vokal, man with two mouths; Poses Plastique; Mme. Zella, mentalist; Musical Ramblers. In the annex new girls are Babe Bardine and Dixie Dixon.



By CLAUDE R. ELLIS  
(Cincinnati Office)

VAN HORN AND INEZ, vaude team, have opened their own skating rink on the fairgrounds at Mineola, L. I. In addition to promoting contests, they will give daily exhibitions on rollers with the assistance of Betty Lytle.

JIMMY DUNEDIN created a sensation at Madison Square Garden, New York, on the afternoon of November 14 when he appeared in his bike novelty between periods of amateur hockey. He used a standard bike to ride on the ice, climbing with his front-wheel lift. It is claimed that Dunedin is the first one to perform with a bike on ice in this country. He has done the same act in Europe and last year made an appearance at the Brooklyn Ice Palace. He is booked at the Garden's amateur hockey engagements indefinitely.

GRAND OPENING of Arena Gardens as Detroit's largest skating rink on November 16 drew nearly 1,000. Floor speeches by local and skating celebrities and a colorful grand march featured the opening. Rink is owned by Adam Weismuller, of wrestling fame, and Al Haft. A six-night policy is being used, with wrestling Monday night. Forty-cent admission is being charged during the week; 50 cents on Saturdays and Sundays, and matinees on Wednesday, Thursday and Saturday at 30 cents, half price for children. Reggie Webb is organizer, playing the new Wurlitzer organ. General staff of 32 is employed, with Thea Bourget, cashier; Ed Martin and Dwight Gray, skateroom. An Arena Roller Club has been formed with 200 members already enrolled.

AMERICAN roller skaters evidently are flocking to Paris. Finks and Ayres and Avalon Sisters are at the Lido. Four Sensational Macks are at the Alhambra; Three Cossacks at the ABC; Skating Hamiltons at the Casino de Paris; and Eight Rolling Ladies European roller-skating flash, are at the Rex. Three Veronas, acrobatic roller

skaters, are at the Hansa Theater, Ham-burg. Three Splendids, roller skaters, are at the Central Palast, Munich. At the second ice-skating gala at Palais des Sports Rink, Paris, on November 14, Karl Schafer, Baier, Maxie Herber, Liselotte Landbeck, Emy Putzinger, Hedy Stenuf, Pierrette and Jacqueline Vives, Gaeta Lainor and Blanca Schmit appeared in exhibitions.

RELAY skating team of Land o' Dance, Canton, O., defeated East Liverpool (O.) Windland Auditorium Rink in Canton recently in a 2½-mile event. Canton team was composed of Capt. Moxie Nebel, Richard Zitelli, Louis Bonnot, Maury Snyder and John Dragon. For East Liverpool were Capt. Red Rhodes, John Nolan, Vic Dray, Dick Bolton and Chuck Jackson. In half-mile individual races Richard Zitelli, Canton, defeated Phil Phelps, Akron; Louis Bonnot, Canton, won from Ernie Holmes; John Dragon, Akron, defeated Maury Snyder, Massillon; Ruth Hall, East Liverpool, defeated Lucile Raedel, Canton. Judges were Barney Fleiger, Morgan Roberts and Russ Golden, the latter manager of the Canton rink. J. R. Kastner was tabu-lator.

A NEW ACT, the Three Flames, Irene Washburn, Red Ridge and Sandy Long, info from Chicago that they expect to open at Coconut Grove, Los Angeles, on December 15. Irene reports that her sister, Laura Washburn, weighing 250 pounds, has joined the Earl, Jack and Betty act to do the stooing.

IF PATRONS indicate that they desire the organizations, management of Winter Garden Rollerway, Dorchester, Mass., will sponsor, outfit and manage a baseball team and a football team in the 1936 season, according to announcement in *The Winter Garden Tattler*. Applicants desiring to play on either team would be required to be patrons of the rink and members of Winter Garden Skating Club, for which a membership of more than 1,000 members is now claimed.

V. P. (VI) SWANSON, who recently closed his rink in Davenport, Ia., writes interestingly of a visit to Fred Leiser's 202d Armory Rink on Chicago's North Side. He met Buck Plain, vet rink manager, who is in charge of Armory Rink. Vi considers it one of the largest, if not the largest, of rinks, having skating surface of 120 by 280 feet. Crowds have been increasing since the opening two months ago, and there are nightly sessions, except on Tuesdays and Fridays, and matinees on Saturdays and Sundays. Indications are that the rink will be skating from 1,500 to 2,000 a night shortly, says Vi. Amateur races have been started and Swanson recently skated an exhibition there, a half mile against time, in 1:37.

OLD-FASHIONED games drew a big crowd for the first Halloween party given in Red Lion (Pa.) Rink by Manager Fred Murree. Judges picked from spectators awarded five prizes for skating and costumes. Business in the rink has increased since it was redecorated and a heating plant was installed.

RINK MANAGERS and skaters from Lancaster, Brownstown and Red Lion, Pa., were recent guests at a second anniversary party in York (Pa.) Rink, writes Fred Murree (Bright Star), 75-year-old Indian and manager of Red Lion Rink. Shirley Foster, 5-year-old Philly wonder, and her partner, Marty Collins, gave an exhibition. Oldtimers who showed off to advantage were W. C. Phillips, 86, who has been skating since 1879, and Jack Harkins, York, 67. Carlisle and Lancaster (Pa.) skaters were seen in clever exhibitions, and Bright Star entertained with a half hour of fancy skating.

**On Rollers in England**

By CYRIL BEASTALL

I have just paid a visit to Majestic Rink, Manchester, which began its 26th winter season, since initial opening in 1908, on October 5. Rink operates daily, except Sunday, two sessions. Majestic Band is in attendance four days each week.

Eddie Thirlway is again in charge of the floor, assisted by Alec Thompson and Gilbert Wilson. Skate mechanics are Syd Tancred and Len Tomkins, widely known roller-hockey players. Billy Wood, in full charge of rink, says

business has been excellent so far and predicts a better season than last.

Majestic Rink has always operated on a high standard under direction of the Wood family and has continued to do good business while other rinks in the same locality have failed to attract the public and closed in many instances from time to time.

Just had a batch of really interesting letters from across the big pond, one from Fred Martin. Fred Murree, elderly Indian and one-time speed champion and fancy skater, relates some interesting experiences and sends me some novel games to try out on rinks here, which we intend to do. Murree says his rink in Red Lion, Pa., is doing well; enterprise deserves success, I say.

Jesse Carey writes to say he has had splendid business all summer at his Reading (Pa.) rink and is now back at his Carman Rink in Philadelphia. Carey is seriously thinking of coming to England soon, and if his son, Malcolm, should come, too, we ought to see some real races between the Quaker City flash and Benny Lee, ace of European speedmen on rollers—here's hoping something comes of the thought!

**PEN PORTRAIT**

This week's personality sketch relates to Billy Sutton, one of England's most famous post-war roller-hockey players and performer of international repute. Sutton first donned rollers in 1917 at Ramsgate (Kent) Rink at the age of 16, and two years later, when he had become a skater of ability, commenced to play the hockey game, joining the Ramsgate club.

For a decade following the War Ramsgate had one of the foremost teams in this country and our subject soon became a star attraction down South. In 1921 Sutton was honored with an invitation to play for England against France in Roubaix, France, which he accepted and fully justified his inclusion in our representative team.

In the season of 1924-25 Ramsgate had its most successful period, with Billy Sutton as the shining light in the forward line, winning Kent League, Faversham League, Sittingbourne Shield, Ascot Cup, Faversham Cup and the Llewellyn Rose Bowl. With roller skating suffering a lapse at Ramsgate for a spell, Sutton transferred to Margate for season of 1926-27 and for four years was seen playing with Dreamland Rink team, for which he gave many brilliant performances.

From 1930 to 1933 he was a member of London All-Blacks, who were runners-up in the metropolitan league for several seasons about that time. Last two years Sutton has turned out for Whitstable Albion, who play home matches at Herne Bay Rink; team includes four international players.

Since his international debut some 14 years ago, Billy Sutton has played for his country many times at home and abroad and was a member of our team as recently as last season, when England again won every match in the European Championship Tournament at Herne Bay and maintained its unbeaten record.

Today he is 34 and still one of Europe's greatest players. His career should continue for quite a while, as he is yet far from being a "back number." Sutton has generally appeared on the left wing and his accuracy as a marksman is a

source of respect with goalkeepers wherever he plays, while his stickwork has always been a delightful spectacle to those followers of the game who know and appreciate the finer points—a player par excellence and one of the select few who have helped to make England the premier international team of Europe, as yet unbeaten. Surely, a record to be envied!

**Atlantic City**

By WILLIAM H. McMAHON

ATLANTIC CITY, Nov. 23.—This report will put in one of its biggest bids for Christmas holiday biz with a whole week of special events and other amusements, individual houses contributing with special bookings. Among other things planned will be a big parade and festival of lights. City will lead off with a complete Boardwalk decoration of lights and trees, the whole layout in Christmas colors. All national exhibits will arrange color schemes to fit, while larger hotels announce unique plans of electrical displays in the skies.

Edmund M. Townsend, chairman of the Auto Show which just closed at Garden Pier, reported week's attendance 17,000 . . . considering that the greater part were passes, amusement interests which were watching the venture with an eye to future possibilities failed to enthuse and the pier again went dark . . . a general overhauling of property is said to be in the offing.

Harry Hackney, resort restaurant operator, back from Miami, where he also has large interests, revealed that a group of New York and Chicago financiers are interested in a possible World's Fair in Atlantic City in 1940 . . . special session of the Legislature in December is scheduled to consider a racing bill which if successful will cause several changes in resorts, especially Atlantic City and Long Beach . . . late reports are that Ventnor will rebuild the fishing pier washed away in the week-end storm. . . Biz was crippled over the week-end, altho all amusement places ran full schedules.

**Brown's Successor Undecided**

CANTON, O., Nov. 23.—George Sinclair, head of Meyers Lake Park here, said this week he was undecided, who will replace George K. Brown, who died recently after being for more than 12 years in charge of exploitation and picnic bookings for the park. Mr. Sinclair said he had considered Mr. Brown one of the most capable men in his line and that he will be sadly missed by the entire organization. Mr. Brown came here 12 years ago as manager of the Lake Park Theater and when it was discontinued remained with the park in other capacities.

**WITH THE ZOOS**

(Continued from opposite page) herd, in giving free rides to children in the park next summer. On 30 Sundays this summer over 4,000 children were given rides on the backs of the Zor camels. Inclement weather forced cancellation of the rides on only one Sunday. The new camel is daughter of Medinah, housed in Lincoln Park, Chicago, and is property of Medinah Temple.



**RICHARDSON BALL BEARING SKATE CO.**

Established 1884.  
3312-3318 Ravenswood Avenue, Chicago, Ill.  
**The Best Skate Today**

**TRAMILL PORTABLE SKATING RINK CO.**  
3800 E. 15th St., Kansas City, Mo.  
For Catalog, prices, etc., send 10c to cover postage.

**FOR SALE**

108 pairs of Skates and Amplifier and Speakers and the business where I am located. F. J. O'NEIL, Jackson Center, Pa.

**SACRIFICE** Portable Roller Skating Rink, account owner's health. Operating. Good business. \$1,500. GEO. S. HURST, De Palm Notaj, Ocala, Fla.

**FOR SALE** 155 pair Roller Skates, Military Band Organ, Electric Floor Surfacer. WM PETZOLD, 811 S. 16th St., Terre Haute, Ind.

**WANTED** 10,000 Pairs Rink Skates, Any Make. Highest Cash Price for immediate delivery. WEIL'S CURIOSITY SHOP, 20 S. 2nd St., Philadelphia, Pa.

**\$1.75** — MEN'S NEW WHITE BOOK-SKIN SKATE SHOES, All Sizes. Special Price on Dozen Lots. WEIL'S CURIOSITY SHOP, 20 S. 2nd St., Philadelphia, Pa.

**LIVE WIRES**

New 1936 ROLLER SKATING WALTZ INSTRUCTION BOOK is Now Out. 35c Each. ROLLER SKATING PUBLISHERS, 3805 North Avenue, Chicago, Ill.

**A Wonderful Christmas Present**



High Top White Calf Skin Shoes on

**"CHICAGO"**  
TRADE MARK REG. U.S. PAT. OFF.

The World's Greatest Roller Skates.

Now better than ever. Put some "Pep" into your rink now. Our ATTRACTIVE WINDOW CARDS will help you.

Bushings Rewooded

**CHICAGO ROLLER SKATE CO.**

4427 W. Lake

Chicago, Ill.

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**FORMS CLOSE (in Cincinnati) THURSDAY**  
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## ACTS, SONGS AND PARODIES

**AL SAUNDERS WRITES SPECIAL SONGS.**  
1261 North LaSalle, Chicago, Ill.

**HOKUM SONGS, PARODIES, RECITATIONS.**  
"Rakey" Comedy Album, Blackout Books, Special Material List. **FRANK (RAKEY) CAMEL**, 1601 Cone, Toledo, O.

**MODERN DANCE ARRANGEMENTS—STAND-**  
ards and Medleys. **VIC VICKERS**, Easton, Md.

**MUSIC WRITERS SERVICE, 1587 BROADWAY,**  
N. Y. Arranging, Printing. Free Catalog. Lightning Arranger, \$1.00.

**ONE-MAN MIND-READING ACT—COM-**  
plete, 50c. **FRANCK**, 639 Coleraine, Baltimore, Md.

**TWO GREAT RADIO SONGS, 30c. PROF.**  
**LEONARD**, Glens Falls, N. Y.

## AGENTS AND DISTRIBUTORS WANTED

**A BUSINESS OF YOUR OWN! SELL USED**  
Clothing: 100%-300% profit; we start you; satisfaction guaranteed. Catalogue free. **GLOBE RUMMAGE MART**, CD-3238 State, Chicago. no30x

**AGENTS TO SELL SNAPPY CHRISTMAS**  
Cards; new and hot. Send 10c for sample outfit. Address **P. O. BOX 568**, Omaha, Neb. de14x

**AGENTS—STICK-ON-WINDOW SIGNS; 50%**  
profit; free samples. **METALLIC LETTER CO.**, 439 N. Clark, Chicago. x

**AGENTS—SILK MOGADORE TIES, \$1.75**  
Dozen. Gift Folder Free. **ROYAL TIES**, 31 S. Main, Akron, O.

**AGENTS—WRITE FOR FREE COPY HERB-**  
alist Almanac. Contains valuable information on herbs and household remedies as well as weather forecasts. **B. GEIGEN**, 6538 N. Maplewood, Chicago, Ill. x

**BIG PROFITS—KEY CHECK OUTFITS. OWN**  
your own business. Stamp key checks, name plates. Sample with name and address, twenty-five cents. **HEART**, 303 Degraw Street, Brooklyn, N. Y.

**BRAND NEW! BIGGEST MONEY MAKER YOU**  
ever heard of! \$10 day calling on taverns. Particulars. **ALKANOX**, 1337 West 18th, Chicago.

**CALIFORNIA FLOWER BEADS SUREFIRE FAST**  
sellers. Big profits; low prices; catalog free. **MISSION NO. 15**, 2328 W. Pico, Los Angeles. no30

**CARTOON BOOKLETS—REAL STUFF, \$2.50**  
hundred. Samples, 25c. **RAY**, Box 83, St. N. New York. de21

**CARTOON BOOKLETS, \$2.00 100, EXPRESS**  
paid. **SILVER-PRESS**, 3305 Lawrence, Chicago.

**CARTOON BOOKLETS, CARDS, PHOTOS,**  
Novelties. Real, Snappy. Samples, Catalog, 25c. **WESTERN SALES**, 746-BB Sansome, San Francisco, Calif. x

**CASH INCOME DAILY SILVERING MIRRORS**  
at home. Plating Autoparts, Tableware, etc. Combination outfit. Write **SPRINKLE**, Plater, 500, Marion, Ind. de7x

**CASH IN HEAVILY THIS XMAS WITH CY'S**  
28-Piece Nuthouse Xmas Funsortment for jokers and kidders. Nothing screwier on earth. Many new, original 1936 novelty Xmas items. Rush 75c for sample assortment. Be the first in your territory. **CIHAK**, 2612 South Central Park Avenue, Chicago.

**CHRISTMAS CARDS—25 FOLDERS IN A GIFT**  
Box, 15c each. **ANNABELL STUDIO**, Elmwood, Syracuse, N. Y.

**CIGAR SALESMEN, DISTRIBUTORS—READ**  
display advertisement. Wholesale Merchandise Section, this issue. **BENEDICT JERCHOWER**, 3569 Broadway, New York.

**CIGARETTE PACKAGE WRAPS—FUNNY,**  
spicy; hot-cartooned, color printed, fast sellers. Samples, sealed, and quantity price, 15c stamps. Post cards ignored. **BOX 401-B**, North Chicago, Ill.

**CLOSEOUT—NEWEST CARTOON BOOKLETS.**  
Real stuff, \$1.00 Hundred. Generous Samples, 25c. **ANTHONY UNIS**, Peoria, Ill.

**COMIC HOT XMAS CARDS, \$1.00 HUNDRED.**  
Novelties, Cartoons. Samples, 30c. **BUCK**, Box 2, Sta. W, New York. de14

**COSTS 25c—SELLS \$1.25. 24-HR. COLLEC-**  
tion Letter. **GUY PUB.**, 499 Marr, Fond du Lac, Wis.

**DISTRIBUTORS WANTED—RED HOT JOKER**  
Cards. Samples, 10c. **ROBERT WARNER**, Opelika, Ala. x

**DOORBELL—NAMEPLATES SELL EASILY!**  
Proposition, stamp. Sample free! **GILBERTO MEANS**, Engravers, San Bernardino, Calif.

**ENGRAVED INITIAL PLATES, NAMEPLATES.**  
Signs, Numbers, Enamel finish, five colors, big profit. **HILTON CO.**, 29 Portland, Providence, R. I.

**FAST MAIL SELLER—FREE SAMPLE PLANS.**  
Circulars furnished. **SEEWEGEN**, 2328 W. Pico, Los Angeles. no30x

**FUNNY BUSINESS—SELL JOKER'S NOVEL-**  
ties. 3 Hot Samples, 25c. **AMERICAN SPECIALTY CO.**, Swampscott, Mass.

**GOOD INCOME SILVERING MIRRORS—PLAT-**  
ing and Refinishing Lamps, Reflectors, Autos, Beds, Chandeliers by new method. Outfit furnished. Write **GUNMETAL CO.**, Ave. G, Decatur, Ill. tfinx

**HUNDRED CAMELS CIGARETTES, ONLY 25c.**  
postpaid. Mail 25c for package—Cigarettes and Sales Propositions. Razor Blades, Gillette Type, 100, 75c. **BILMORRIS**, 2138 Carlisle, Philadelphia. x

**HUSTLERS! SELL LUMINOUS GLASSES FOR**  
reading invisible marks. Get \$7.50-\$20.00. Dozen cost you \$14.00, including markers. Sample set, \$2.00. Sample Lens and work, 25c. Order direct from this advertisement. **B. MCHARG**, Chillicothe, Tex.

**IMPORTED PHOTOS, BOOKS, NOVELTIES.**  
Catalog, 10c. **BROWN**, P. O. Box 414, Chicago, Ill. x

**JUST ADD WATER—MINT, LEMON, COCOA-**  
nut Oil, Tar, Shampoo Base. 1 lb. makes one gallon, 40c a lb. in 10 lbs. lots; 35c a lb. in 25 lbs. lots. Foot Powder, 4-oz. tins, 2c each in 50 lots, \$1.50 per 100. 50% with order. **JOE'S SUPERFINE LABORATORY**, Fitchburg, Mass.

**LATEX BANDAGES—NEW, MODERN, SAFE,**  
sanitary method of treating cuts, sores, bruises, etc. Other uses. Large sample, details, 50c. **MILES FRISBEE**, Oronota, N. Y.

**MAKE MORE MONEY TAKING ORDERS**  
Shirts, Ties, Underwear, Dresses, Hosiery, Raincoats, Jackets, Pants, Uniforms. Outfit free. **NIMROD COMPANY**, Department 43, 4922-28 Lincoln Avenue, Chicago. no30x

**MAKE YOUR OWN PRODUCTS—EMPLOY**  
agents yourself. Toilet Articles, Soap, Extracts. We furnish everything. Valuable book free. **NATIONAL SCIENTIFIC LABORATORIES**, 1957W Broad, Richmond, Va. x

**NEW FOOD RESTORES YOUTHFUL VIGOR.**  
Sample, 25c; refund with order. **GRIFFITH**, 67 East 128th, New York.

**NEW DOT AND DASH SYSTEM—PERFECT**  
Showcard Writing by making squares. No practicing. Wonderful demonstrator. Illustrated Folder, 10c. **WM. KALENSCHER**, 188 Beach 110th St., Rockaway Beach, N. Y.

**NEW CHRISTMAS TOY—SELLS ON SIGHT.**  
Over 500,000 sold. Sample and terms, 25c. **AMERICAN SPECIALTY CO.**, Swampscott, Mass.

**NO PEDDLING—FREE BOOKLET DESCRIBES**  
107 money-making opportunities for starting own business at home, office. No outfits. **ELITE**, 214 Grand St., New York. no30x

**NOTIONS, NOVELTIES, CHRISTMAS SPECIAL**  
ties. Blades. Samples, Catalog, 10c. **EASTERCITY SALES**, 8-Eab Randolph, Chicago. x

**PERFUME BEANS OR BUDS—SENSATIONAL**  
Money Maker for Streetmen. Samples, 10c. **MISSION BEAD CO.**, Los Angeles. no30x

**PITCHMEN! SOLICITORS! MAKE EXTRA**  
money with new Stamping Outfit. Stamp checks, plates, fobs. Catalog 69-B free. C. **H. HANSON**, 303a W. Erie, Chicago. x

**PROFIT 2,000%—AGREEABLE EASY WORK**  
applying Gold Initials on Automobiles. Every owner buys. \$3 to \$15 daily earnings. Write for details and free samples. **AMERICAN MONOGRAM COMPANY**, Dept. 20, East Orange, N. J. x

**PROFITS SELLING FUN BUSINESS CARDS IN**  
Novelty Stores, Confectioneries, Stands. Agents, Salesmen Wanted. Sample Set, Lstf, 10c. **NATIONAL**, Box 500B, Cincinnati, O.

**RESURRECTION PLANT—UNIQUE NOVELTY,**  
miracle of nature. Costs below 2c; sells for 25c. Write **C. E. LOCKE**, 7 Rio St., Mesilla, New Mexico.

**SELL MEN'S NECKWEAR—WONDERFUL**  
proposition. **ASTOR-A**, 39 East 28th, New York. de21x

**SELL JOCKO—THE NAUGHTY ELEPHANT.**  
Our latest hot action novelty. Sample 15c, coin, stamps. **KENTUCKY NOVELTY CO.**, Owensboro, Ky.

**SELL NEW AND USED CLOTHING! 100%-**  
300% profit! Satisfaction guaranteed. Experience unnecessary. We start you. Catalog free. **ACME MERCHANDISE COMPANY**, A-558 Roosevelt Road, Chicago. x

**SPECIAL CHRISTMAS GENUINE LEATHER**  
Novelties, Fourinhand Ties, Men's Belts, Bill folds, assorted colors, \$2.25 per dozen; postage prepaid; 50c sellers. Sample, 35c. **HORACE PERKINS**, Ipswich, Mass.

**STRAIGHT RAZORS—SAMPLES, 25c, FIVE**  
for dollar. **4 S-RAZOR**, Hutchinson, Kan.

**SUNDRIES—FREE ILLUSTRATED CATALOG,**  
1,000% profit. **NALPAK**, 3225 Crystal, Chicago. tfinx

**WRITE FOR FREE SAMPLE OF OUR APEX**  
Razor Blade. **WAYNE FOX**, Pleasantville, N. J.

**10c BRINGS SAMPLES FAST SELLING FLIRTA-**  
tion Cards. Big profit. **SEARS**, Leon, Kan.

**100 PROFITABLE MAIL ORDER AND LOCAL**  
Business Ideas; free literature. **PRUITT PRESS**, Elburn, Ill. de14x

**200 SELECTED MONEY-MAKING PLANS,**  
Ideas. Free literature. **RAYTHE SALES**, 744 East 126th, Cleveland, O. de7x

**2,000 BUSINESS CARDS—90c. KROY PRESS,**  
326 N. Queen, York, Pa.

**5,000% PROFIT GUARANTEED EASY, UNDER**  
forfeit of \$100.00. Write for details. **RUTH STUDIO**, Ffackville, Pa.

## ANIMALS, BIRDS AND PETS

**ALL KINDS SNAKES, ANIMALS AND BIRDS**  
—**SNAKE KING**, Brownsville, Tex. de28

**ALL PETS, 100-PAGE CATALOG OF DOGS,**  
Cats, Canaries, Ornamental Fowl, Pigeons, Rabbits, Trained Animals, Monkeys, Fish and other pets. 10c copy. **2808 S. MICHIGAN**, Chicago.

**ANIMAL ACTS—LIONS, TIGERS, LEOPARDS,**  
Pumas. Sell or lease. Also Trained Male Chimpanzee and Himalayan Bear. **SNAKE KING**, Brownsville, Tex. de7

**FOR LIVE ARMADILLOS—WRITE TO APÉL**  
**ARMADILLO FARM**, Comfort, Tex.

**HOLIDAY SPECIAL—GUARANTEED FINGER**  
Trained Singing Canary, will climb ladder and walk rope. Bird and props, \$7.50. **J. S. REID**, 1914 First Avenue, Birmingham, Ala.

**IMMEDIATE OR CHRISTMAS DELIVERY—**  
Bull Pups cheap. **BULLDOGS**, Dallas, Tex. de21x

**LARGE FIGHTING BOB CATS, \$10.00 EACH;**  
**MITCHELL'S WILD ANIMAL FARM**, St. Stephen, S. C.

**MIDGET CIRCUS STOCK—SMALL TYPE**  
pure-bred Shetlands, any color. Missouri Miles that are real midgets. Matched pairs and drill teams. **FRED WILMOT**, Richards, Mo. x

**PARROTS, REAL TALKERS; TRAINED SING-**  
ing Canaries, Monkeys, Raccoons, Coyotes, Squirrels, Japanese Mice, Hounds, Setters, Cocker, Poms, Pekes, Bostons, Persian Cats; Mixed-Bred Pups, \$1.00; Green-Love Birds, \$3.00 Pair. **ROYCE AND PASSMORE**, 133 East Jefferson, Detroit, Mich.

**PLENTY SNAKES, IGUANAS, DRAGONS, AR-**  
madillos, Hornedtoads, Gilas, Pumas, Ocelots, Lions, Ostriches, Monkeys, Parakeets, Prairiedogs, Alligators. Wire **OTTO MARTIN LOCKE**, New Braunfels, Tex.

## BOOKS

**PERSONAL MAGAZINE—CATALOG, PHOTOS,**  
Cartoons, 15c. **BOX 290-B**, New Haven, Conn. x

## BOOKING AGENTS

**NAME BANDS COMING SOUTH CONTACT**  
Us for dates—**CEO. L. BUCHANAN BOOKING AGENCY**, Box 377, Columbia, Tenn.

## BUSINESS OPPORTUNITIES

**BARBECUES—INTERIOR AND EXTERIOR**  
models. **PEERLESS STOVE CO.**, Columbus, Ohio. no30

**EASY CHRISTMAS MONEY FOR YOU—SEND**  
for circular. **J. W. SPENCER**, Olneyville, R. I.

**EXTRA MONEY DISTRIBUTING JOKE-NOV-**  
elty Circulars. **ATLANTIC NOVELTIES**, New Bern, N. C.

**FOR SALE—AMUSEMENT PARK IN THE**  
East. Splendid opportunity. Beer Garden, fine Swimming and Dancing, operates Sunday. No opposition. Reasonable terms. Other interests comp'd sale. Address **BOX C-497**, Billboard, Cincinnati, O.

**IT'S NEWER THAN NEW! BRILLIANT, POW-**  
erful, imaginative business-getter. Plan that "Crash Through" theaters, cafes, ballrooms, parks, carnivals, rinks, endurance shows. Now, \$2.00. No literature. **J. B. DRINK-WATER**, North Attleboro, Mass.

**KEY CHECK STAMPING OUTFIT—LIKE NEW,**  
complete, \$8.00. **LAWRENCE**, 7158 Ridgeland, Chicago.

**MAKE-SELL YOUR OWN PRODUCTS—10**  
profitable formulas. Also "Amazing Money-Making Opportunities." Dime. **ADVANCE SALES CO.**, 618 Manhattan Bldg., Milwaukee, Wis. x

**NO INVESTMENT NEEDED WITH OUR NEW**  
Unlimited Money-Making Plan. Send 25c. **WHOLESALE SERVICE**, 141 Rockview Terrace, Rochester, N. Y.

**SELL BY MAIL! BOOKS, NOVELTIES, BAR-**  
gains! Big Profits! Particulars Free! **ELFCO**, 525 South Dearborn, Chicago. tfinx

**TURN IDEAS INTO CASH; FREE LITERATURE**  
—**MARTINEZ-B**, San Bernardino, Calif. de21

**YES, WE DO HOUSE-TO-HOUSE DISTRIBUT-**  
ing—Direct mail and outdoor advertising. **AMERICAN ADVERTISING SERVICE**, Box 130, Butte, Mont.

**\$595 \$40,000—I MADE IT. PLAN 10c.**  
**MOOREMADE**, Lapeer, Mich.

**1,000 NAMES 1935 FARMERS, TYPED, \$1—**  
**DIAMOND NOVELTY**, Hamlet, N. C. no30

**\$240.00 CLEAR PROFIT! NO SELLING; NEW**  
Business; exclusive rights. Write today. Particulars free! **PARKER SUPPLY CO.**, 2124-BB N. Clark, Chicago.

## CARTOONS

**BRAND-NEW SPICY, SNAPPY CARTOON**  
Cards—Sell on sight. Sample Set, Lstf, 10c. **NUTRIX NOVELTY**, 77 West 47th St., New York.

**ENTERTAIN WITH TRICK CHALK STUNTS**  
and Rag Pictures. Catalog free. **BALDA ART SERVICE**, Oshkosh, Wis. no30

**WE BUY HUNDREDS OF CARTOONS FROM BE-**  
ginners. Before submitting, write for detailed requirements. Inclose stamp. **LITTLE STORIES**, Melville, La.

## COIN-OPERATED MACHINES

### SECOND-HAND

#### Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers, may not be advertised as "used" in The Billboard.

**A PARTNER WANTED, MATCH MY INVEST-**  
ment—Billiard Parlor Machines, overhead paid till September, 1935. Ideal distributing point, Diggers, Amusement, Vendors, no slots. **"JOCK" EUART**, Columbia, Mo.

**A-1 CONDITION, GUARANTEED—CHICAGO**  
Express, \$15; Rebound, \$10; Signal Jr., \$7.50; Signal Sr., \$10; Action Sr., \$12; Quick Silver, \$30. Write for prices on other model Pin Tables and Cranes. **REX NOVELTY CO.**, 2264 Bedford Ave., Brooklyn, N. Y. tfinx

**A-1 ASSORTED SIZES; COLORS—PIN GAME**  
Marbles, 100, \$2.95; 300, \$7.50. 10% free goods. **LOUIS HENRY**, 926 Lindley, Philadelphia.

**ALL TEXAS OPERATORS, ATTENTION—WE**  
buy Used Automatic Pin Games for cash. **BOYLE AMUSEMENT CO.**, Oklahoma City, Okla. de21

**ATTENTION—WE HAVE MANY BARGAINS**  
in Peanuf and Pistachio Machines. Write today. **M. T. DANIELS**, 1027B University, Wichita, Kan.

BALLYS CHAMPIONS, \$20.00; PUT & TAKES (late models), \$25.00; Mills Ticketets, \$10.00. CLAUDE CLARK, Columbus, Ind.

BARGAINS — MERCHANDISE VENDERS, Amusement Games, Diggers, Supplies, NOVIX, 1193 Broadway, New York. no30

BARGAINS—3 FOR \$20.00, LARGE SIGNALS, Major League, Flying Trapaze, Contact, Fleet, Broadcast, Small Beacon, Rebound, Turn Table, Cannon Fire. Free with each order either large Coofy, Jigger, Five Star or Diamond Ball. Shaded prices: Tickets, Penny Arcade Machines; Panama Diggers, \$10.00. MUNVES, 145 Park Row, New York.

BARGAINS ALL MAKES SLOTS. RICE, 137 1/2 NE 23d, Oklahoma City.

BARGAINS IN SLIGHTLY USED PUT-'N'-TAKE Gold Rush Payoff Games, \$30 and \$40, respectively, F. O. B. Chicago. Quantity limited. Rush order and deposit, satisfaction guaranteed. CHICAGO AUTOMATIC VENDING CO., 111 N. Leavitt, Chicago. de7x

CASH FOR SLOTS—ANY MAKE. NATIONAL PREMIUM, 1322 Dodge, Omaha, Neb. de21

CHAMPIONS, ROTOLITES, KINGS, BALL Fans, \$10.00 each; Spoiffles, Dealers, Rockets, Whahoos, Beamflites, Chicago Ex, Ticklites, Autobanks, \$8.00 each; M. Can. Take, Trapeze, Live Power, \$5.00 each; Sportsman, \$25.00; Mills Bell Boys, \$3.75. One-half deposit. DIXIE VENDING CO., Albemarle, N. C.

CLOSE-OUT SALE—GUARANTEED BARGAINS on Slots and Pin Tables. Write for price list. ROXY NOVELTY CO., 126 Dundas St. West, Toronto, Can. x

COIN-OPERATED MACHINES BOUGHT, SOLD —JARR, 1704 Leavenworth, Omaha, Neb.

DIGGERS FOR RENT—LARGE DIGGER, Merchandise concern with all types of Diggers for reliable operators and concerns throughout the country on straight or profit-sharing basis. No investment needed, but applicant must furnish best references and have good territory. Airmail applications. BOX 637, Billboard, 1564 Broadway, New York City. tfn

FIRST-CLASS CONDITION —ABT TRIPLE Bank, (1 shot) \$30.00; Put and Takes, \$20.00; Gold Rush, \$50.00; KLEBBA NOVELTY CO., 1115 W. 31st St., Chicago.

FOR SALE — EXHIBIT'S MERCHANDISE, factory reconditioned one year guaranteed. Flip Chute, model 34, \$125; Roll Chute, model 34, \$145; Roll Chute, model 35, \$175; Streamline, model 35, \$220 (slightly used). F. O. B. Chicago or New York. All in perfect working order. BOX 636, Billboard, 1564 Broadway, New York City. tfn

GAMES—LOW PRICES ON USED, ALL Types. Send for prices. GENERAL NOVELTY CO., 146 E. Highland Ave., Milwaukee, Wis. de23

GAMES — LOW PRICES ON USED, ALL Types. Send for prices. GENERAL NOVELTY CO., 146 E. Highland Ave., Milwaukee, Wis. de14

GOOD AS NEW—COLD AWARDS \$37.50; Aces, \$33.50; Equity, \$29.50; Champions, \$14.75; Traffic A, \$24.50; Jennings Sportsman, \$35.00; Plus G Minus, \$20.00; Dominos, \$13.50; Auto Flash, \$24.50; Star Lite, \$12.50; Spot Lite, \$13.50; Homestretch, \$22.50. One-third deposit with order. GERBER & GLASS DISTR. CO., 914 Diverser Blvd., Chicago, Ill.

IF IT'S SQUARE DEALING AND SAFE BARGAINS in Coin-Operating Machines of all descriptions see YENDE'S SERVICE CO., 1813 W. 3d, Dayton, O. 20 years in business. de21x

LARGE DIGGER CONCERN WANTS ADDITIONAL operators or concerns with territory for expansion of Digger operations on profit-sharing basis. No investment required. Apply to box below for further information. State experience, also references. BOX 639, Billboard, 1564 Broadway, New York City. tfn

MACHINES AND SUPPLIES—VIKING AUTOMATIC CO., 632 Polk, San Francisco, de14

MASTER PEANUT MACHINES, CHROMIUM, like new, \$4.00; Smokataires, Cigaret Machines, vend one cigarette for 1c, \$4.00. Prices F. O. B. St. Louis, 1/3 deposit. ST. LOUIS COIN MACHINE, 1420 N. Grand, St. Louis, Mo.

ONE HUNDRED USED PIN TABLES—REAL buys. MIDWEST NOVELTY, 3868 E. Washington Street, Indianapolis, Ind.

OUTSTANDING BARGAINS IN SLIGHTLY Used Coin Machines. Electric Diggers, \$25.00 up; Baby Shoes Dice Games, \$8.00; Buckley Puritan Bells and Vendors, like new, \$10.00. Let us know what you want, we can save you money. CHICAGO AUTOMATIC VENDING COMPANY, 111 N. Leavitt, Chicago. de7

PACE BANTAMS, CAILLE, WATLING, PENNY and Nickel Jackpots, Little Duke Vendors, \$15.00; Caille 5c Automatic Roulette, \$30.00; Public Scale, \$25.00; Du Grenier Selective Candy Machines, \$17.50; Mills Official Automatic Pavout, \$10.00; World's Series, Steamline Pontiac, \$3.00; Golden Gate, Lightning, Electro, Super Eight, \$4.50; Action, Beacon, 2c, \$6.00; Jennings Football, \$10.00; Coin Claws, \$72.50; Double Safe, \$15.00. MILWAUKEE CONCESSION CO., 3077 North 5th St., Milwaukee, Wis.

PETITE PEANUT MACHINES, REFINISHED like new, \$2.50. W. P. WRIGHT, Salem, Ill. REAL BARGAINS IN RECONDITIONED MACHINES. All types at prices you will be willing to pay. Write for new list. BADGER NOVELTY, 2546 N. 30th, Milwaukee, Wis. de21x

SALE—SEEBURG'S WALNUT SELECTOPHONES, guaranteed, \$160.00. COLEMAN NOVELTY, Rockford, Ill.

SEND STAMP FOR LIST OF USED MACHINES —Get on our mailing list. You save money on machines and supplies. GOODBODY, 1824 East Main, Rochester, N. Y. de7

SILENT SELLING CO., 548 MASSACHUSETTS, Indianapolis, wants Used Games, Scales, Vendors at prices to sell again.

SLIGHTLY USED PACE RACES, AS LOW AS \$250.00. WALKER-MCCAIN, Poplar Bluff, Mo.

TRADE—I-SHOT GAMES AND DOUBLE JACK Slots for Counter Games. F. SHAFER, Sumner, Ill.

TWIN JACKPOT ATTACHMENTS FOR MILLS Bells, \$7.50 each; ten for \$50.00. Pay Table and Slots, bargain list free. COLEMAN NOVELTY, Rockford, Ill.

WANTED — PAY TABLES FOR CASH OF every make. Quote serial and price. BOX 643, Billboard, 1564 Broadway, New York. no30

WANTED—ALL TYPES DIGGER MACHINES; any quantity. State type, serial number, price. EXHIBIT NOVELTY CO., 1123 Broadway, New York. de14

WANTED—BALLY JUMBOS, PACE RACES, Rangers for cash. BORDER SALES CO., Pharr, Tex.

WANTED—NEED 50 MERCHANTMEN, ALL models, at once. Will pay highest market price for equipment in good condition. Quick action necessary. Airmail quantity, model, serial number and prices to BOX 638, Billboard, 1564 Broadway, New York City. tfn

YOUR OLD THREE-WHEEL DANDY VENDORS can be made into cigarette machines. Three strips and pay-out cards, one dollar post paid. HARRY A. MYERS, 623 E. Wyoming Ave., Philadelphia, Pa.

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AT LIBERTY—Fast Six-Piece, Organized, Reliable Dance Band. Same personnel three years. Will augment. Hotel, cafe, ballroom or night club. Prefer Southern location, but anything reliable considered. Have transportation. Can play and work four hours. Combination includes M. O. Eccentric Dancer, Girl Singer, Featured Vocalists. Arrangements, sell-out novelties, appearance, flashy equipment, uniforms, modern library. Band now working, but desire change. Salary only. An outstanding band at a reasonable price. References. Reliable managers, bookers, write date in full. ADOLPHE McFARLAND, 115 South Lynn, Nevada, Mo. de7

COLONIAL CLUB ORCHESTRA (6), versatile high-class modern musicians, featuring Alice Morrell, Personality Girl, and her modern rhythm at the piano. An outstanding attraction for spots wanting a real entertaining band at a reasonable salary. Band has national reputation, years of experience, plenty of flash, style and showmanship, along with ability makes it outstanding in the field of smaller units. A band that really can swing and sell out. Past summer season at National Famous Paradise Mountain Resort. Cafes, hotels, nite clubs, ballrooms in Western States write. Reliable agents write stating all. Band now playing nite-club engagements. At liberty to work's notice. MANAGER, care 250 No. 10th St., Colton, Calif.

EIGHT-PIECE NOVELTY BAND at liberty after year-long first. Will guarantee satisfaction, union wardrobe and can work floor show. Have fine emcee and would like to hear from reliable night emcee manager. HARRY COLLINS, Grand Island, Neb. de7

LESLIE LAYNE and His Orchestra—Best non-union musician in the East. Open for special engagements exclusively. Xmas Eve., New Year's Eve still open for fraternalities, sororities and reliable agents. Nine, ten or eleven men with director, emcee, vocalists, amplifying system, and special arrangements. LESLIE LAYNE, 27 Franklin Ave., Staten Island, N. Y. Call Gibraltar 7-4089; Ind. de7

FAST FIVE-PIECE BAND—Played raude, hotel, restaurant. Want location work. Prefer hotel. Can cut floor shows. Library, special arrangements. Also library stocks. Two changes uniforms. Can entertain. \$115 per week. Reliable locations only. Pay your own wire. Write BOX C-402, Billboard, Cincinnati. de14

PIT, STAGE BAND, 5 to 6 Pieces, finishing long theatre engagements. Experience all lines go anywhere, reliable location. STAN WILLARD, Grandis Theatre, Hamilton, Ont., Can. de7

TEN-PIECE ORCHESTRA—Now playing hotel job, available shortly for club or location. Complete with arrangements, doubles, vocalists. Agents please note. Write immediately. BOX 642, Billboard, 1864 Broadway, New York. no30

THEATRE ORCHESTRA—Nonunion. Piano, Violin, Drums, first-class men, twelve years vendeville, burlesque. Neat, sober, reliable. Location. DRUMMER, 767 Mann Ave., Flint, Mich. de7

7 FAMOUS HUMMEL'S Orchestra touring U. S. A. Advance booking now. Hotels, ballrooms write; \$150.00 unit for week. Address Billboard, Cincinnati. Stage units wire care OAROLINA CLUB, Greensboro, N. C. no30

AT LIBERTY CIRCUS AND CARNIVAL COMPLETELY TATTOOED

Young Lady, CHARLIE WAGNER, 11 Chatham Sq., New York. de7

AT LIBERTY—CONCESSION AGENT, WOULD like to get in touch with concession operator for 1936 season. Have only had park experience. ROGER HINES, Dana Hotel, Warren, O.

AT LIBERTY—FUNNY COMEDY JUGGLER. Anything reliable. Write GEORGE DEWITT, Millville, Pa., Columbia County.

FIVE HIGH-CLASS ANIMAL ACTS—ELEVEN Dogs, Pony, Leaping Hounds, Trick-Comedy Mule and Bucking Mule work any place. CHAMBERLAIN SCOTT, Three Rivers, Mich.

JOE HARRIS—WORLD'S CHAMPION BAG Puncher. 1653 N. 4th St., Milwaukee, Wis.

MARC ANTHONY—WOULD LIKE TO JOIN A Bare-Back Riding Troupe as an apprentice. Willing to do anything while-training. Can do a bit of ground tumbling and standing bare-back riding now. Care BILLBOARD, Cincinnati, O.

YOUNG MAN WISHES TO MAKE CONNECTION with a Circus or privately owned Wild Animal Acts to act as understudy in training wild animals. If necessary a working stock could be obtained. Any reasonable offer accepted. HERBERT P. BUTLER, Box 471, Reidsville, N. C. de7

AT LIBERTY—Crippled Comedian Clown and Negro my specialty. Address ERWIN NIKBERG, P. O. Box 855, Casper, Wyo.

OHAS. LA CROIX—High-class Trapeze Act, book- ing indoor circuses, carnivals, etc. Beautiful equipment, wardrobe. Wonderful drawing card. Prices reasonable. 1304 S. Anthony Blvd., Ft. Wayne, Ind.

DEFIES THE WORLD to make him smile. Join road show. Good ballyhoo. Fairs. GEORGE AY, 1725 Huxton Ave., Baltimore, Md.

PAMAHASKA'S BIRD CIRCUS, the Original; Incomparable and Greatest Act that makes everybody talk. Don't overlook the Famous Famous Real Acting Birds. GEO. E. ROBERTS, Mgr., Pamahaska's Studio, 615 W. Erie Ave., Philadelphia, Pa. Telephone, SA6more 6536.

AT LIBERTY COLORED PEOPLE

REVUES—Colored or white, for Night Clubs, Theatres. Have car. Also book Stock and Line Girls. ANITA BUSH, Apt. 2, 860 Lenox Ave., New York. no80

AT LIBERTY MISCELLANEOUS

GREAT ROSSERINO HYPNOTIC CO.—Scientific Humorists with their many merry mystic mirth makers. Psychological lyceum. Amazing, exotic, profound, mysterious, thrilling, healing, educational, therapeutic. Long sleep, catalepsy, mesmerism. Address BOX 84, New Fairview Station, Detroit, Mich. no59

HAYMAR, Canada's Radio Sensation, now considering offers for U.S. Sponsor for the past three years by one of Canada's largest patent medicine advertisers. Considered the finest forced sale act on the air, presenting mentalism and health lectures now touring Toronto, Chicago, Montreal; CJOR, Vancouver; CJRC, Winnipeg, and fifteen other stations. Specialize in medicine advertising with concrete results in the form of mail containing carbon fronts. Submit all propositions by letter only to HAYMAR, care of Radio Station CFRE, CBS outlet, Toronto, Can. no59

SECRETARY WANTS position with theatre, circus or carnival. Steady, sober, honest and reliable. age 27. Can double stage. E. J. ELLER, Box 41, Lodi, Calif. de14

YOUNG MAN—Real business ability, high school and business college, varied experience, wishes to contact show, theatre, high-class carnival company, where his ability can be utilized. Old enough to be sensible, young enough to learn. Honest, sober, reliable. Start now or next season. BOX C-181, Billboard, Cincinnati, O.

AT LIBERTY MUSICIANS

ALTO SAX DOUBLING CLARINET, VIOLIN, Union; location only. Lower Texas or Florida preferred. LEO JOHNSON, Brownwood Hotel, Brownwood, Tex.

ARRANGER—PIANIST OR DRUMMER. OTHER doubles. Large library of specials. Name band experience. Good appearance. Have car. Write. JACK SCHALLER, Williams Grove Park, Mechanicsburg, Pa.

AT LIBERTY—TWO MUSICIANS. A-1 PIANIST, any style, stylist. A-1 Alto Sax, doubling Clarinet, Violin, some Piano. Have car, travel together, prefer location in Pennsylvania, Ohio, North Carolina, New Jersey, New York. Sober, reliable. Age 28-30; plenty experience; union; consider all offers; guarantee reply. State all in first. EVERETT SWANGER, Coalport, Clearfield Co., Pa.

DOUBLER—TENOR SAX, CLARINET, TRUMPET, Guitar, Fiddle, Piano. Arrange, take off; 25, sober, reliable; sing some. Satisfaction or else. Union. Locate. Larger town desired. "DOC" HALVERSON, Cody, Wyo.

DRUMMER—VIBS, FINE VOICE, MODERN swing, ride; union, young, sober, reliable; prefer location and South. State all, don't misrepresent. Write or wire. RAY NELSON, Story City, Ia.

DRUMMER—A-1, PERFECT RHYTHM, MODERN outfit. Appearance, wardrobe, genial, no booze; smoke, yes. Have all the experience. Positively cut it. Age 29. Now working, but want connection with good dance band in New York City. I know conditions. That's all. BILLBOARD BOX NY-61, 1564 Broadway, New York.

DRUMMER—8 YEARS' EXPERIENCE, DESIRE job with 10-piece band or over. Flashy drums, and can sell it. Absolutely no liquor or weed. Worked in good bands with good salary and expect the same from you. Am sincere in my work, as I make my living that way. Age 24, neat appearance, good wardrobe, single, union, and congenial. Write, don't wire. State all. GALE OTIS, Ashland, Wis.

GUITARIST—SIX-STRING RHYTHMIST, Soloist. Read, fake and sing. Would like to hear from jam bands, singing and novelty groups. Open for booking Saturdays, Sundays in New York City and vicinity. CHARLES WIRTH, 13702 Whitelaw St., Woodhaven, N. Y. de7

PIANIST AND DRUMMER—RHYTHM IS OUR business. Swing drums all styles. Solid, modern piano. Can swing any band as combo. Show, dance and radio. Congenial, neat and energetic team. GEORGE M. SANKEY, 3212 Hennepin Ave., So., Minneapolis, Minn.

THEATRE DRUMMER—OUTSTANDING heavy; show builder; twelve years with the best. Age 35, appearance, sober, reliable. DRUMMER, 767 Mann Ave., Flint, Mich. de21

ACCORDIONIST for Dance Band. Thoroughly experienced. Solos, rhythm and take-off. Good appearance and personality. Write, giving all details to BOX C-493, Billboard, Cincinnati.

AT LIBERTY—Strong, real Baritone Euphonium. Indoor circus. Reference, Milwaukee, Wis. Concert Band Soloist. DeCARLOS, 519 Walnut St., Macon, Ga. no80

BASSOONIST—Several years' experience concert, band and orchestra work, wishes connection with good musical organization. Go anywhere. Letters answered. WM. O'NEILL, 740 N. Dearborn, Chicago, Ill. no80

CAPABLE TROMBONIST—Range, modern hot and sweet. Sing pee-wee style and arrange some. Want connection with permanent band that makes a living. Schooled in all lines. Union and congenial. TROMBONIST, 528 Old Lancaster Rd., Haverford, Pa.

DRUMMER—Complete Deluxe Pearl Outfit, Bells, plenty Traps. Age 33; single, reliable; read, fake, ticket if far. Available immediately. EDWARD LACINA, Hotel Braxton, Cincinnati.

PROFESSIONAL DRUMMER—Non-Union, years experience, reliable, willing. Join immediately. Can cut it with anything. Want steady job. Panic, lay off, please. Wire or write, stating all. BEN FAVISH, 3792 Talman Ave., Bellaire, O.

SIX-STRING GUITAR—Modern, Voice, neat, young; experienced name bands A. F. M. Must be good offer. Vaude or circus. Communicate. MILT DEERING, 8205 N. Illinois St., Indianapolis, Ind.

STRING BASS—December 1. Prefer South. Plenty of good references. Union; age 24, single. Radio, stage, club experience. No weed or syrup. I have ticket. State all first letter. Must be good offer. Write MUSICIAN, care Box 859, Dubuque, Ia.

TROMBONE, double Sousaphone, available for hotel, club, restaurant. South. Room, board proposition, perhaps. Not loaning instruments. State salary; collect wires ignored. PHIL WRIGHT, Billboard Office, Cincinnati, O. ja18

TROMBONE—Sober, reliable, union, free to travel. Prefer dance or vaudeville bands. Tone, range. Prefer work in New York State. Wire or write. DAN METTLER, 285 W. 16th St., Elmira, N. Y.

VIOLIN, DOUBLE Third Sax, up in standards. Good tone. Car, union. Now in the South, go anywhere. AL MORSTAD, Jerseyville, Ill., Box 66.

AT LIBERTY PARKS AND FAIRS

BALLOONISTS AND PARACHUTE Jumpers operating from Airplanes and Balloons. Young artists, schooled by old heads. Have Bat Jumper, also Cannon Act with girl performer. THOMPSON BROS. BALLOON CO., Aurora, Ill. Established 1903. no30

AMERICA'S BEST HIGH WIRE—THE CALVERT outstanding hit attraction. An act with drawing power. GREAT CALVERT, 164 Averill Ave., Rochester, N. Y. ja18

AT LIBERTY—CLARK'S CIRCUS. 5 ACTS, 4 Ponies, High-School Horse, Educated Pony, 4-Dog Act and Riding Dog and Monkey. Address Independence, Kan.

BIBLE'S ANIMAL CIRCUS—A COMPLETE 1-Ring Circus, presented by trained Dogs, Ponies, Monkeys. Now booking fairs, celebrations, parks season 1936. 4 Acts. America's best groomed and presented animal attractions. Price reasonable. For literature write O. R. BIBLE, Mgr., Emporia, Kan.

AT LIBERTY—Rice's Comedy Pigs and Dogs for parks, fairs, celebrations. This is a real novelty act. 1200 Lakewood Ave., Jackson, Mich.

PAMAHASKA'S DOGS, Pony, Monkey and Bird Circus. A complete, clean attraction. Incomparable. Unlike all others. There is but one, the Original Prof. Pamahaska himself. You will want the best show. Get in touch at once with this real attraction. GEO. E. ROBERTS, Mgr., The Pamahaska Studio, 615 W. Erie, Philadelphia, Pa. Telephone, SA6more 5536.

AT LIBERTY PIANO PLAYERS

A-1 PIANIST—READ, FAKE, TRANSPOSE. Salary \$35. Prefer fast dance band. Double Voice and Accordion. South preferred. Have car. Union. PIANIST, Chance's Restaurant, Main St., Saranac Lake, N. Y.

PIANIST—READ, FAKE, TRANSPOSE; EXPERIENCED, sober, reliable. BOX C-477, Billboard, Cincinnati, O.

PIANO PLAYER—ORCHESTRA, CABARET, solo, rhythm, read, reliable; references. Need transportation. HAROLD HOWARTH, Deadwood, S. D.

POPULAR PIANIST—FORMERLY THEATRE work. 32, single, sober. Good recommendations. A. B. CREIGHTON, Hantsport, N. S., Can.

PROFESSIONAL PIANIST AND ENTERTAINER for cabaret. All types of singing, dancing and eccentric novelties, including acrobatic, veil, bronze and fan dance. DAWSON AND KOPITKE, 317 N. Hawley St., Toledo, O. de7

MODERN PIANO—Arrange, all essentials large or small band. Cafe, hotel, show. Travel or location. Have car. Join on wire. MUSICIAN, 223 E. Otterman St., Greensburg, Pa. no30

PIANIST—Well schooled, hotel, radio, theatre. Good reader. Want location. Best references go anywhere. Write LARRY SCHEBEN, 520 W. 4th, Little Rock, Ark.

YOUNG, RHYTHM Dance Pianist—Experienced all lines. Read, fake, improvise, take off, etc. Modern style and swing. Drive anywhere. WAYNE BOKER, 14 Brooks Ave., Venice, Calif. no30

AT LIBERTY SINGERS

WOMAN SINGER—Voice, personality. Pops and semi-classical. Unit, orchestra, trade, hotels. Anything, anywhere. Sure hit. BOX 629, Billboard, 1364 Broadway, New York. no80

AT LIBERTY VAUDEVILLE ARTISTS

LEE PAIGE—SPECIALTY, Tap and Rhythm Dancer, Coon Shouting Singer. 5316 Hamilton, St. Louis, Mo.

ARMSTRONG'S FAMOUS COMEDY FORD ACT—Well known. Literature. ROSCOE ARMSTRONG, Montezuma, Ind. ja18

FEMALE IMPERSONATOR—TORCH SINGER With orchestra. A-1 flash wardrobe and appearance. Best experience; open for clubs, cabarets, street. Experience as vocalist with orchestra struck. State all in reply. JOE LITTLE, 320 Bourbon, New Orleans, La.

FEMALE IMPERSONATORS—SING, DANCING, Comedy. Clean Act. Modern wardrobe. Clubs write. Strictly preferred for winter. State salary. Write or wire JACK CATELY, Mgr., Capitol Bldg., Wheeling, W. Va. de7

JOSH HOPKINS RUBE REVUE—RUBE MALE, Female Musical, Comedy, Variety Show. New England after December 15, theater, floor show. Managers, bookers, write 76 Fisher St., North Attleboro, Mass.

ORIENTAL DANCER FOR CLUBS—STRICTLY dress affairs only. Others save stamps. BOX 654, care Billboard, 1564 Broadway, New York City.

VENTRILOQUIST FOR DEPARTMENT STORES, Toyland. F. M. FARRELL, 208 1/2 E. 5th St., Ithaca, N. Y. de7

AT LIBERTY—Nellie King's beautiful musical act. George King, Punch and Judy, Ventriloquist, Lecturer. Experienced side shows, museums, vaudeville, med., etc. Home address, 1009 Wayne Ave., Indiana, Pa. no30

AT LIBERTY—Freddie's Educated Dogs. Eight wags. Dogs and Monkey. Nice flash. A proven act. What have you? Address STA. L. R. No. 3, Cincinnati, O.

COMPLETE ORGANIZED SHOW—Musical Team, unusual novelty instruments, staging, talking, dancing, singing, acrobatic and more. Young, excellent wardrobe, transportation, sober and reliable. Single, A-1 Blackface, really makes them laugh, double trumpeter. Combined mental change three weeks. State best proposition. FIFIRE ENTERTAINERS, Omeca, Ga.

LADY VENTRILOQUIST for clubs, hotels, stores, etc. A-1 worker. Figure smokes, spits, winks, laughs. Also oldtime Accordion, flashy instrument. Satisfaction guaranteed. DOLORES DUSHEANE, Box 44, Paulding, Ohio. de7

LAMONT'S BIRD ACT—Cockatoos and Macaws. A standard act, merit, novelty and quality for variety, units, indoor show, etc. W. W. DeLaware St., Chicago, Ill. de7

NOVELTY MUSICAL TEAM—Double Xylophone and double Piano Specialties. Youthful, tromper, experienced. Excellent. State best proposition. MUSICAL EDWARDS, E. Otterman St., Greensburg, Pa. no30

NOVELTY ACT—Amazing exhibition of closest Back-Reading Contortions and most difficult One-Hand Balances, acrobatic, acrobatic. BOX CHL-32, care Billboard, Chicago, no30

PAMAHASKA'S DOGS, Pony, Monkey and Bird Circus. Mr. Manager, you will want the best. This attraction is the last word. Incomparable. GEO. E. ROBERTS, Mgr., Pamahaska's Studio, 615 W. Erie, Philadelphia, Pa. Telephone, SA6more 5536.

PIANIST, doubling flashy Piano-Accordion, Orchestra or alone. For beer garden, dance band, evangelistic work or what have you? Fast reader, good wardrobe and appearance. Age 39, unaccommodated. Ticket. MISS SHIRLEY KUHN, Braxton Hotel, Cincinnati, O.

PUNCH AND JUDY—Strictly first class. Educated Live Dog works with Puppets. Excellent figures and setup. For theaters, department stores, exhibitions, etc. CALVERT, Billboard, New York.

VERSATILE TEAM for med. tab, etc. Man, blackface, Toby, Jew, Characters, Woman. Straight or character. Change for two weeks. All good products. Good wardrobe, sober, reliable. Have car and living trailer. Your best sure salary. At Liberty December 1st. Coopersville, Mich., Ill. December 1st, then Marshall, Mich. COMEDY TEAM, General Delivery.

Macon—R. A. Masons, Apr. 29. W. J. Penn Jr., 801 Mulberry st. Savannah—Order of Odd Fellows. Latter part of May. D. Nichols, Atlanta.

ILLINOIS Belleville—P. of H. State Grange. Dec. 10-12. C. W. Kleckner, 521 Summer st., Rockford, Ill. Belleville—State Farmers' Inst. Feb. 19-21. H. O. Allison, 402 Centennial Bldg., Springfield.

Chicago—American Carnivals Assn. Dec. 2-3. Chicago—Natl. Assn. Amusement Parks. Dec. 2-6. A. R. Hodge, 220 Woodstock ave., Kenilworth, Ill.

Chicago—Intl. Gen. Fairs & Expos. Dec. 3-4. Ralph T. Hemphill, Box 974, Oklahoma City, Okla.

Chicago—State Nurserymen's Assn. Jan. 14-16. M. W. Bryant, Princeton, Ill.

Chicago—Amer. Fairs Bureau Fed. Dec. 9-11. W. Ogg, 58 E. Washington st. Chicago—State Farmers Grain Dirs.' Assn. Feb. - L. Farlow, Bloomington.

Chicago—Natl. Assn. Colln-Operated Machine Trfs. Jan. 13-16. C. S. Darling, 120 E. LaSalle st.

Decatur—State Hort. Soc. Dec. 11-13. J. B. Hale, Salem, Ill.

Decatur—State Agr. Assn. Jan. 29-30. P. Mathias, 608 S. Dearborn st., Chicago.

La Salle—State Elks' Assn. May - J. Owen, 436 Palace st., Aurora, Ill.

Pana-Farmers' Equity Union. Jan. - C. Calame, Greenville, Ill.

INDIANA Indianapolis—State Hort. Soc. Jan. 22. E. Wright, La Fayette, Ind. Indianapolis—State Board of Agriculture. Jan. 8. Dick Heller.

IOWA Clinton—Knights of Columbus. May - R. P. Conley, Des Moines, Ia. Des Moines—State Farm Bureau Fed. Jan. 14-16. V. Hamilton.

CONVENTIONS

Middletown—State Poultry Assn. March 4-6. Paul P. Ives, New Haven, Conn.

New Haven—Amer. Rabbit & Cavy Breeders' Assn. Probably first week in Dec. A. Weygandt, 7405 Normal ave., Chicago, Ill.

Seymour—Order of Odd Fellows. May 19. W. F. Hutchison, New Haven, Conn.

DELAWARE Delmar—Junior Order. Apr. 21. Frank Siegrist, 907 Tattall st., Wilmington.

DISTRICT OF COLUMBIA Washington—Order of Red Men. Feb. 10-11. W. M. Alexander, 4106 5th st., N. W.

Washington—Knights of Pythias. Feb. 19. W. A. Kimmel, 1012 9th st., N. W.

Washington—Order of Odd Fellows. Jan. 29-30. H. L. Anderson, 419 7th st., N. W.

Washington—Daughters of Amer. Revolution, Natl. Soc. Apr. 19-23. Mrs. H. Robert Jr., Mem'l Const. Hall.

FLORIDA Arcadia—Order of Odd Fellows. Apr. 20-22. Frank Grant, Box 753, Orlando, Fla.

Key West—State Firemen's Assn. Apr. - P. O. Praeger, Winter Haven, Fla.

Mt. Dora—Knights of Pythias. Apr. - L. Sparkman, Tampa, Fla.

St. Cloud—Sons of Union Veterans. Apr. 15-16. A. Mellen, St. Petersburg.

Sarasota—American Legion. May - O. H. Rowton, Palatka, Fla.

Tampa—State Elks' Assn. Apr. - V. M. Cleary, Elks' Club, E. Man.

West Palm Beach—Junior Order. Apr. - J. Stofor, Tampa.

GEORGIA Atlanta—Soc. of Amer. Foresters. Jan. 27-29. P. Reed, 810 Hill Bldg. Washington, D. C.

Atlanta—Assn. Agri. & Indust. Fairs of Southeast. Jan. - E. Ross Jordan, Macon, Ga.

In the Convention List appear only the dates of those meetings which we feel are of interest to the amusement industry. In this category we place, besides the strictly amusement and allied organizations, the following groups:

American Legion, Veterans of Foreign Wars, Disabled Veterans and other Veteran organizations, Odd Fellows, Knights of Pythias, Elks, Knights Templars, Junior Order United American Mechanics, Eagles, Shriners, Red Men, Sons of American Revolution, Woodmen of the World, Masons, Horticulture Societies, Farm and Home organizations, Live-Stock Associations, Poultry Breeders, Boards of Agriculture, Florist groups, Patrons of Husbandry, State Granges, Firemen and Outdoor Advertising Associations.

Des Moines—State Fair Mgrs. Assn. Dec. 9-11. E. W. Williams, Manchester, Ia.  
 Des Moines—State Fair Board. Dec. 11-12. A. R. Corey  
 For Dodge—R. A. Masons. Apr. 21. G. Masters, Glenwood, Ia.  
**KANSAS**  
 Liberal—P. of H. State Grange. Dec. 10-12. R. M. Ferris, Osage City, Kan.  
 Newton—State Poultry Breeders' Assn. Jan. 6-11. Thos. Owen, Topeka.  
 Salina—State Elks' Assn. May — W. Lamareaux, Great Bend, Kan.  
 Topeka—State Board of Agriculture. Jan. 9-10. J. C. Mohler, State House.  
 Topeka—P. & A. Masons. Feb. 19. E. F. Strain, Masonic Grand Lodge Bldg.  
 Topeka—State Assn. Kansas Fair. Jan. 6-7. George Harman, 303 Oak st., Valley Falls.  
 Topeka—State Assn. of Fairs. Jan. 7-8. Geo. Harman, Valley Falls, Kan.  
**KENTUCKY**  
 Louisville—State Soc. of Florists. Dec. — J. C. Rasmussen.  
 Louisville—G. A. R. Encampment. Approx. last week in Apr. M. H. Davidson, 865 S. 35th st.  
 Richmond—State Elks' Assn. May — R. H. Slack, Owensboro, Ky.  
**LOUISIANA**  
 Alexandria—Order of Odd Fellows. March 9-11. J. D. Boyett, Box 168.  
 New Orleans—F. & A. Masons. Feb. 3-5. D. P. Lagueny Jr., Masonic Temple.  
 New Orleans—Knights Templar. Feb. 6. A. Davis, Masonic Temple.  
 New Orleans—Amer. Cosmeticians' Assn. Apr. 16-18. Frances Martell, 112 W. Randolph st., Chicago.  
**MAINE**  
 Lewiston—G. A. R. Encampment. Apr. — C. E. Nason, Gray, Me.  
 Portland—State Soc. of Amer. Revolution. Feb. 23. W. E. Hall.  
 Portland—P. of H. State Grange. Dec. 3-5. Mrs. N. L. Hascall, Auburn, Me.  
 Portland—Knights of Pythias. May 18. H. S. Elder.  
**MARYLAND**  
 Baltimore—State Farm Bureau. Jan. 14-16. C. Wise, Sherwood Bldg.  
 Baltimore—R. A. Masons. Dec. 10. G. A. Kiffl, Masonic Temple.  
 Baltimore—Soc. of Am. Florists & Orn. Horticulturists' Assn. March 14-22. H. M. Brockway, Stevedore Hotel, Chicago.  
 Baltimore—Junior Order. Apr. 14-15. H. L. Mennerick, 100 N. Paca st.  
 Easton—P. of H. State Grange. Dec. 10-12. E. F. Holter, Middletown, Md.  
 Frederick—Order of Odd Fellows. Apr. 20-21. W. A. Jones & Company, Saratoga st.  
 Snow Hill—Order of Red Men. Apr. 23-24. J. W. Walker, 131 E. North ave., Baltimore.  
**MASSACHUSETTS**  
 Boston—P. of H. State Grange. Dec. 10-12. E. H. Gilbert, N. Easton, Mass.  
 Boston—N. E. Nurserymen's Assn. Jan. 28-29. H. P. Kelsey Jr., E. Buxford, Mass.  
 Boston—G. A. R. of Mass. Apr. 14-15. Miss H. A. Phinney, Room 27, State House.  
 Worcester—State Agril. Fairs Assn. Jan. 23-24. A. W. Lombard, 136 State House, Boston.  
 Worcester—Foresters of America. May 16. W. Mitchell, 248 Boylston St., Boston.  
**MICHIGAN**  
 Detroit—State Assn. of Fairs. Jan. 22-23. Chester M. Howell, Chesaning, Mich.  
 Grand Rapids—State Hort. Soc. Dec. 3-4. H. Hootman, E. Lansing.  
 Traverse City—F. & A. Masons. Latter part of May. L. B. Winsor, Grand Rapids.  
**MINNESOTA**  
 Minneapolis—State Florists' Assn. March — C. A. Mathes, 132 Osceola ave., St. P.  
 St. Paul—A. F. & A. Masons. Jan. 15-16. John Fiebel, Masonic Temple.  
 St. Paul—State Fed. County Fairs. Jan. 15-17. R. P. Hall, Box 654, Minneapolis.  
 St. Paul—State Agril. Soc. Jan. 15-17. R. A. Lee, State Fairgrounds, St. Paul.  
 St. Paul—State Rainbow D.V. Veterans. Feb. 21-23. John Townsend, 134 E. 9th st.  
 St. Paul—State Assn. Fed. County Fairs. Jan. 15-17. R. P. Hall, Minneapolis.  
**MISSOURI**  
 Jefferson City—R. A. Masons. Apr. 28. R. V. Denlow, Trenton, Mo.  
 Kansas City—Western Assn. of Nurserymen. Jan. — Geo. W. Holsinger, Rosedale Sta., Kansas City, Kan.  
 St. Louis — Amer. Soc. for Horticultural Science. Dec. 31. H. R. Tukey, Geneva, N. Y.  
**MISSISSIPPI**  
 Jackson—F. & A. R. & S. Masons. Feb. — E. L. Faucette, Box 628, Meridian, Miss.  
 Jackson—Knights Templar. Apr. — E. L. Faucette, Meridian, Miss.  
 Macolite—Junior Order. Feb. 28-29. W. D. Hawkins, Box 543, Meridian, Miss.  
**MONTANA**  
 Great Falls—Rocky Mountain Assn. of Fairs. Dec. 16-18. H. F. DePue, Box 1153.  
**NEBRASKA**  
 Lincoln—Organized Agriculture of Neb. Jan. 6-9. W. H. Brokaw, College of Agril., Lincoln.  
 Lincoln—State Assn. of County Fair Managers. Jan. 20-22. C. G. Marshall, Arlington, Neb.  
 Omaha—Farmers' Union. Feb. 12-13. E. L. Shoemaker, 39th & Leavenworth sts., Omaha.  
**NEW HAMPSHIRE**  
 Claremont—P. of H. State Grange. Dec. 10-11. J. Hammond, Laconia, N. H.  
 Concord—State Farm Bureau Fed. Jan. 30-31. F. Robinson.  
 Concord—G. A. R. Encampment. Apr. — F. Stratton, 97 N. Main st., Concord.  
 Concord—Sons of Union Veterans. Apr. — J. C. Carr, Hillsboro, N. H.  
 Concord—F. & A. Masons. May 20. H. Cheney.  
**NEW JERSEY**  
 Atlantic City—State Hort. Soc. Dec. 3. A. Farley, New Brunswick, N. J.  
 New Brunswick — State Farm Bureau Fed. Jan. — H. Taylor, Trenton.  
 Perth Amboy—Odd Fellows' Encampment. May 5. P. J. Jemel, Trenton, N. J.  
**NEW MEXICO**  
 Albuquerque—State Soc. of Amer. Revolution. Feb. 22. A. H. Sisk, Box 1300.  
**NEW YORK**  
 Albany—State Assn. Co. Agril. Societies. Feb. 18. C. W. Harrison, 131 N. Pine ave.

Albany—State Assn. Agril. Soc's. Feb. 18. C. W. Harrison, 131 N. Pine ave.  
 Ithaca—Farmers' Week. Feb. 10-15. R. H. Wheeler.  
 New York—Natl. Trotting Assn. Dec. 3. W. H. Gocher, 18 Asylum st., Hartford, Conn.  
 New York—Northeastern Poultry Producers' Council. Feb. 4-8. Robt. Everette, 232 Madison ave.  
 Oneonta—P. of H. State Grange. Dec. 9-12. H. M. Stanley, Stancateses, N. Y.  
 Rochester—State Hort. Soc. Jan. 15-17. R. P. McPherson, R. F. D. Le Roy, N. Y.  
**NORTH DAKOTA**  
 Bismarck—State Farmers Grain Dirs. Assn. First week in Feb. P. A. Lee, Box 422, Grand Forks.  
 Fargo—Farmers' Week. Jan. — W. Palmer, State College Sta., Fargo.  
 Fargo—R. A. M. & R. S. Masons. Jan. 28-30. Wm. Stockwell, Masonic Temple.  
 Gastonia—R. A. Masons. March 17. W. Smith, Raleigh, N. C.  
**OHIO**  
 Columbus—State Bro. of Magicians. Jan. 24-25. S. W. Reilly, 1853 Bryden road.  
 Columbus—State Hort. Soc. Jan. 27-28. F. Reach, State Univ., Columbus.  
 Columbus—State Fair Managers' Assn. Jan. 14-16. Mrs. D. A. Detrick, Bellefontaine, O.  
 Lima—P. of H. State Grange. Dec. 10-12. John Cunningham, Mt. Vernon, O.  
 Toledo — State Farmers Grain Dirs. Assn. Last week in Feb. C. S. Latchaw, Hays Hotel, Florida, O.  
 Winston-Salem—Intl. Bro. of Magicians. May 28-30. T. H. Heuber, 241 Atwood st., Pittsburgh, Pa.  
**OKLAHOMA**  
 Bartlesville—Knights Templar. May 19. J. Latham, Muskogee, Okla.  
 Oklahoma City—State Farmers' Union. Jan. 2-2. L. Zeller, Oklahoma City.  
 Oklahoma City—State Nursery Assn. Jan. 15. Mrs. J. Parker, Tecumseh, Okla.  
 Oklahoma City—R. A. Masons. Apr. 20-21. L. E. Kirkland, Muskogee, Okla.  
 Ponca City—F. & A. Masons. Feb. 11-13. C. A. Sturgeon, Masonic Temple, Guthrie, Okla.  
 Pond Creek—P. of H. State Grange. Dec. 10-12. A. F. Pickard, 913 Maple st., Alva, Okla.  
 Tulsa—Shrine Directors' Assn. March 11-13. L. C. Fischer, Box 635, Charleston, S. C.  
 Tulsa—G. A. R. Encampment. May — L. S. Coffin, Elgin, Okla.  
**OREGON**  
 Corvallis—State Hort. Soc. Dec. — O. T. McWhorter.  
 Portland—State Soc. Sons of American Revolution. Feb. 22. G. Dryer.  
 Portland—Knights Templar. Apr. 13. D. Cheney, Masonic Temple.  
 Portland—R. A. Masons. Apr. 15. J. H. Richmond, 604 S. E. Peacock lane.  
 Portland—G. A. R. Encampment. May 12.  
**PENNSYLVANIA**  
 Johnstown—State Outdoor Adv. Assn. Jan. T. Nokes.  
 New Castle—P. of H. State Grange. Dec. 9-10. J. Light, Telegraph Bldg., Harrisburg.  
 Philadelphia — Music Teachers' Natl. Assn. Dec. 27-31. D. M. Swarthout, University of Kansas, Lawrence, Kan.  
 Philadelphia—American Carnation Soc. Jan. 29-30. P. A. Baur, New Augusta, Ind.  
 Pittsburgh—R. & S. Masons. Jan. 21. S. O. Wolfe, Williamsport, Pa.  
**RHODE ISLAND**  
 Providence—P. of H. State Grange. Dec. 11-12. C. E. Chappell, Newport, R. I.  
 Providence — State Poultry Breeders' Assn. March 27-28. O. P. Stites, W. Kingston.  
**SOUTH CAROLINA**  
 Columbia—A. F. Masons. March 11. O. F. Hart, Masonic Temple.  
 Laurens—Order of Odd Fellows. May — S. F. Killingsworth, Columbia, S. C.  
**SOUTH DAKOTA**  
 Aberdeen—State Hort. Soc. Jan. 15-16. W. A. Simmons, Court House, Sioux Falls, S. D.  
 Sioux Falls—Sons of American Revolution of S. D. Apr. 19. T. W. Dwight.  
**TENNESSEE**  
 Knoxville—State Nurserymen's Assn. Jan. 28-29. G. M. Bentley, Univ. of Tenn., Knoxville.  
 Morristown—Junior Order. May 12. T. J. Cline, Knoxville, Tenn.  
**TEXAS**  
 Dallas—State Agril. Assn. Dec. 2-5. E. L. Corbin.  
 Dallas—State Assn. of Fairs. Jan. 24-25. Frank M. Thompson, Sherman, Tex.  
 Galveston—Knights Templar. May — T. M. Bartley, Waco, Tex.  
 Houston—American Bandmasters' Assn. March 9. Frank Simon, Middletown, O.  
 San Antonio—Order of Odd Fellows. March 16-17. S. M. Williams, 816 Wholesale Merchants Bldg., Dallas.  
 San Antonio—State Elks' Assn. May — W. R. Dudley, Dallas.  
 Waco—A. F. & A. Masons. Dec. 4-5. W. B. Pearson, Box 446.  
**UTAH**  
 Salt Lake City—F. & A. Masons. Jan. 21-23. S. H. Goodwin, 650 E. South Temple.  
 Salt Lake City—Veteran Odd Fellows' Assn. Feb. 22. W. N. Gundry.  
**VERMONT**  
 Burlington—Knights Templar. May — J. A. Brandegee.  
 Waterbury—Order of Odd Fellows. May 20. G. Cole, Burlington, Vt.  
**VIRGINIA**  
 Danville—Order of Red Men. May 20. A. M. Tenny, Hampton, Va.  
 Harrisonburg—State Farm Bureau Fed. March 19. J. H. East, Churchville, Va.  
 Roanoke — State Hort. Soc. Dec. — W. Campfield, Staunton, Va.  
 Richmond—State Assn. of Fairs. Jan. 27-28. C. B. Balston, Box 452, Staunton, Va.  
 Richmond—F. & A. Masons. Feb. 11-12. J. M. Cliff, Masonic Temple.  
**WASHINGTON**  
 Spokane—Northwest Florists' Assn. March — C. Lester, Box 485, Walla Walla, Wash.  
 Yakima—Knights of Columbus. May — A. C. Schott, Walla Walla.  
**WISCONSIN**  
 Madison—Farmers' Week (College of Agriculture). Feb. 3-7.  
 Milwaukee—R. & S. & R. A. Masons. Feb. 17-18. W. Weller, 780 N. Van Buren st.

Milwaukee—State Assn. of Fairs. Jan. 6-8. J. F. Malone, Beaver Dam, Wis.  
**WYOMING**  
 Laramie—State Farm Bureau. Jan. — R. Feusner, Greybull, Wyo.  
**CANADA**  
 Brandon, Man.—Live-Stock Assn. of Man. Jan. — J. Rettle.  
 Calgary, Alta.—Order of Odd Fellows. March 19. A. B. Ballentine, I. O. O. F. Temple.  
 Calgary, Alta.—Knights of Pythias. March 11-12.  
 Halifax, N. S.—Farmers' Assn. of N. S. Jan. 28-29. H. Brown, Pugwash, N. S.  
 Winnipeg, Man.—Western Can. Assn. of Ont. Fairs. Jan. 20-22. S. W. Johns, Saskatoon, Sask.  
 St. Catharines, Ont.—R. A. Masons. Feb. 25. E. Smith, London, Ont.  
 Toronto, Ont.—Good Roads Assn. of Ont. Feb. 18-19. S. L. Squire, 98 Albany ave.  
 Toronto, Ont.—United Farmers of Ont. Dec. H. Hannan, 28 Duke st.  
 Winnipeg, Man.—Order of Odd Fellows. March 11-12. R. Duff.  
 Winnipeg, Man.—Western Can. Fairs Assn. Jan. 20-22. Keith Stewart, Portage la Prairie, Man.

### Winter Fairs

**CALIFORNIA**  
 Imperial—Imperial Co. Fair. March 7-16. D. V. Stewart.  
**COLORADO**  
 Denver—National Western Stock Show. Jan. 18-25. C. R. Jones, gen. mgr.  
**FLORIDA**  
 Bowling Green—Hardee Co. Strawberry Festival. Jan. 21-25. E. S. Holman.  
 Ft. Myers—Southwest Fla. Fair. Feb. 17-22. E. H. Sennell.  
 Largo—Pinellas Co. Free Fair. Jan. 21-25. Wm. Gomme, gen. mgr., Box 540, Clearwater.  
 Melbourne—Brevard Co. Agril. Fair & Mid-Winter Festival. Feb. 25-29. Ernest H. Wade, gen. mgr.  
 Orlando—Central Fla. Expo. Feb. 18-22. Crawford T. Bickford.  
 Plant City—Strawberry Festival. First week in March. Henry H. Huff.  
 Tallahassee—Leon Co. Fair Nov. 25-30.  
 Tampa—Florida Fair & Gasparilla Assn. Feb. 4-15. P. T. Strieder, mgr.  
 Winter Haven—Florida Orange Festival. Jan. 27-Feb. 1. J. B. Guthrie, gen. mgr.  
**GEORGIA**  
 Bainbridge—DeKalb Co. Fair. Nov. 26-30. Thos. F. Littlejohn, mgr.  
**ILLINOIS**  
 Chicago—Internatl. Live-Stock Expo. Nov. 30-Dec. 7. B. H. Helde, Union Stockyards.  
**IOWA**  
 Ackley—Four-County Fair. Nov. 25-29. Martin J. Ryken.  
**LOUISIANA**  
 Lafayette—Southwest La. Fair. Jan. 17-19. Sidney J. Bowles.  
**OHIO**  
 Columbus Grove — Putnam-Allen Fair. Dec. 18-21. T. M. Teegarden.  
**SOUTH CAROLINA**  
 Bowman—Community Fair. Nov. 26-30. B. C. Friday.  
 Brunson—Hampton Co. Fair. Nov. 25-30. R. F. Ulmer.  
**TEXAS**  
 Ft. Worth—Southwestern Expo. & Fat Stock Show. March 14-22. John B. Davis.  
 Harlingen—Valley Mid-Winter Fair. Nov. 27-Dec. 2. A. L. Brooks, mgr.

Kansas City—Showman's Club Banquet & Ball. Dec. 31; Exhibitors' Convention, Dec. 25-Jan. 1.  
 Kansas City—Better Homes & Bldg. Expo. Feb. 10-15. Ward C. Gifford, Natl. Fidelity Life Bldg.  
**NEW JERSEY**  
 Trenton—Farm Products & Equipment Show in Armory. Jan. 20-24. Wm. Lynn, mgr.  
**NEW YORK**  
 Albany—Frank Wirth's Grotto Circus. Week of Nov. 25.  
 New York—Natl. Expo. of Chemical Industries. Dec. 2-7. Internatl. Expo. Co., 480 Lexington ave.  
 New York—Natl. Motor Boat Show, Grand Central Palace. Jan. 17-28.  
 New York—Sportsmen's Show, Grand Central Palace. Feb. 28-March 7. Campbell-Fairbanks Expo., Inc., 327 Park Sq. Bldg., Boston, Mass.  
 New York—Poultry Industries Expo. Feb. 4-8. S. A. Edwards, State Office Bldg., Hartford, Conn.  
**NORTH CAROLINA**  
 Greensboro—Elks' Mardi Gras & Indoor Carnival. Dec. 7-14. Robert Mack.  
**OHIO**  
 Canton—Shrine Circus. Week of Jan. 27. Orrin Davenport, dir.  
 Cleveland—Food Show. Feb. 6-14. Walter W. Knight, secy., 1827 E. 55th St.  
 Cleveland—Auto Show. Feb. 28-Mar. 8.  
 Cleveland—Grotto Circus. Feb. 17-29. Bill Schmidt, mgr.  
 Toledo—Indust. Expo. at Auditorium. Jan. 16-25. Robt. J. Eustace, mgr.  
**OKLAHOMA**  
 Muskogee—Circus, ausp. Police Dept. Dec. 2-7.  
**PENNSYLVANIA**  
 Harrisburg—Farm Products Show of Pa. Jan. 20-24. J. M. Fry, State College, Pa.  
**SOUTH CAROLINA**  
 Florence—Merchants' Expo. & Auto Show, ausp. Chamber of Commerce. Week Dec. 2. John Zelger, secy.  
 Lake City—Expo. & Indoor Fair. Week of Dec. 9. R. B. Cromer, secy.  
**SOUTH DAKOTA**  
 Mitchell—Good Roads Fair & Carnival. Second week in Feb. W. D. Fisher, Box 38.  
**TEXAS**  
 Dallas—Xmas Frolic, Centennial Auditorium. Dec. 14. Jean W. Burchfield, mgr.-dir.  
 Houston—Houston Fat Stock Show & Live Stock Exhn. Feb. 28-Mar. 8.  
 Plainview—Panhandle Plains Dairy Show. Apr. 6-9. Ed. Bishop, mgr.  
 San Angelo — San Angelo Fat Stock Show. March 7-11. J. C. Deal.  
**UTAH**  
 Ogden—Ogden Live-Stock Show. Jan. 10-16. E. J. Fejsted.  
**WASHINGTON**  
 Seattle—Auto Show. Dec. 2-8. C. R. Heussy, 1156 Stewart Bldg.  
**WEST VIRGINIA**  
 Wheeling—F. W. Bazaar in Market Auditorium. Dec. 13.  
**WISCONSIN**  
 Madison—Farmers & Home Makers Week. Feb. 3-7. K. L. Hatch, College of Agriculture.  
 Milwaukee — Auto Show. Nov. 30-Dec. 7. Palmer E. Hanson, mgr., Box 814.

### KANSAS CITY

(Continued from page 29)  
 position with the post-office department in her home town, Troy, O.  
 Roland Haverstock, of Haverstock's Comedians, has recovered from a recent operation for appendicitis.  
 Great Lakes Players, after a short season of two-night stands thru Western territory, are now playing a stock date at Billings, Mont.  
 Davis-Brunk Show has invaded Mississippi territory and business is said to be good.  
 Billy Wade, formerly with J. Doug Morgan, is now manager of his own show, which played a theater in Kansas City, Kan., last week.  
 Tip Tyler, manager of Tyler's Comedians, which recently closed a long season under canvas, is making tentative arrangements to launch a circle stock thru Oklahoma.  
 Harold (Bud) Todd opened his No. 2 circle in Nebraska last week to good business. Roster includes Harold Todd, manager; Al Unruh, Mrs. Koeka, Mac and Marie McDonald, Margie Jemison and Flo Lowry.  
 Elton Hackett, former leading man with Christy Obrecht, has joined the Cliff Carl circle in Kansas.  
 L. Verne Slout, after a 10-week season in Ontario for Canadian chautauquas, is back at his headquarters in Vermontville, Mich.  
 Monte and Elsie Stuckey, with the Darr-Gray Players, are not playing parts with the show, but are presenting a feature mental.  
 Hank Neal Players are doing well on their Colorado circle. Roster includes Henry Neal, manager; Ruby Neal, Bradley Alexander, Victoria Alexander, Jimmy Tubbs, Mildred Tubbs, Elbert Hutton and Verna Stuart.  
 Monte Montrose has closed the season with Allen Bros. Comedians and was seen night-clubbing in the village this week.

### Coming Events

**ARIZONA**  
 Tucson—Tucson Live-Stock & Rodeo Show. Feb. 20-23. A. H. Condon.  
**CALIFORNIA**  
 Los Angeles—Charity Banquet & Ball of Pacific Coast Showmen's Assn. Dec. 12. Will Wright, chairman.  
 Pasadena—Turnament of Roses. Jan. 1.  
**COLORADO**  
 Denver—Auto Show. Dec. 2-7. Tom Braden, B. F. Sweeney Bldg.  
**FLORIDA**  
 Ruskin—Florida Tomato Festival. May 6-9. George D. (Buck) Buchanan, secy.  
 St. Petersburg—Auto Show. Dec. 4-8.  
**ILLINOIS**  
 Chicago—Coin Machine Conv. & Expo., Hotel Sherman. Jan. 13-16. Joe Huber, 120 S. LaSalle st.  
 Chicago—Showmen's League Banquet & Ball. Dec. 8. Joe Streibich, secy., 165 W. Madison st.  
 Chicago—Int. Heating & Vent. Expo. Jan. 27-31.  
 Chicago—Chicago Merchandise Fair. Feb. 3-7. W. J. Kenney, secy., 890 Broadway, New York City.  
**INDIANA**  
 Evansville—Shrine Circus. Nov. 25-30. Del V. Blackburn, secy.  
**KANSAS**  
 Wichita—Hamid-Morton Shrine Circus. Nov. 28-30.  
**MASSACHUSETTS**  
 Boston—N. E. Sportsmen's & Boat Show. Feb. 1-8. Campbell-Fairbanks Expo., Inc., 327 Park Sq. Bldg.  
 Springfield—Auto Show. Nov. 25-30. H. W. Stacy, 121 Lyman st.  
**MICHIGAN**  
 Detroit—Shrine Circus. Feb. 3-16. Tunis E. Stinson, mgr.  
 Grand Rapids—Apple Show. Dec. 3-5. H. Hootman, E. Lansing, Mich.  
 Grand Rapids—Shrine Circus. Jan. 27-Feb. 1. O. H. Hoffman, chrm.  
**MINNESOTA**  
 Minneapolis—Shrine Circus. Week of Feb. 10.  
 St. Paul—Shrine Circus. Week of Feb. 17.  
**MISSOURI**  
 Kansas City—Auto Show. Nov. 30-Dec. 7. O. M. Woodard.



ROUTES

(Continued from page 45)

Witt, Bob (Dakota) Grand Forks, N. D., 27-28; (Fargo) Fargo 30-Dec. 1, 4, t. Woodpeckers, Two (Can.) Saskatoon, Can., t. Woodward, Earl, Jack & Betty: (Plaza) Pittsburgh, nc. Woods & Bray (Northwood Inn) Detroit, nc. Worth, Billie (Kit Kat) New York, nc. Worth Sisters: (College Inn) Philadelphia, nc. Wright, Bubbles (Club Alabama) Chicago, nc. Wright, Cobina (Mons Paris) New York, nc. Wright, Charles (Weylin) New York, h. Wynn, Mae & Zella (Oriental) Chicago, t.

Yacopi Troupe (Mich.) Detroit 25-28, t. York & Lewis (Jimmy Kelly's) New York, nc. Yost, Ben, & California Variety Eight (Hollywood) New York, rs. Yvette, Mlle. (Club Trouville) San Francisco, nc.

Zeller & Wilburn (Pal.) Ft. Wayne, Ind., 25-27, t. Zella, Eddie (After the Show Club) Chicago, nc. X Sisters, Three (Earle) Washington 25-28, t. Udell Triplets (Martini) Galveston, Tex., t.

BANDS AND ORCHESTRAS

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

Adams, Johnny: (Greyhound Lines) Dayton, O., re. Adcock, Jack: (Yorktown Tav.) Ekins Park, Pa., nc. Albert, Al: (Silver Gave) Chicago, c. Alvin, Danny: (Gold Coast Embassy Club) Chicago, nc. Ammons, Albert: (Club de Lisa) Chicago, nc. Armand, Johnny: (Woodrow Wilson) New Brunswick, N. J., h. Armstrong, Louis, h. (Connie's Inn) New York, cb. Aven, Al: (Greyhound) New York, h.

Bailey, Hal: (Falls City Casino) Indianapolis, nc. Barron, Duke: (O'Henry) Greensboro, N. C., h. Barron, Blue: (Paradise Showboat) Troy, N. Y., nc.

Bartel, Jeno: (Ambassador) New York, h. Batkin, Alex: (St. Moritz) New York, h. Belasco, Leon: (Chez Paree) Chicago, nc. Benson-Cole: (The Stables) Detroit, nc. Berger, Jack: (Astor) New York, h. Bernie, Mill: (Eastwood Park) Detroit. Black, Bob: (Pere Marquette) Peoria, Ill., h. Black, Stan & Lee: (Ambassador Club) Spokane, Wash., nc. Black, Ted: (Showboat) Troy, N. Y., nc. Blaine, Jerry: (Continental) Newark, N. J., c. Boulanger, Charles: (Oriental Gardens) Chicago, r.

Boyd, Zeke: (Marigold) Denver, Colo., re. Bradford, Forest: (Glenn) Newport, Ky., h. Bress, Louis: (Weylin) New York, h. Briggs, Ace: (Music Hall) Cincinnati, b. Bring, Lou: (House of Morgan) New York, nc. Brito, Alfredo: (Versailles) New York, cb. Bromberg, Sammy: (Von Thenen's) Chicago, c. Buccaneers: (George Vanderbilt) Asheville, N. C., h.

Buisseret, Armand: (Stevens) Chicago, h. Burkhardt, Johnny: (Jefferson) St. Louis, h. Busch, Henry: (Tropical Gardens) Middleburg, Ky., h. Busse, Henry: (Oriole Terrace) Detroit, nc.

Caceres, Emilio: (Mayfair) Detroit, nc. Campbell, Jimmie: (Marquette Club) Chicago, nc. Carper, Don: (Old Country Club) Phoenix, Ariz., c. Chester, Bob: (Washington-Yourses) Shreveport, La., h. Childs, Reggie: (Essex House) Newark, N. J., h. Clancy, Louie: (Dempsey) Macon, Ga., h. Coakley, Tom: (Netherland Plaza) Cincinnati, h. Coleman, Emil: (St. Regis) New York, h. Conn, Irving: (Arrowhead Inn) New York, ro. Continental Gypsies: (L'Algon) Chicago, c.

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Copeland, Eddie: (Casino) Sea Cliff, L. I., N. Y., b. Cornelius, Paul: (Rialto) Cincinnati, t. Cugat, Xavier: (Waldorf-Astoria) New York, h. Cummins, Bernie: (Roosevelt) New York, h. Curtis, Jack: (Club Aztec) Milwaukee, nc. Dalley, Frank: (Meadowbrook) Cedar Grove, N. J., ro. Damar: (Madeleine) New York, nc. Dantzig, Ed: (St. George) Brooklyn, h. Daw, Freddie: (Graemere) Chicago, h. De Barbary, Yoshka: (Dubonnet) New York, c. Decker, Chip: (Veterans' Hall) Far Rockaway, N. Y. Demetri, Danny: (Vanity Ballroom) Detroit, b. Denny, Jack: (French Casino) New York, cb. Dickerson, Carroll: (Grand Terrace) Chicago, nc. Dickman, Harry: (Silver Slipper) Memphis, Tenn., nc. Dubrow, Art: (Chop House) Hartford, Conn., nc. Dutton, Denny: (Red Gables) Indianapolis, nc. Ernest, Steve: (Blue Lantern Club) Detroit, nc. Ernie, Val: (Maxim's) New York, h. Everett, Jack: (Kit Kat Club) Des Moines, Ia., nc. Farley-Riley: (Onyx Club) New York, nc. Ferrara, Bill: (9 Mile House) Cincinnati, nc. Fisher, Art: (Town Club) Chicago, nc. Fields, Al: (Billy Gallagher's) New York, nc. Fields, Shep: (Palmer House) Chicago, h. Finch, Freddie: (Vanity Fair) Kansas City, Mo., nc. Flo-Rito, Ted: (New Yorker) New York, h. Fisher, Art: (Town Club) Chicago, nc. Forman, Basil: (Savoy-Plaza) New York, h. Forman, Willie: (Leon & Eddie's) New York, nc. Francisco, Fran: (Club Moderne) Battle Creek, Mich., nc. Frederick, Bill: (Reed's New Casino) Niles, Mich. Eriehbach, Les: (Arrowhead Inn) Cincinnati, nc. Freitas, Lucille: (Drink o' Link) Bakersfield, Calif., c. Frisco, Al: (College Inn) Philadelphia, nc. Garber, Jan: (Trianao) Chicago, b. Gardner, Dick: (Lord Baltimore) Baltimore, h. Garrison, Don: (Seneca Lake Tav.) Geneva, N. Y., nc. Gasparre, Dick: (Savoy Plaza) New York, h. Gaylord, Boyd: (Club Falorama) Schenectady, N. Y., nc. Gendron, Henri: (Royale Frolics) Chicago, b. Gerun, Tom: (The Grove) Houston, Tex., nc. Gill, Emerson: (Antlers) Colorado Springs, Colo., h. Gilpin, Irving: (Pierre) New York, h. Golden, Nell: (Queens-Terrace) Woodside, L. I., N. Y., cb. Goodman, Benny: (Congress) Chicago, h. Gordon, Frank: (Nicollet) Minneapolis, h. Gotthelf, Manfred: (Monte-Cristo) Chicago, r. Grant, Bob: (Savoy-Plaza) New York, h. Graham, Chauncey: (Frank C. White's) Dun- Kirk, N. Y., rs. Greene, Murray: (Empire) New York, h. Griener, Jimmy: (Biltmore) Los Angeles, h. Hall, George: (Taft) New York, h. Hardie, Dick: (Harlem Casino) Pittsburgh, nc. Harris, Little Jack: (White House) Newark, N. J., r. Harris, Phil: (Adolphus) Dallas, Tex., beg. Dec. 1, nc. Hart, June: (Rendezvous) Aurora, Ill., nc. Hart, Ruth: (Wonder Bar) Lansing, Mich., h. Hawkins, Jess: (Merry Gardens) Chicago, b. Haynes, Frank: (Congress) New York, cb. Heldt, Horace: (Drake) Chicago, h. Henderson, Fletcher: (Roseland) New York, b. Herman, Dave: (Jack Dempsey's) New York, nc. Heschberger, George: (Old Heidelberg) Chicago, c. Hill, Teddy: (Ubangi) New York, nc. Hoff, Carl: (French Casino) New York, cb. Hollander, Will: (Sheburne) Atlantic City, h. Holst, Ernie: (El Morocco) New York, nc. Hope, Hal: (Normandie) New York, nc. Hopkins, Claude: (Cotton Club) New York, nc. Hopkins, Josh: (Broad St. Tavern) Pawtucket, R. I., c. Hulthberg, Henry: (Faust) Rockford, Ill., h. Huntley, Lloyd: (Stadler) Buffalo, h. Janis, Freddie: (Parody Club) Chicago, nc. Jarman, Lop: (Showboat) St. Louis, nc. Jelenik, Eugene: (Hollywood) New York, cb. Jennings, Ted: (Castle Farm) Cincinnati, nc. Johnson, Charlie: (Small's Paradise) New York, nc. Johnson, Johnny: (Commodore) New York, h. Jones, Isham: (Lincoln) New York, h. Joy, Volot: (Lincoln Highway Inn) Mishawaka, Ind., nc.

Kahn, Art: (Case de Alex) Chicago, c. Kane, Allan: (Brevort) Chicago, h. Kavelin, Al: (Blackstone) Chicago, h. Kay, Herbie: (Edgewater Beach) Chicago, h. Kay, Sammy: (Cabin Club) Cleveland, nc. Keller, Jack: (Parkway Casino) Bridgeport, Conn., br. Keller, Leonard: (Blismarck) Chicago, h. Kemp, Hal: (Pennsylvania) New York, h. Kerwin, Gene: (After the Show Club) Chicago, nc. King, Bert: (Governor Clinton) New York, h. King, Henry: (Central Park Casino) New York, re. Klein, Jules: (Stadler) Detroit, h. Knapp, Orville: (Cosmopolitan) Denver, h. Korbin, Van: (Madison Casino) Chicago, c. Krauss, Ed: (Otis Tunnel) Chicago, c. Kroll, Nathan: (Vanderbilt) New York, b. Krumin, Costya: (Russian Bear) New York, re. Kuhn, Lee: (Cedar Shore) Sayville, L. I., N. Y., h. La Marr, Frank: (Nut) New York, nc. La Salle, Frank: (Wivel) New York, nc. Lamb, Drexel: (Club Lido) Jackson, Miss., nc. Land, Mike: (Ranch) New York, nc. Lande, Jules: (St. Regis) New York, h. Lang, Sid: (Hi-Hat Club) Chicago, nc. LaPorte, Joe: (Old Field Club) Stony Brook, N. Y., c. LaPorte, Manny: (Manna-Bar) Ardmore, Pa. Lava, Bill: (New Lookout House) Covington, Ky., nc. Leafer, Allan: (The Farm) White Plains, N. Y., ro. LeBrun, Duke: (La Salle) South Bend, Ind., h. Lee, Alan: (Edison) New York, h. Lehrer, Ivan: (885 Club) Chicago, nc. LeRoy, Howard: (McCurdy) Evansville, Ind., h. Levan, Paul: (New Windmill) Pittsburgh, nc. Levant, Phil: (Schroeder) Milwaukee, h. Light, Enoch: (McAlpin) New York, h. Lindeman, Udo: (Gloria Palast) New York, cb. Lischon, Henri: (Guyon's Paradise) Chicago, nc. Litchfield, Frankie: (Club Del Mar) Galveston, Tex., nc. Lombardo, Guy: (Arcadis) Philadelphia, nc. Long, Johnny: (Ten Eyck) Albany, N. Y., h. Lopez, Vincent: (Ambassador) New York, h. Lyman, Abe: (Hollywood) New York, cb. Lucas, Nick: (Auto Show) Detroit. Lyon, Bob: (Commodore) Valcour, B. C., Can., cb. Lyons, Al: (Ambassador) Los Angeles, h. McNamara, Bill: (Prolic Inn) Hollywood, Calif., nc. Mack, Austin: (Harry's N. Y. Cabaret) Chicago, c. Madriguera, Eric: (Morrison) Chicago, h. Mann, Milton: (Village Barn) New York, nc. Mannon, Winy: (Famous Door) New York, nc. Maples, Nelson: (Ye Olde Tavern) Fort Wayne, Ind., nc. Marcico, Al: (Club Mirador) Homestead, Pa., nc. Martell, Paul: (Arcadia) New York, b. Mayo, Artie: (Belmont Grill) Bridgeport, Conn., re. Meeker, Bobby: (De Witt Clinton) Albany, N. Y., h. Mee, Jimmy: (Royale-Frolics) Chicago, nc. Meroff, Benny: (Olmos Club) San Antonio, Tex., nc. Messer, Dick: (Donohue's) Mountain View, N. J., nc. Meyers, Jack: (Club New Yorker) New York, nc. Miller, Dave: (Wisconsin Roof) Milwaukee, br. Miller, Gene: (Alcazar) Kansas City, h. Mohr, Bob: (Deauville Club) Santa Monica, Calif., cc. Monroe, Jerry: (Circle) New York City, b. Morgan, Jack: (Hollywood) Tonawanda, N. Y., c. Moss, Joe: (Vanderbilt) New York, h. Nance, Ray: (Paramount Club) Chicago, nc. Navara, Leon: (St. Moritz) New York, h. Navarre, Ted: (Roseland) Brooklyn, N. Y., br. Nelson, Ozzie: (Lexington) New York, h. Neibaur, Carl: (Vine Garden) Chicago, c. Niebauer, Eddie: (Casino Moderne) Chicago, nc. Nielson, Paul: (Park Avenue) Detroit, h. Niles, Joe: (Club Havana) Chicago, nc. Noble, Buddy: (Meadows) Appleton, Wis., nc. Noble, Ray: (Rainbow Room) New York, nc. Norris, Joe: (Eastern Star) Detroit, nc. Olson, Walter: (New Julius) Gardenville, N. Y., re. Oliver, Fiorello: (Anna Held's) New York, re. Olman, Val: (Rainbow Grill, Radio City) New York, nc. Olsen, George: (College Inn) Chicago, nc. Pablo, Don: (Merry-Go-Round) Ft. Wayne, Ind., nc. Pacelli, Bob: (Granada) Chicago, nc. Fanchou: (Pierre) New York, h. Parker: (Log Cabin) Armonk, N. Y., nc. Parker, Johnny: (Knickerbocker Club) Chicago, c. Peary, Bob: (Bass Lake) Vestaburg, Mich., nc. Peary, Bob: (Graemere) Chicago, h. Pendarvis, Paul: (Pal.) San Francisco, h. Perry, Ron: (St. Moritz) New York, h. Peterson, Eric: (Seven Gables) Milford, Conn. Platt, Earl: (Broad Street Grill) Harrisburg, Pa., rs. Follack, Ben: (Roosevelt) New Orleans, h. Frague, Jean: (Deauville) New York, nc. Rainbow Ramblers: (Grilla) Haverhill, Mass., h. Ray, Frankie: (Cozy Plaza) Chicago, re. Raymond, Richard: (Kit Kat) New York, nc. Regis, Gene: (Sak's) Detroit, c. Reichman, Joe: (Stadler) Boston, h. Reser, Harry: (Greystone) Detroit, br. Richards, Barney: (Limehouse) Chicago, c. Richards, Don: (Montclair) New York, h. Rines, Joe: (Mayfair) Boston, nc. Rivet, Joe: (Francis) Monroe, La., h. (See ROUTES on page 102)

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OUTSTANDING FAIRS & CELEBRATIONS

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Will book sensational free acts. State best terms for long season and all details in first letter.

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19 Steel Flats, 3 Stateroom Cars, 1 Pullman Sleeper, 1 Private Car, 1 Steel Box Car, Wagons, Show Fronts, Tents, Seats, Ticket Boxes, Poles and Stakes, Electrical Equipment, Transformer Wagon, Office Wagon, Box and Flat Wagons, Mangels Three-Abreast Merry-Go-Round, Twin Ferris Wheels, Lindy Loop, Ride-O, Dodgem, Chairplane, Baby Rides, all Tools, ropes, train chalks, etc. Everything complete and ready to be set up and operated.

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## WORLD'S FAIR MUSEUM

Second and Main, Tulsa, Okla., Until December 3.

Is Your Subscription to The Billboard About To Expire?



WE HOLD no brief for the carnival or tent-show manager who will not fulfill his contract with a committee and vice versa unless, of course, something unavoidable occurs to prevent carrying out the agreement. But it is not fair by any means for newspapers, such as some of those in Florida are doing, to condemn all such shows because of the sins of a few in the way of broken promises.

The Florida papers, thru editorials, have been warning against engaging these shows for the purpose of raising funds for unemployed labor and other groups, claiming that the shows' sole object in having auspices is to avoid payment of the regularly prescribed privilege taxes. By that we presume they mean the shows save these taxes for themselves. This is not so. Money saved in that way means that much more for the committees.

And who would want the heavy Florida licenses paid in an undertaking for such a worthy cause as the unemployed except a person with a heart as hard as stone!

Furthermore, everybody knows, or should know, that a sponsored event has a far better chance of being a financial success than one that it not, which is another reason for shows desiring to play under auspices whenever possible.

The show profession is no different from any other walk of life. It has its good and its bad, but go where one may, he will not find people with bigger hearts, and especially when charity calls, than dyed-in-the-wool showfolks.

The Florida papers concerned probably do not realize that they are working toward the end of throwing more people into the ranks of the unemployed when they keep showfolks from earning their daily bread. They probably do not realize, too, that getting people blessed with money to spend it makes for prosperity—and that's what shows do.

We hope these Florida papers will see the light and that hereafter, instead of condemning all shows, they will urge their committee readers to guard against shows whose reputations and methods of operation are questionable and in so doing they will be giving encouragement to the good ones.

† † †  
J. ED BROWN had offers from the Texas Centennial Exposition at Dallas, but has decided to stay at San Diego, where he continues as director of shows and concessions of the California Pacific International Exposition, which will have another session starting January 15. Eddie hopes to be in Chi for the big outdoor business and social functions next week. . . . J. W. Conklin voices his opinion of Pete Kortez' Traveling Museum, which he visited at Little Rock, as "one of the finest I was ever privileged to visit." While in Little Rock he also spent three hours with Des Lang, whose midway there, "Patty" says, was "a very nice one—and a good time was had by all." . . . Thanks to Whitey Pratt for the clipping showing (to use Whitey's own words) what some of the mossback crackers think of carnivals. Whitey is back on his favorite island, Anne Marie, at Cortez Beach, Fla., for his annual fall and winter rest. . . . Professor Rickon doubts if any amusement organization has ever equaled his record of continuous operation. Last week, he says, was the 138th week for the Elton Show without missing one performance. This is the show's third winter in Georgia under canvas. . . . After finishing a long season of fairs Ben Beno is wintering for the first time in Florida, staying at St. Petersburg. Running around in shirt sleeves, with the sun always shining, is quite to Ben's liking. He will play Florida fairs in January and February.

### Letter List

Due to last-minute change, the Letter List starts on page 42 instead of this page.



### THE WILD BOAR BARBECUE

Newest idea in Barbecue machine. Made of cast and sheet aluminum with a nickel silver drip pan. Operates with pressure gasoline or gas heat. Electric motor drive. Barbecue a 12 lb. ham in 3 1/2 to 4 hours, ribs in 30 minutes, and chicken in 45 minutes. Easy to clean and makes a wonderful window display. Draws crowds of people to your business. Size 22 in. long, 36 in. wide and 30 in. high. Net weight 60 pounds—shipping weight about 90 pounds. Lowest price quality machine. Write for circular. Secret recipes free. TALBOT MFG. CO. 4518 Lexington St., Chicago.

## WANTED TO LOCATE

Three girls who did balancing trapeze act at Luna Park, N. Y., week of July 4, 1932. One formerly lived in Seattle and was with the Al C. Barnes Circus. Girls also worked as the Royal Trio. Advertiser's interest is purely in their future and would like to locate for our mutual advantage.

FRED PARMAN

7157 Yale Ave. Chicago

### WANTED MUSEUM ATTRACTIONS

Freaks, Living Wonders, Curiosities  
For the Largest Traveling Museum.

OPENS DEC. 4th

Fat People, Half-and-Half, Midgets, Strong Men, Trained Monkey Act, Snake Act, Accordion Player, Sword Swallower, Impassible Act, Tattooer, Mind Readers, Gull Warnings. We furnish Booth, Window Attractions, Indian, Pinheads, Mechanical Man, and any other attractions.

Also Lecturer and Ticket Sellers.  
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CORTLAND HARRY METZ,  
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## Veterans of Foreign Wars

CHRISTMAS BAZAAR AND INDOOR FAIR,  
NEWARK, OHIO, DECEMBER 16 TO 21.  
6 - BIG NIGHTS - 6

Large store room in I. O. O. F. Bldg., on ground floor. One square west of Court House. Free Door Admission. All factories working. Wanted—Concessions and Demonstrations and Two Small Platform Shows. No part joints or "G" wheels.

DR. MARTINDALE, Chairman of Committee.  
Address all mail to KEITH W. LOWERY or JACK RICHARDS, Supt. of Concessions,  
NEWARK, OHIO.

### WANTED ACTS

Must Work Under 15' Ceiling. Low Salaries.  
Send Photo.

### FOR V. F. W. INDOOR CIRCUS

At Ellwood City, Pa., December 9 to 14, 1935. Pitchmen, organized Minstrel, Photo Gallery, Popcorn, Pitch-Bill-Win, American Palmist, or any legitimate Concessions. We buy Concession Tents. Live town, mills working. Write or wire. Pay your own. INDOOR CIRCUS DIRECTOR,  
317 Fourth Street, Ellwood City, Pa.

## WANTED

Man with one or more rides at Broozy Beach on the James. A colored resort. For open season write

G. W. BAILEY

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Small white Band. Address BUNTS SHOWS, Brunson, S. C.

\$40.00 Dillinger dress wax, full size figure, shot cheek. \$35.00 Sword Box Illusion, with 12 swords. \$85.00 Simplex Moving Picture Projector, suitable for sound attachment. We buy Concession Tents, Kiddie Rides, all kinds Show Property. WEIL'S CURIOSITY SHOP, 20 S. 2nd St., Philadelphia, Pa.

WANT Partner with Wild West, vaudeville or aerial acts. I have dog and pony show. Want to frame one-day circus. Will do 50-50 with reliable party. DOO ANDERSON, Brooksburg, Ind.

"KYLE PRODUCTIONS" WANTS  
P. C. Ticket Sellers, Contact People, Programmers, Bingo Operators with Outfits at once. Address 10 State Street, Boston, Mass., Room B10.

# Motor Transportation Dept.

By CAPTAIN E. R. HATFIELD

We solicit your co-operation by sending us letters concerning difficulties and complications you encounter while traveling the highways or visiting cities and towns. We want to know the problems of showmen, so we may publish information of interest to all. Address your letters to Motor Transportation Department, The Billboard, 25-27 Opera place, Cincinnati, O.

## Strange Facts

If you had a chance to buy all the cars and trucks in the waters of Lake Michigan bordering Indiana and Illinois, would you get a bargain, provided they would function, if you paid \$100,000 for them? You most certainly would possess a fortune. Already hundreds of cars and trucks have been fished from this lake. And for what reasons were they dropped in there? Insurance, hijacking, murder, auto theft and liquor are some.

Elwood Haynes invented the first automobile in 1893-'94 and maintained a factory at Kokomo, Ind. This car is now located at the Smithsonian Institute at Washington, D. C. Mr. Haynes also invented Tungsten chrome steel, nickel and chromium alloys, and that famous cutting steel, cobalt. Another great inventor was Oliver Evans, of New York, who in 1787 designed the steam engine of today's use and which later became the White Steamer automobile. Mr. Evans' steam engine was more than an invention—its long use without a change follows closely with a later explanation. Stanley invented a steam auto in 1905 and produced the car in 1920, never to become a popular vehicle. N. A. Otto, of Chicago, invented the gasoline engine of today's use in 1878 and never found a use for it until 1900, when many manufacturers looked it over and said no.

The pneumatic rubber tire of today was invented in 1845 by R. W. Thompson, of England.

Many pioneers have deserted the auto industry, but, strange as it may seem, today's cars and trucks bear the same parts and rigid design as those of the oldtimers, except the arrangement of the design is much different. Kneecap action is not a new invention. It's as old as

Bernstein's trucks. The old Ruxton car had everything in a front-drive vehicle. Templar and Lexington equaled today's design. Westcott had today's fuel pump system. McFarland was the movie fans' chariot. Apperson, Cole, King, Lafayette, Hal, Olds and today's production of 8s, 12s and 16s always attract attention, so there you are. Free wheeling of yesterday could hold no record with Premier's electric gear shift, and any Duesenberg of the old days could trim today's gas buggies. Among the early cars were the American, Apperson, Black Hawk, Duesenberg, Elgin, Haynes, Hispano-Suliza, Isotta-Fraschini, Lexington, Mercedes-Benz, National, Peugeot, Renault, Revere, Roamer, Rolls-Royce and Stutz, which were really fast wagons, but most of these have gone by the wayside. Cannon-Ball Baker, Joe Dawson, Bob Burman, Howdy Wilcox, Ray Harroun and a charge of other great drivers and engineers would swear by these cars should they live today.

The smallest automobile ever built that actually runs on gasoline was constructed by Paul S. Otto, of Iowa City, Ia. Mr. Otto's son drives it at 20 miles per hour over the streets of that city. The lad is 3 1/2 years old and the car weighs 40 pounds gross. It required 2,000 hours to make the parts and build the car. It has a water pump, radiator, steel channel frame, standard patterned steering assembly and electric headlights.

A young police officer was being shown over his new beat. "Do you see that red light in the distance?" asked the sergeant. "That's the limit of your beat, my man—now get along." A week later the officer showed up for the first time since going on night duty. The sergeant demanded to know where he'd been. "You remember that red light?" asked the young cop. "Yes," answered the sergeant. "Well, that was a moving van going to Chicago." "I can't swear that this was a fact, but it sure sounds reasonable."

Differing from every major railroad in the United States, the Chicago & Northwestern trains run on left tracks. It appears that this would be confusing to motorists from other States. However, it is said that the accident ratio is low.

For Technical Data Write  
PUBLIC SERVICE ASSOCIATION, INC.,  
SHOWMEN'S TRAFFIC BUREAU,  
Sidney, O.



## Around the Whirl

WHEN Will L. Davis, chief of the works of the Rutland (Vt.) Fair, brings the board of directors together for its annual powwow, he'll tell them the nice news that this celebrated New England event coined so many thousands net. Mr. Davis has asked me not to divulge the amount. He didn't say anything about not alluding to it at all, however, so please stand by for the precise figures following the board meeting, which will be held soon. . . . Max Linderman, chief of the works of the World of Mirth Shows, entrained for Canada a few days ago on heap big business. . . . Jack Greenspoon, chief of the works of the Greenspoon Concession Company, has opened a Christmas store on East 42d street. . . . Art Lewis, chief of the works of the Art Lewis Shows, is back in town demolishing cigars. . . . Louis Rifkin, chief of the works of coffee games in Coney Island, is bent on a holiday emporium himself. . . . B. Ward Beam, chief of the works of the International Congress of Dare-Devils, paid Billy Rose's Jumbo a visit on the second night of its run at the startlingly renovated Hippodrome, America's foremost theater arena! . . . Sam Wagner, c. of t. w. of the World Circus Side Show, Coney Island, is playing one, two and three-night lodge bene-

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Others, nationally known makes, \$395 to \$1,185. Immediate delivery. No sales tax. Open Sundays.  
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Permanent construction for show purposes. No odor or unpleasant expense. Whale under glass in large steel tank. Spectacular Marine walk-around show. Platforms, ramps, banners, large Octopus and other Sea specimens. Built on, carried and displayed from portable semi-trailer. Price includes General Motors tractor truck. Grossed \$50,000.00 CENTURY OF PROGRESS, 1933. Closed success-ful 1935 season Riverview Park, Chicago. Original cost \$15,000.00. Sacrifice quick sale, \$3,500.00. F. O. B. Chicago. No trades, deals or bookings. A fortune can be made by a smart showman with this outfit. Ideal for Carnival, Circus, Side Show, Exposition or Beach.  
Write or Wire H. E. LUSHBAUGH, 109 N. Dearborn St., Chicago, Ill.

**LILLIAN MURRAY SHEPPARD**  
EXTENDS  
**THE SEASON'S GREETINGS**  
A PLEASANT AND SUCCESSFUL SEASON WITH THE  
**JOHNNY J. JONES EXPOSITION SHOWS**

**JANETTE TERRILL WANTS**  
To open at Vidalia, Ga., Week December 2—Rides, Merry-Go-Round, Ferris Wheel, Mix-Up, Kiddie Rides, also want Light Plant. Shows with own outfits. All Concessions open. Want Organized Minstrel Show. Office salary. Address  
**JANETTE TERRILL, New Lyons Hotel, Lyons, Ga., this week.**

fits with his freaks in the metropolitan area.

**All-Time Favorites**  
of **JAMES T. KEENAN**  
(Parkersburg, W. Va.)  
**JAMES A. BAILEY, P. T. BARNUM, W. W. COLE, FRED BAILEY HUTCHINSON, ADAM FOREGAUGH, JAMES E. COOPER, JERRY MUGIVAN, HARRY H. TAMMEN, CHARLES SPARKS, RHODA ROVAL.**  
\*Deceased.

**MRS. JEAN KATHRYN WARNER**, widow of Edward C. Warner, traffic manager Sells-Floto Circus, writes:

"As a lifelong friend of Guy Weadick's I was most happy that you opened your column recently to his All-Time Favorites, which led the several lists you presented that week. You chose to lead off with the nominations of Rodeo Producer Weadick because Col. W. T. Johnson's Rodeo was then in New York. The colonel is a fine gentleman and a successful rodeo producer."

"Guy Weadick believes in the best in contestants, entertainment and prizes and he can always repeat. He was successful in his Calgary rodeos. Politics retarded the realization of his ambition to put Calgary over big annually. At Lethbridge Stampede this year he gave the folks a real exhibition, rodeo and celebration—so it's 'Watch Guy Weadick and Lethbridge!'—and anything he puts over."

"Biggest and finest success will be his, for he knows just what the public wants and will pay for what he gets. Friends, performers, contestants, employees and all others connected with his shows love him for what he symbolizes."  
From John C. Graham, amusement attorney of Butler, Pa.:

"The Graham you mentioned as having appeared in pictures in Astoria, L. I., is my son. He formerly managed the Lyric Theater in Butler which I sold 10 years ago when five houses were operating here. This was before the talkies. I sold the theater because I wanted to make a better lawyer out of him than I am, but Broadway got him."

"My former theater, being one of two surviving, is now clearing approximately \$30,000 a year with Paramount products. John, my son, has had so much experience with me since he was 16 that my hope is that he makes good in his chosen field. He assisted me on several big cases in outdoor show business and could have followed up on various lines of mine, but that disappointment has to be endured."

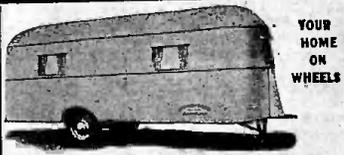
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FOR INDOOR AND OUTDOOR USE.  
15 Watts, AC—Two 12" Dynamic Speakers.  
Systems complete with microphone, adjustable microphone stand, tubes, speakers, further proof rubber-covered cables, and plugs attached. Simple to operate! No tools necessary—just plug in!  
Sets complete with 5-ply metal enameled portable Carrying Cases  
WITH CRYSTAL MICROPHONE . . . \$110  
WITH RIBBON MICROPHONE . . . 140  
Same as Above, 30 Watts Output, \$25 Extra.  
Larger Systems Special for Parks or Fairs, including 4-Speakers, from \$170 up  
One-Third Deposit, Balance C. O. D.  
Write for information. Amplifiers Made to Order for AC-DC; DC Battery; AC Battery. Write for **RADIO LABORATORIES**, 8 Fourth Ave. (Tri. 5-0348), Brooklyn, N. Y.

**AARON I. BINSKY INC.**  
"Clothes Builders"  
Now located in our New Quarters  
16-18 W. 46th St. 1904 New York City  
a few doors west of 5th avenue  
We extend a cordial invitation to our show friends to visit us in our New Quarters.

**WANTED**  
FOR NATIONAL ASSOCIATION OF RETIRED POLICE & FIREMEN  
**INDOOR CIRCUS**  
February 3 to February 9, Civic Auditorium, Toledo, O.  
CIRCUS ACTS OF ALL KINDS, High-Class Slide Shows of all kinds. Send all details and photos first letter. Address  
**CIRCUS COMMITTEE**, Toledo, O.  
Waldorf Hotel.  
Send your correspondence to advertisers by mentioning The Billboard.



YOUR HOME ON WHEELS

## Land-Cruiser

**A MAN'S SIZE TRAILER---STEEL EXTERIOR---AT MODERATE COST**  
All-steel chassis and exterior . . . 18 ft. 6 in. long . . . roomy interiors with ample head clearance . . . weight on your car but 350 lbs. Custom-built interiors to meet your own requirements for 2 or 4 passengers. With a Land-Cruiser you can enjoy the comforts of home and park on the lot where you are playing or in close proximity to your theater. Hotel accommodations are no longer necessary when you travel with a Land-Cruiser. We're equipped to build just the kind of home on wheels you've always wanted. Years of fine coach building experience and expert workmanship go into every Land-Cruiser. Write for information and complete details.

**LAND-CRUISER TRAILER CO.**  
1830 Reed St. KALAMAZOO, MICH.

**Trailer Plans and Parts**  
Build your own Trailer and save 2-3 the cost. Send \$1 for Cabin Trailer Plans or 50c for Utility Trailer Plans. Trailer parts at bargain prices. Write for free catalog.  
**SHAMROCK TRAILERS** Detroit, Mich.  
1178 Grand River

## WANT

Man to work Educated Pony, also Young Man to learn to present Dog, Pony and Monkey Act. WANTED Novelty Acts. Write all to GEO. E. ROBERTS, Manager, Parashule's Studio, 515 W. Erie Ave., Philadelphia, Pa. Phone Sagamore 5538.

## COREY GREATER SHOWS

WANTED: FOR 1936 SEASON. SHOWS, RIDES, CONJESSIONS.  
Address, P. O. Box 918, Johnstown, Pa.  
P. S.—Wanted—Freaks, Acts For Museums.

# Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

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

## Copper Novelties Enjoy Wide Appeal

"Copper harmonizes with all furnishings," is the way one leading Eastern wholesaler of this sort of merchandise instills enthusiasm and further confidence in his salesmen.

Copper harmony has long been practiced by leading interior decorators. Whether perior furniture or the very latest in modernism is featured in the homes of customers, distributors and salesmen are beginning to realize that copper merchandise harmonizes as well and far outlasts other materials.

Such firms as Chase Brass & Copper Co., West Bend Aluminum Co., Rever's Brass & Copper Company and Rome Brass & Copper Company have for some time been bringing to the market some of the most attractive novelties made from solid copper to delight the hearts of aggressive distributors.

The general harmony of all materials with copper aids the retailer in the attractive display of this merchandise and assures him a staple item as well as guaranteed sales.

Copper cocktail shakers are without doubt among the most beautiful of all novelty merchandise which has come to the American market in the last 10 years. Adding to this line are tumblers, pitchers, trays, cups, book-ends, pots, pans, etc. Every one of the items represents an attractive and modern home necessity.

The "Whistling Tea Kettle," manufactured by West Bend Aluminum, has become more or less a national institution, and it is certain that this item will remain on the market indefinitely.

Copper merchandise in itself has a beauty, which aside from its attractiveness and durability, is generally appealing to all classes everywhere. It combines the old and the new. Dealers report it reminds the purchaser of some spot in the home that will appear much more attractive by the purchase of one of the copper novelty items.

A great deal of promotion is saved on these items due to the tremendous eye appeal which they have and the reasonable prices for which they can be sold. Advertising of this merchandise brings in trade. Usually copper can be depended upon as an ad feature and is certain to produce good results.

## Avoid Late Deliveries By Anticipating Demand

Many manufacturers are already operating at peak production in order to insure delivery on orders. Late reports indicate production in many instances will be unable to make timely deliveries or shipments of a substantial percentage of the late volume.

While late estimates place the total expected Christmas volume at a higher percentage than last year, it has been observed in several business magazines that the retail turnover will suffer somewhat from lack of merchandise.

It is estimated from early buying that a 5 to 10 per cent increase will be noted in Christmas trade alone. The tip being to buy early, not alone to avoid the rush but to be certain of seasonal delivery. Anticipate your last-minute demands by buying now.

## B & N Features Service

The B & N Sales Company's progressive merchandising has rapidly brought it to the fore as one of the country's leading low-priced general specialty houses. On other pages in this issue of *The Billboard* they are featuring a great assortment of attractively priced deals.

The company, already offering day service from seven branches scattered throughout country, is planning even better service to its thousands of customers. The company will not only continue its low-price policy in 1936 but will offer customers perfected service from one of the fastest order filling systems in the field.

## Better Times--Are Buying Times

NOT in more than five years have business men been so generally optimistic and as carelessly free with that fine old American expression "good times." Remember? But take it easy. We aren't going to stick out our neck, with a lot of wildly extravagant claims, for you fellows to lop off with a few pointed thrusts. Neither can we deny the increasing evidence that the long awaited (and much promised) era of recovery is just around the corner. Ah, you remember that word? Well, the difference now is that, from all appearances, we have identified the word as an old Greek expression, meaning the latter part of the year 1935. Let's proceed with the identification.

Electric power consumption is higher than ever before.

The dollar value of business transactions, as shown by bank debits, has for some time been steadily higher than in any depression year since 1931.

October permits for residential construction ran 197 per cent higher than in the same period of 1934. (Old John Public is regaining his confidence.)

The volume of goods being produced and distributed is, in many lines, far larger than any time in the past four or five years. Retail sales in some areas have been held back by unseasonably warm weather but, in spite of this, department store sales in September were 8 per cent over last year, according to the Federal Reserve Board's Index, with the month listed at 82 (letting 1923-'25 equal 100), the highest figure since November, 1931. And in the first part of October the increase was 12 per cent, says a survey by the National Retail Dry Goods Association.

Railways are moving more freight than at any time in four years, and their aggregate earnings statement will undoubtedly be in the black for the fall period.

Department of Commerce reports indicate general merchandise sales in rural areas were 17 per cent higher in dollar volume in October than for October, '34, and 31 per cent above October, '33.

General and trade magazine advertising lineage continues to show a healthy increase over last year. Yes, increasing business volume is spurring appropriations for the third consecutive year.

Check transactions, a sensitive indicator of private and commercial spending, are far above last fall's levels.

Factory employment has been on a steady increase since mid-year with a 5 per cent boost, and pay rolls enjoying a 10 per cent hypo.

Certainly it seems reasonable to believe we have found that long-sought "corner" at last. The indications are undeniable that the public is rapidly becoming able to purchase not only more but higher priced merchandise.

As this 1935 Christmas Special issue of *The Billboard* reaches newsstands, buyers of novelty, gift ware and specialty items are faced by the most optimistic trends of recent years and rightfully anticipate a really great Christmas buying season.

With better times, economic laws demand higher prices. And on a rising market is where the aggressive buyer, who anticipates such a market by laying in heavy inventories, makes that extra profit margin that marks him as a far-seeing wide-awake analytical student of markets.

Thanks a Million, H. D.

"November 21, 1935.

"Dear Old Billboard:  
"Just to think what \$5 will do. I almost overlooked forwarding my renewal subscription. And when I did, look what the h— happened. Wholesale Merchandise came to life. Unless I'm sadly mistaken I'll never miss an issue for another 30 years.

"I assure you I greatly appreciate the new service. (Signed) H. D. ADAMS,  
"Maker and Jobber of Printed  
"Specialties and Novelties."

## How Thousands Can Profit From One Direct Selling Biz

Right in the heart of a large Eastern city a direct selling business, which occupies two floors of a modern office building, furnishes an excellent and striking picture of the vast economic ramifications of a single direct selling institution. It emphasizes the fact that direct selling saved millions of men and women from unemployment thru the years of depression, while other industries laid off employees or suspended business entirely.

This company, the Gordon Manufacturing Company, manufactures specialties, striving always to present frequently new and novel items. Many of the offerings are the inventions of William Gordon, sole owner of the company. While the company occupies two floors of the big office building and manufactures some of the products, one must visit many other factories to get the true picture.

Outside factories, assembly plants, etc., have been kept humming in the making of Gordon products, giving steady employment to thousands. Many more thousands have earned good incomes selling the products. Since 1923 this company has steadily produced, steadily advertised and steadily sold. By progressive merchandising methods it has established itself as a creditable factor in the direct selling industry.

## Dionne Quins Framed For Premium Market

The cherubic Dionne quintuplets, sprawled in various cute attitudes on their respective "tummies," have been photographed, and this photograph has been reproduced by lithograph in natural colors. The lithographs are framed, under glass in a gold and blue-tone three-fourths inch frame. The resultant framed natural-color picture of the famous baby five, which comes in two sizes, 10x14 inches and 12x16 inches, is now being offered to the wholesale buying and premium trade by Illinois Art Industries, Inc.

It is expected that the tremendous amount of publicity which the Dionne babies have received in newspapers, magazines, motion pictures, etc., all over the world will make the sale of this new framed picture really phenomenal.

## R-S Features Quality

Capitalizing upon the indications that the public will be able to buy higher-priced goods during the coming Christmas season, Rohde-Spencer Company is promoting a new line of quality merchandise in this issue of *The Billboard*.

A complete line of new high-class rings, bracelets and watches for both men and women has recently been announced by the firm. These items are claimed to be meeting with great favor among distributors, especially in sections of the country where quality and appeal is given first-class consideration.

**A SENSATION ALL OVER U. S.  
MEXICAN GEMS and  
BIRTHSTONES**



Now, original, sensational designs that get the money! Complete line of genuine Mexican Gem Birthstone Rings, Cameos, Rainbow Rings, Signets, etc., for men, women and children.

**DAZZLE!! APPEAL!! SELL!!**



Prices from **\$6.75 Gross**  
SEND \$1.00 FOR SAMPLES.

Write for Big 1936 Ring Catalog No. 115—Just Off the Press.

Immediate Delivery—Wholesale Only.  
**POWELL BROS.**  
2800 BELMONT CHICAGO

**Nationally Advertised  
WRIST WATCH BARGAINS**



Special Close Out Price in Dozen Lots  
**THREE LITTLE PIGS WRIST WATCH.**  
(Reg. Wholesale Price, \$2.04, Retail Price \$2.95). Each, **\$1.65**  
**BUCK ROGERS Pocket WATCH.** Ea. 68c  
WRITE FOR OUR SPECIAL CLOSE-OUT PRICE ON BOY SCOUT WRIST WATCHES.

**LARGE VARIETY OF PREMIUM GOODS, GIFTWARE & NOVELTIES**

Send for 24-page catalog. 25¢ deposit with order, balance O. O. D. On single samples add 50c extra.

**J. C. MARGOLIS**  
912 Broadway, New York City



**TRANSPARENT  
GLASS CLOCK**

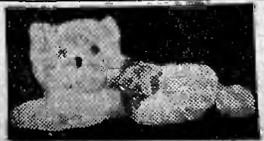
See what makes the clock go. Assorted Colors and Shapes.

**\$1.25 in Dozen Lots**  
Sample prepaid \$1.50

FULL LINE OF ITEMS SPECIALLY ADAPTED FOR THE BIGGER TRADE. WE HAVE SOMETHING DIFFERENT. SEND FOR OUR SAMPLE ASSORTMENTS OF \$25.00—\$50.00—\$100.00.

Our Assortments Speak for Themselves. We Have No Catalogs.  
All orders F. O. B. New York. 25% Deposit, Balance O. O. D.

**HERMAN-SHER CO.**  
INC.  
1123 Broadway - New York City



**FUR  
CAT  
\$10  
DOZEN**

WORLD TRADING CORP., 873 Broadway, N.Y.C.

**NEW  
Items**

The new Dick Tracy-Lite, manufactured by the Micro-Lite Company, Inc., is the official "Dick Tracy Secret Service flashlight." As its name implies, it is a tieup with the famous cartoon character Dick Tracy. Any boy or girl (and almost as many adults) will tell you that Dick Tracy is the country's ace detective.

Three inches from tip to end, the Dick Tracy-Lite is said to be the world's



most powerful tiny flashlight. It is small enough to be concealed in the palm of the hand and fits easily into a small vest pocket. To make for convenience in carrying, a strong nickel-plated chain is attached to each Dick Tracy-Lite, with a snap fastener on one end and a handy hook on the other. This hook easily fastens on a belt strap, the top of the pants or on a sweater. It is amusing to see the many uses to which one can put the Dick Tracy-Lite: for finding keyholes in the dark, for finding your way in a dark room without disturbing anyone who may be sleeping, finding things in cellars, attics, automobiles, playing detective games, finding your seat or reading your program at a show or the moving pictures. The Dick Tracy-Lite takes a standard cell battery and standard Mazda.

**"Bomber" in Production**

Gair Manufacturing Company reports that it is now in production and ready to ship its new lifelike 12-inch statuettes of the Brown Bomber, and judging from compliments received after shipping a few advance orders it really looks like this number is "going places." This statuette is a real honest-to-goodness realistic work of art. The firm also reports good repeat business on its Fan Dancer, Mae West and Beach Queen dolls. This is especially noticed since the firm improved the designs and began using attractive cellophane wrappings.

**"Mickey Mouse" Phone**

The colorful figure of Mickey Mouse has been identified with practically every variety of commercial product. And now Mickey has been assigned to the job of acting as the main portion of the body of a new toy telephone for kiddies.

Mickey's outspread legs reach two sides of the realistic-looking dial and his shoulders hold up the speaking and receiving ends of the French phone above him. This "Mickey Mouse" telephone is made by the N. N. Hill Brass Company.

The Eastern sales agents for the phone are Riemann, Seabrey Company, and the Pacific Coast agents are the Standard Toy Agencies.

**Comic Characters on Knives**

"Popeye," "Tarzan," "Tom Mix," "Dick Tracy" and many other heroes of the comic strips are now lending their appeal to the new Character pocket knife, being made by the Imperial Knife Company. All the characters are reproduced accurately and in lively, colorful tones. The pocket knife itself is of finest steel.

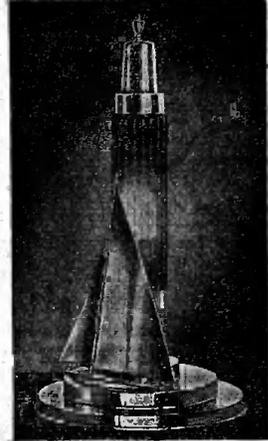
**New International Model**

International Radio Corporation has announced a six-tube AC-DC superheterodyne in a striking new modern design. Figured American walnut veneers have been selected with a band of ornamental

**HAGN XMAS SPECIALS**

**WE ARE THE  
HEADQUARTERS**

FOR  
**CHROME SHIPS  
WATCHES  
CLOCKS  
TOYS  
SILVERWARE  
TOILETWARE  
SALESBOARDS  
NOVELTIES  
LEATHER GOODS  
LUGGAGE  
ELECTRIC GOODS  
SPORTING GOODS  
JEWELRY  
OPTICAL GOODS  
HOUSEHOLD GOODS  
CUTLERY & BLADES  
CHINAWARE  
ETC., ETC.**

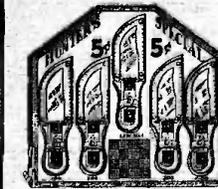


**LIGHT HOUSE  
LAMPS \$2.50**

B481—A first seller wherever shown; lustrous chrome trim with white frosted glass globe; height 17 1/2". Complete (without bulb), each, \$2.95.  
In lots of three, each \$2.75. In lots of 10, each \$2.50.

**Shirley Temple and  
Miss Movie Dolls**

Popular new Miss Movie or Shirley Dolls. Very lifelike with curly blonde hair and movable eyes; very adorably dressed.  
Miss Shirley  
12" Movie T.  
size, \$ .98  
14" size, \$ 1.33  
18" size, \$1.88  
18" size, \$2.25  
20" size, \$2.25  
20" size, \$2.69  
22" size, \$3.38  
22" size, \$4.50

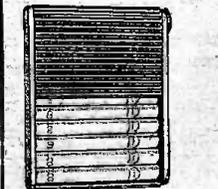


**LATEST  
KNIFE  
DEAL**

It's a deal this, it sells by sight. Any live wife man can make big money fast with this one. Knives are 7 1/2". Takes in \$20.00 (400 \$c sales).  
B482—With 6 Mottled Celluloid Hunting Knives. Complete **\$3.95**  
B483—With 6 Photo Hunting Knives. Complete **\$4.55**  
B484—With 6 Navy Pearl Hunting Knives. Complete **\$4.55**

**Popular To Sale  
POCKET KNIFE DEAL**

85 winners on this knife and cigarette deal; 1 large fish knife, 2 photo fish knives, 2 large knives, 30 packs of cigarettes. Takes in \$20.00.  
B485—Per **\$5.00**  
B486—With all large fish knives. **\$5.50**  
B487—With all photo fish knives. **\$4.95**  
B488—With all leg knives. **\$5.45**



**NEW ROLLITE  
CIGARETTE CASE  
AND LIGHTER  
COMBINATION**

B489—New and smart. Holds ten cigarettes; non-inflammable, bakelite escissor roll-top; built-in strike-type lighter; black, walnut, green or red. Per dozen **\$7.20**

**SMOKERS DELIGHT**

**1c Sales Board**  
26 winners; 8 popular semi-automatic pocket lighters, 20 pkgs. cigarettes, 1,200 7c sales takes in \$12.00.  
B489—Complete deal (no cigarettes) **\$4.05**  
B4810—As above with 6 chrome-finish Match King Lighters. Deal **\$3.50**



**FLASHING  
2 PC. SETS**

Big flashy lighter and cigarette case sets in flashy boxes.  
B4812—Cigarette case holds 20 cigarettes with collapsible wheel lighter to match; sparkling tinzel decoration. Per set **45c**  
B4813—Ladies' size case to hold 12. Slipstick lighter to match. Per set, **30c**



**FLAMELESS GLO LITE  
CIGARETTE LIGHTER**

**NO WHEELS NO WICK  
NO FLINT NO SOOT**  
The lighter that will replace all other methods of lighting a cigarette.  
B4816—Midgets GloLite Lighter with plaskan case in assorted colors. Just remove cap and puff to light cigarette. Complete in gift box with bottle fluid. Each **75c**



**POCKET KNIVES**

B4816—Chrome finish, handsome engraved stainless steel, 2 blades, Chain Shackles.  
Dozen, 80c  
In gross lots, doz., 75c  
B4817—As above with assorted celluloid handle.  
Dozen **85c**  
In gross lots, doz., 80c



**4 PIECE  
TEA SETS**

B4818—A flashing set of polished bright silver finish, with artistic engraved design. Consist of Sugar, Creamer, Teapot and Tray in matching design. Just the item for wheels, grind stores, sportland, salesboards, prizes, etc.  
Each \$1.05, Each in lots of 12 **96c**



**\$1.37 1/2  
IN  
DOZ LOTS**

**THE LATEST  
HOLIDAY HIT!**



**PEKINESE DOGS ON FUR RUGS**  
B4820—Made with real fur. Has natural color glass eyes with voice in body. Fur rug 18 inches long. Each \$1.50. Per dozen **\$16.50**  
B4821—Fur cat as above. Per dozen **\$15.50**

**ASK FOR CATALOG 358**  
Our catalog, No. 358, is yours on request: 160 pages of live specialties. No dealer, operator, streetman, concessionaire should be without it. Prices are subject to 2% cash discount and F. O. B. Chicago. 25% deposit required on O. O. D. Orders.

**HAT  
CUP  
SETS**

B4822—Old Top Cup Set. Flashy colored attached hat with 4 polished nickel cups. Per dozen **\$2.48**



B4814—Indian or Jacquard design. Size 64x78. Big value at Each \$1.10. Case lot of 25, each **98c**  
B4815—Heavy weight blanket as above; size 68x80. Each **\$1.35**

**JOSEPH HAGN CO.**  
"THE WORLD'S BARGAIN HOUSE"  
217-225 W. Madison, CHICAGO



B4823—New value in Opera Glasses; silvered and black body, polished nickel trim. Height 2 1/2 inches. Each **\$1.10**

# NEW 1936 RADIO SENSATION

## SALESMEN DISTRIBUTORS CARDMEN

**N**OW! the MOST SENSATIONAL values in RADIO history. TWENTY-NINE DIFFERENT MODELS covering four, five and six tube circuits, including Standard broadcast, dual-wave and all wave included in this amazingly new low price range. All other sets in this great line are priced equally as low as those shown here. Included are 2, 6, and 32 volt battery sets.

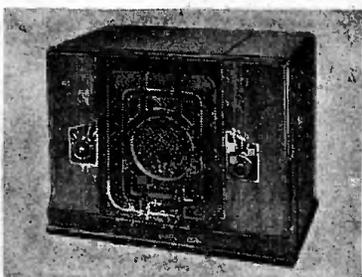
Every radio is beautifully designed, most of them in hand rubbed highlight finishes—many with costly inlays. Every set is thoroughly modern in style, design and operation. Most sets have automatic volume control, tone control, airplane dial and every modern feature. Speakers are 5" to 6½" full dynamic, possessing wonderful tone qualities on all wave bands.

Every set guaranteed for one year against mechanical defects. All tubes guaranteed for four months. Tubes are genuine RCA Licensed.

All sets are licensed by RCA, Hazeltine and LaTour. These are positively quality sets—not built to meet cheap competition. These high quality sets have never before been sold at anywhere near these new low prices that make them the fastest selling money making radio deal ever offered.

Whether you sell wholesale or retail you make a big generous profit on every sale. For premiums, trade stimulator deals, sales boards, etc., they sell like wildfire. Terms Cash or 25% with order and balance C. O. D.—f.o.b. Chicago. Start to make REAL MONEY—RIGHT NOW. Rush your order TODAY. Completely illustrated catalog covering the entire 1936 line will be sent FREE immediately upon request.

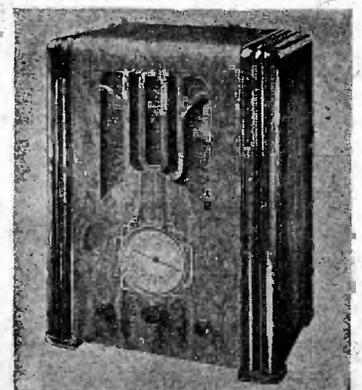
**PLAY-PAL RADIO COMPANY**  
758 W. Jackson Blvd., Dept. BB-1  
Chicago, Ill.



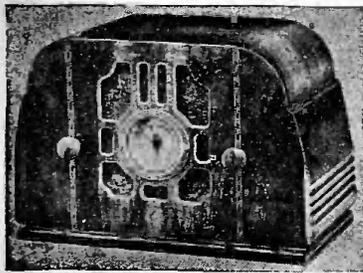
**MODEL 649M PRICE \$6.85**  
Exquisite two tone cabinet of fine woods, handsomely finished. Uses high grade 5" speaker and RCA Licensed tubes. Operates on 110 volts AC or DC current, 50 cycles. Self-contained aerial—no ground needed. Standard broadcast and police calls. Size 10½x8x6". Shipping weight 8 lbs.



**MODEL 6-1600 PRICE \$17.25**  
Single unit, 5 tube, all-electric superheterodyne. Full 5" Dynamic speaker, automatic volume control, illuminated airplane dial, remote control. Fits all car-rigged construction. Receives standard broadcast 200 to 550 meters. Complete with RCA Licensed tubes, spark suppressors, condensers. Size 10"x7"x8½". Shipping weight 19 lbs.



**MODEL 6463 PRICE \$16.38**  
World-Wide reception—foreign, domestic, amateur, balloons and airplane broadcasts. Cabinet in latest design of handsome burled walnut, polished and rubbed to perfection. Masterpiece superheterodyne 5 tube circuit covering 3 bands, tuning 18-49 meters, 85-200 meters, 200-560 meters. Automatic volume control, color control on all bands. Latest type illuminated airplane dial and powerful 6½" dynamic speaker for perfect tone reproduction. RCA Licensed tubes. Size 10½x12x9½". Weight 21 lbs.



**MODEL 645-DA PRICE \$9.03**

An exquisite Burled Walnut Cabinet of rare beauty and unusual design. A highly polished, hand-rubbed finish using the latest type illuminated Airplane Dial with powerful 5" Dynamic Speaker. R.C.A. Licensed Tubes. Operates on 110 Volt A.C. or D.C. current of 60 cycles. A self-contained aerial and no ground necessary. Tubes: 1-808, 1-8D6, 1-43 and 1-2E25. Size of Cabinet 11 ½"x8 ¼"x8". Shipping Weight 10 Lbs. Member of Chicago Chamber of Commerce.

### JEWELRY ASSORTMENTS

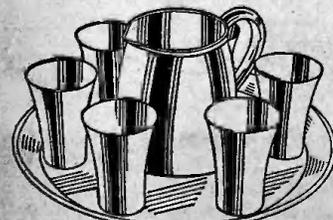
We are featuring three assortments in high-class Costume Jewelry at less than half original value. When sold these assortments should net you at least 100% in profits.

**40 PIECES COST YOU \$8.00—80 PIECES COST YOU \$11.00—120 PIECES COST YOU \$16.00**

This beautiful merchandise retails at 25c, 50c and \$1.00. There are clips, brooches, necklaces, bracelets and earrings. We have been established for 20 years and guarantee to please you or money refunded.

**PARAMOUNT CO., 1584 Merchandise Mart, CHICAGO, ILL.**

### A WEST BEND COPPER SET SPECIAL!!



A COMPLETE, beautiful, solid Copper Set by West Bend at this low Special Price WHILE THEY LAST. Each set contains—  
One 2½ Quart Barrel Pitcher—Six 10-Ounce Copper Tumblers—One Solid Round Copper 14½-Inch Tray. Each set individually packed in shipping container.  
RUSH 1/3 Deposit, Balance C. O. D.—F. O. B. New York. Immediate Delivery Guaranteed.  
**Special Price While They Last \$3.00 EACH**  
COMPLETE SET

FREE Brand-New 64-Page Catalog Featuring America's Greatest Premium Buy!

**MORRIS STRUHL, 114 Park Row, New York**

walnut encircling the gracefully rounded cabinet. The control knobs and highly polished base are in smart and pleasing contrast to the rich, golden walnut. Horizontal grill openings are in a most unusual design and lend the modernistic touch so much in vogue in these days. Tunes in standard, amateur, airplane and police bands.

### Scratch-Me-Pup Appealing

A dog novelty manufactured by H. Fishlove and Company that is both entertaining and useful is making a big hit among Christmas buyers.

It is called Scratch - Me-Pup, for it contains a pack of matches on its back and has a strip of sandpaper underneath its tail for striking purposes. Scratch - Me-Pup is made of selected veneer wood and is hand painted in colors. The head may be tilted. It's the sort of an item business firms like to give away and one that people like to keep around the house just for fun.



### New Will Rogers Bust

Vogue Products Company are manufacturers of the Will Rogers bust, a finely sculptured figure of one of America's best loved public characters. They are finished in antique ivory or bronze, made of Ital-

**DIRECT FROM MFR. TIES LARGE VARIETY**  
90c, \$1.25 AND \$1.50 DOZEN.  
**HAND TAILORED TIES**  
\$3.00, \$8.50, \$3.75 and \$6.00 Dozen. Individually Holiday Boxed, 500 Doz. Extra. 25% Deposit. Money refunded if not satisfactory. Single Dozen Orders Add 10c Extra.  
**DORFMAN NECKWEAR CO.,**  
550 Broadway, New York, N. Y.

### MYSTERY PIG

**BIGGER THAN EVER ARE THE SALES** of the funniest and most mysterious of all novelties. They cannot resist buying a MYSTERY PIG when they see its funny wiggling ears, blinking eyes, its twitching snout and wagging tail—NOT MECHANICALLY—NOT HAND MANIPULATED—it thrills them all— young and old.  
Made of porcelain and handsomely boxed. Distributors tell us it's the quickest and easiest seller they have ever handled—that it really sells itself. Single Sample, 30c; a dozen, \$1.75, plus 15c postage, and \$18.00 per gross f. o. b. Chicago.

**NOVELTY TOY CRAFTERS**  
332 S. Franklin St.  
CHICAGO, U. S. A.



### ELGIN AND WALTHAM

**GREAT SALE - WHILE THEY LAST**  
**WEN'S STRAP WATCHES**—10½ L. In. g., Chromium Cases, Gilt Dial. In Lots of 6, 6-Jewel, \$3.00 Each; 15-Jewel, \$4.00 Each.  
**BEAUTIFUL DUBERHAMPTEN WRIST WATCHES**—American Made. With Figured Dial. Strap in Box. In Lots of 6, Each...\$2.90  
16 Size—Beautiful black enamel case made by Elgin or Waltham with straight movement. Each...\$3.75  
15-J., \$4.50; 17-J., \$5.00.  
18 Size, 7-J., Yellow Tornado Cases with black enamel border. In Lots of 6, Each. Same in 15-J., \$3.00; 17-J., \$3.50.  
Waldemar Wrist Chains, now \$1.25 Dozen. 25% Deposit. Bal. C. O. D. Send for Catalog.  
**N. SEIDMAN**  
178 CANAL ST., Dept. D, NEW YORK, N. Y.

### CIGARS

Salesmen and distributors wanted, all territories excepting greater New York, selling to taverns, bars, grills, and tobacco retailers as well as to consumers direct. Good quality, low priced nickel cigar line, four different brands, corona and perfecto shapes, full five-inch cigars individually cellophane wrapped and banded, packed 25 to 50 to box. Sample box of either brand, box of 50 cigars, \$1.95; box of 25, 75c. C. O. D. postage prepaid. Money refundable if not satisfied when merchandise is received. Salesmen and distributors, those ordering sample boxes of this line (absolute guarantee of refund of your money upon request) will be quoted special prices at which the line can be offered by them for sale to jobbers (wholesalers) and other large users of tobacco products. Those purchasing quantity lots. This is a direct factory line, you can save the jobber's (middleman's) profit by purchasing direct. Send in that order for samples right now—today. **BENEDICT JERCHOWER, 3589 Broadway, New York City.**



**Demonstrators--Streetmen**  
**NEW RUNNING MICE**—With long colored chenille ears and chenille tail; bright red diamond eyes. **\$3.50**  
**RUBBER TONGUE AND TAIL GATS AND DOGS**—Gross **\$3.50**  
**LEATHER-STRAP WRIST WATCHES**—Gross **\$3.00**  
**JOCKEY GYROSCOPE TOPS**—Gross **\$8.40**  
**NEW SAIL-ALL-NATION SPINNING TOPS**—Each set in box **\$4.50**  
**FUR JUMPING DOGS**—Gross **\$8.00**  
**MARX TRICKY TAXI OR MOTOR COP**—Gross **\$24.00**  
**MECHANICAL DOG IN SHOE**—Dozen **\$1.80**  
**LARGE LADDIE BOY ON BIKE**—Dozen **\$1.80**  
**MECHANICAL 2-HORN RACE WITH 2 JOCKEYS**—Dozen **\$1.80**  
**MECHANICAL BUTTERFLY**—1.80  
4 Knockout Dozen **\$1.80**  
Send for Special Demonstrator List—Free. Send \$1.00 for Sample Line. Make Real Money by Selling Christmas and New Year's Decorations. Send for Illustrated List. 25% Deposit With Orders.  
**GOLDFARB NOVELTY CO.**  
116 PARK ROW, NEW YORK, N. Y.

### SODA KING

**Rechargeable Siphon**  
Extra chargers FREE with each SODA KING. The most beautiful practical item of the year. Doubles sales everywhere. Now offered at an exceptionally Low Price!

**FREE**  
New 28-page CATALOG JUST OFF THE PRESSES. WRITE TODAY!  
**\$3.25** Lots of 6 each or more  
—SAMPLE—**\$3.50** each  
1-3 Deposit with Orders—Balance C.O.D.  
**JERSEY TRADING CO.**  
11-15 East Runyon St., Newark, N. J.

### THOUSANDS OF THESE SHIRT SETS

**Will Be Bought for the Holidays!**  
These beautiful first quality Valentine Texture Shirts in a large variety of Print Patterns are now being sold in sets of three. Each shirt completely wrapped in cellophane and three shirts packed in attractive holiday box with cellophane window. Sizes 18 to 18½.  
You'll clean-up at these Per **\$2.00** "smash" low prices... Set. (Three Shirts)  
**\$22.50** per dozen (38 Shirts) Rust Your Order Today, 1/3 Deposit, Balance C. O. D. or send \$2.25 for Sample Set.  
"Dorros Boosters" illustrated catalog free on request.

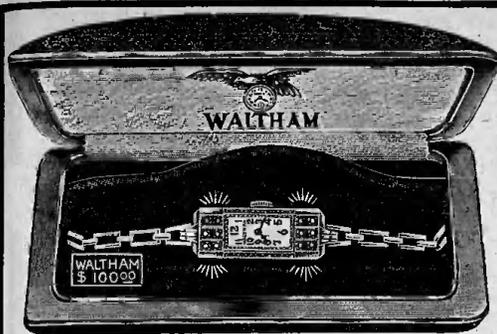
**DORROS MFG. CO.**  
225 West 35th St. New York, N. Y.

### OWL SPECIALS

**PEACOCK** With Lighter Combination In One. Dozen **\$1.20**  
**HAPPY WARRIOR BLADES, D. E.** 5s, Cellophane, Blue Steel, 1,000 Blades **\$5.00**  
**OWL BLADES, D. E.** Blue Steel, 5s, Cellophane, 100 Blades **\$1.10**  
**OWL BLADES, S. E.** 5s, Cellophane, 100 Blades **\$1.00**  
**MINUTE MEN BLADES, S. E.** 5s, Cellophane, 1,000 Blades **\$4.50**  
**LISTERINE RUB (Genuine)**... 1,000 **\$1.00**  
25c With Order. Send for Catalog.  
**OWL TRADING CO., INC.**  
870 BROADWAY, NEW YORK, N. Y.

CONSPICUOUS VALUES IN DISTINGUISHED GOODS

Genuine Diamond Rings



No. X884—WALTHAM Lady's Diamond Baguette Watch. 4 1/2 L. rectangular—newly designed. 10 K. Rolled Gold plated case, in white or yellow, set with 12 high-grade Blue White Diamonds, with gold-filled bracelet. Each in gift case. 15 J. **28.95**

Ladies' WALTHAM Baguette Diamond Watches. 4 1/2 L. 10 K. White R.G.P. Case, rectangular, partially engraved, with G.F. link bracelet.

No. X884—15 J. 4 Diamonds **23.50**

No. X885—15 J. Yellow, 4 Diamonds **23.50**

No. X827—WALTHAM Lady's Baguette Watch. 4 1/2 L. rectangular. 10 K. Rolled Gold plated case, in yellow gold only. 15 J. Waltham movement. Complete with link bracelet. Each in gift case. EACH **19.65**



No. X824 Ladies' WALTHAM Diamond Bracelet Watch. 7 1/2 L. Beautiful Chrome Case with stainless steel back. Set with 2 genuine blue white diamonds.

No. X824—\$40 Watch 7 J. movement. EACH **13.15**

No. X826—\$65 Watch 17 J. movement. EACH **17.50**

Ladies' WALTHAM Bracelet Watch. 7 1/2 L. rectangular cut corner model. 10 K. yellow rolled gold plated case with stainless steel back. Complete with open link bracelet. Each in gift case.

No. X826—\$85 Watch 7 J. EACH **12.90**

No. X827—\$45 Watch 17 J. EACH **16.80**

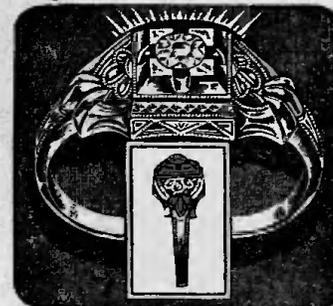
MEN'S STRAP WATCHES

No. X023—WALTHAM Men's Strap Watch. 6/8 S. 10 K. Rolled Gold plate, natural gold finish. New model—round dial. Fitted with 7 J. HIGH-GRADE WALTHAM MOVEMENT. Complete with fine gift case. EACH **12.75**

No. X024—Strap Watch. As above, with 17 J. WALTHAM MOVEMENT. EACH **17.15**

No. X025—Strap Watch. As above, in permanent chrome case, with stainless steel back. Complete with strap in gift case. EACH **10.95**

No. X026—Strap Watch. As above, with 17 J. Waltham Movement. EACH **15.50**



No. X252—LADIES' DIAMOND RING. Solid Sterling Silver mounting, furnished in up-to-date models; beautifully chased white gold finish. Set with GENUINE BLUE WHITE DIAMOND about 10 Points. This is one of our LEADING VALUES. EACH **9.50**

No. X654—LADIES' DIAMOND RING—As above, set with GENUINE BLUE WHITE DIAMOND about 5 Points. EACH **3.25**

No. X987—LADIES' DIAMOND RING. High finish, Sterling Silver. Fancy engraved top, pierced, set with GENUINE BLUE WHITE DIAMOND. A very pretty ring in design. A REAL VALUE. EACH **1.50**

No. X100—LADIES' DIAMOND RING. A pretentious value. SOLID WHITE GOLD; beautiful model at a very special low price. Set with GENUINE BLUE WHITE DIAMOND. EACH **3.95**

Send for Our Catalog

WHOLESALE HOUSE



223-225 W. Madison St. CHICAGO



No. X023

WALTHAM \$45.00

40 MILLION WOMEN

ARE EAGERLY AWAITING

Runex

FOR

SILK HOSE

A liquid prepared for preventing runs and water spotting in silk hose.

A SENSATION . . . Tremendous Mark-Up Possible

It's here! A scientific preparation developed after years of research to fulfill the demand and need of 40 million American women.

RUNEX is a liquid which when applied to silk stockings makes them both spot-proof and run-proof. It is stainless, easily applied and gives remarkable strength to the silk threads.

Write today for a six-ounce can and further information. Sample 25c postpaid. One Dozen Lots, \$2.30 per Dozen; One Gross Lots, \$27.50 per Gross.

Slogan wanted — We will give twenty-five six-ounce cans free to the person sending in the best ten word or less slogan describing RUNEX, by January 1st, 1936.

R. W. FORDMAN CO. FORT THOMAS KENTUCKY

Write Today. This product is perfect for store demonstrators or pitchmen. Information free upon request.

RUNEX is the answer to a real need. Get in on the ground floor.

ian alabastine. Standing eight inches high, they make excellent book ends, etc. First time announcement on this item is being carried elsewhere in this department.

Another attractive item, manufactured by the same company, is its low-priced De Luxe Fountain Pen Set. Ensemble includes an all chrome sail boat, mounted on heavy celestial blue glass, with pen set in movable socket.

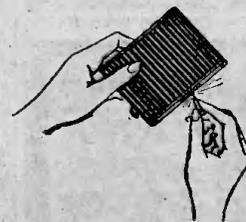
Pull-Chain Feature of Clocks

The same type of a pull-chain, which has been in use for years on lighting fixtures and other types of electrical equipment, is now employed in the new "Arlarm" clocks, manufactured by the New Haven Clock Company.

To wind these new clocks it is merely necessary to pull the chain, just as one would in pulling the chain of an electric fixture to light the bulb. The New Haven Clock Company reports that its new slogan, "Just Pull to Wind," has taken well with the trade and has been commented upon as having strong consumer appeal.

Tricky Case and Lighter

The new Escalator cigaret case with lighter, put out by Harry Pakula and Company, is one of the most fascinating cigaret case and lighter combinations ever put out.



The touch of a finger rolls it open like a roll-top desk and there's a smart lighter built in each one. Case accommodates 10 cigarets. Comes in various color combinations and makes an ideal holiday item and at a low price.

Bag for Knitting Vogue

The recent revival of interest among women in knitting and crocheting has brought about the manufacture and

WHAT A SELLER — LATEST — PLUNGER VACUUM

ONE STROKE REFILL

A PUSH AND A PULL—THE PEN IS FULL

"Drop Indicator" Records Drops in Barrel— Tells When Pen Requires Re-filling

BIG PROFITS FOR YOU

LOW PRICED Pens-Pencils Combinations Gift Sets

3

(Different Items) Acquaintance Samples

50c Prepaid

JACKWIN PEN CO. 50 W. 26th St., New York, N. Y.

SENSATIONAL VALUES in DIAMONDS and REBUILT WATCHES. POCKET & WRIST WATCHES

Write for our Latest Catalogue. Large Assortment — Unusually Low Priced—American and Swiss. CENTRAL WATCH MATERIALS & SUPPLY CO., INC. 134 South Eighth Street, PHILADELPHIA, PA.

OPERATORS HEADQUARTERS FOR INFORMATION ON GAMES AND SYSTEMS WRITE FOR CATALOGUE AND LOWEST PRICES

REX NOVELTY COMPANY 1010 GEORGE ST., CHICAGO ESTABLISHED 1914

# SHIRLEY TEMPLE DOLLS



13", @ \$2.25; Doz. .... \$25.00  
 16", @ \$3.00; Doz. .... \$54.00  
 18", @ \$4.00; Doz. .... \$43.00  
 27", @ \$9.00; Doz. .... \$105.00

All Above Genuine

## Fireworks

Large Sparklers. Per Doz. .... \$0.35  
 2" Cub Salutes. Per 100 Pkgs. .... \$2.40  
 2" Flash Salutes. Per 100 Pkgs. .... \$2.40  
 No. 1 Devils. Per Gr. .... \$0.85  
 Torpedoes. Per Gr. .... \$0.85  
 10-Ball Roman Candles. Per Gr. \$7.00  
 6-Oz. Sky Rockets. Per Gr. .... \$10.00

## Mechanical Spring Wound Toys

Large Boy in Airplane	\$2.25 Doz.	\$24.00 Gr.
Large Boy in Auto	\$2.25 Doz.	\$24.00 Gr.
Large Boy on Bike	\$1.75 Doz.	\$22.00 Gr.
Mechanical Crawling Doll	\$4.00 Doz.	\$45.00 Gr.
Large Mechanical Drummer	\$4.00 Doz.	\$45.00 Gr.
Small Mechanical Drummer	\$2.00 Doz.	\$21.00 Gr.
Large Colored Jumping Fur Dog	\$0.75 Doz.	\$ 8.00 Gr.
Large Swimming Dolls	\$0.75 Doz.	\$ 8.00 Gr.
Large Pon Pon Boats	\$0.60 Doz.	\$ 7.00 Gr.

We also carry a complete line of Cheaper Dolls and several Mechanical Toys not listed above. Write for General Price List on Money-Making Xmas Items.

All goods are sold f. o. b. Dallas. We require a 25% deposit with all orders.

**SOUTHERN PREMIUM MFG. CO.**  
 Dallas, Texas

Introduction to the wholesale buying market of a new knitting bag. It is called the Hiawatha Bag and is being made and sold by the Dritz-Traum Company.

The bags are made in a choice variety of fabrics and designs and are offered in a wide range of popular prices.

## Now It's a 'Stick' Shoe Polish

The Perma Laboratories are manufacturing a new line of modern shoe dressings that are meeting with considerable approval. Distributors find a ready market for Perma products to churches, hospitals and clubs. The outstanding item in the line is Perma Shine, a new stick polish that is said to be clean, odorless and waterproof. Can be carried in the pocket without injury to clothes.

## Mice Improved

For many years Berk Bros' Novelty Company has featured the popular and fast-selling novelty "running mice." This year an improvement has been made.



The mice, in addition to a 1934 feature, "X-ray Eyes," now have ears and a tail made of chenille. It looks like a real mouse, and, altho only on the market for a few weeks, Ben Gelber informs us that he has received so many orders the production department has been working overtime.

## Man-Appeal in New Lamp

A base formed by a handy memo pad with pencil and a thermometer, together with a simple yet attractive shade, make the lamp combination, which is said to have great appeal to men everywhere. This new lamp is manufactured by the Cooper Oven Thermometer Company and was but recently introduced to the premium market.

## New Pla-Pal Line

A new complete line of low-priced radios have just been introduced by Pla-Pal Radio Company. The radios not only reflect modernistic features in design, but include mechanical improve-

# LOOK



**PEN SET, Boxed, Complete**  
 Greatest Value Ever . . . Each 12 1/2c

## LARGE ASSORTMENT OF CHRISTMAS TOYS.

Jumping Fur Dogs, with Bulb. Gro. \$8.00  
 Boy on Bicycle, Small Size. Gro. 9.00  
 Aeroplane, Mechanical Toy. Gro. 9.00  
 Running Mice, Glass Eyes. Gro. 4.00  
 Drummer Boy, Winding Toy. Doz. 1.75  
 Tongue Toys, Rubber Assorted Designs. Gro. 3.50



## Electric Wreaths

★  
 9 inch, wired ready to light  
 17c each

**CHRISTMAS CARDS AND DECORATIONS.**  
 21-Piece, French Folds, De Luxe Box. Each . . . . . 24c

**SPECIAL—21-Piece All Folds, Red and Black Fancy Box. Each. . . . . 16c**

Transparent Envelopes, Christmas Cards, Seals and Tags. Per 100. . . \$2.50

Swiss Dancers—Pop-Pop Boats—Swimming Dolls—Skip Birds—Tumbling Toys—China Dolls—China Dog Family—Glove Monkey Figures—Train and Track—Very Latest Mechanical Toys, \$3.00 Gross and up

## ADVANCE SPECIALTY CO.

1410 Abbott Street, Detroit, Mich.  
 307 W. Poplar Ave., Columbus, O.  
 611 South State Street, Chicago, Ill.  
 159 East 25th Street, New York City.



## MOST REALISTIC SCOTTIE EVER PRODUCED

Attracts Attention Wherever Shown  
**REAL HAIR IN PLACE OF SHEEPSKIN OR CLOTH**

A SENSATION AMONG STUFFED DOGS. Comes in 5 Sizes and 8 Colors. See Your Dealer or Write to Us for Prices and Information.  
 PERSIA IMPORTING CO.,  
 418 North Sangamon, Chicago.

## HUNDREDS OF NEW

# XMAS ITEMS

FOR RETAILING  
 SEND FOR CATALOG  
**HEX MFG. CO.**

468-470 Seneca St.  
 Buffalo, N. Y.



## ELGIN AND WALTHAM

POCKET WATCH—16 size, 7 Jewels, new chromium case. In lots of 6 Each \$2.25  
 SAME AS ABOVE in Yellow Tornado Cases. Lots of 6. Each. . . . \$2.55  
 SAME AS ABOVE in beautiful Black Enamel Cases. In lots of 6. Each. . . . \$2.95  
 ANY MODEL ABOVE, IN 15 J., 75c EXTRA IN 17 J., \$1.25 EXTRA  
 NEW MODEL DUBER HAMPDEN WRIST WATCH, American made, complete with Leather Strap & Box. In Lots of 6. EA. . . \$2.95  
 Ladies' or Men's Jeweled WRIST WATCH—American made, neat chromium case, band to match. Complete in gift box. In lots of 6. EA. . . \$3.25  
 25% Deposit. Balance C. O. D. \$5c Extra for Sample. SEND FOR NEW 1935 CATALOG.  
**PILGRIM WATCH COMPANY**  
 155 CANAL ST., Dept. 8, NEW YORK CITY



## MAKE BIG MONEY

RED-HOT FAST SELLER  
 Send \$1.55 for a Dozen Novelties—Sell for \$4.80. Quick Turnover.  
 OAK SALES CO.,  
 Oakdale Drive, North Tonawanda, N. Y.



## Practical Useful RUBBERIZED GLOVES FOR 1000 USES

Men's sizes only. Made to keep the hands warm—inside lined with cotton and wool combination. Good for Coal Miners, Snow Shovelers, Fishery Workers, Truck Drivers, Chemical Workers and all outside workers. Fast 50c seller.  
 Prices:  
 No. 9120—Extra Heavy . . . . . Dozen \$2.50  
 No. 200—Heavy . . . . . Dozen \$2.30  
 No. 100—Medium . . . . . Dozen \$2.10  
 One-Third Deposit with Order. Balance C.O.D.  
 SAMPLE, 25c Each Pair  
 Manufactured by  
**GORDON GLOVE COMPANY,**  
 125 6th Ave., New York City

## POPULAR ITEMS



De Luxe 8-Piece Chromium-Plated Cocktail Sets are ideal for the modern home. One and one-half quart shaker with sanitary one-piece spigot stopper. Six chromium plated, stemmed goblets. Oblong tray 17" long. One of our best sellers. Lots of three or more, \$3.25. Sample \$3.50.  
 IMPORTED OPERA GLASS—Imitation leather-covered body; nickel tubes; width 3 3/8 inches, open 2 1/2 inches. Each . . . . . \$1.90 per doz.  
 25% Deposit on C. O. D. Orders.

**VICTOR SALES CO.**  
 110 So. Wells St., Chicago, Ill.

1936 MODELS NOW READY FOR THE TRADE

**GLOBE TROTTER RADIOS**  
 METAL TUBES—WORLD BAND—24 HOUR SERVICE

**Balkeit Radio Corp.**  
 549 WEST RANDOLPH STREET, CHICAGO

SEND FOR NET PRICE CATALOG

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

## ALL STAR WINNERS!

- ★ SYCAMORE BLADES—5 to a package with one free trial blade attached. A red-hot special at 120 blades for . . . . . 60
  - ★ XMAS WREATHS—Large size with bulb and extension cord; each. . . 15
  - ★ XMAS COMIOS—With envelopes, 7 assorted to a package; dozen . . . . . 1.00
  - ★ XMAS CARDS—Finest boxed, with envelopes to match; attractive assortment of 21 to each box. . . . . 18
  - ★ 5-PIECE—Perfume (2 bottles), rouge, lipstick and powder set; beautifully packed in cream and gold round box with floral lid, only. . . . . 35
  - ★ 3-PIECE—Perfume set, assorted odors, in velvet covered box. . . . . 27
  - ★ 6-OUNCE—Lotions and shampoo, assorted; per dozen. . . . . 50
  - ★ 3-PIECE—Fountain pen sets, beautiful matched pen, pencil and knife, individually boxed. . . . . 45
  - ★ 2-PIECE—Junior pen and pencil set, individually boxed. . . . . 25
- New 1936 catalog of STAR values just out! Bigger selections! Better values! Write for your free copy today! Send 26¢ deposit with orders, balance C. O. D.  
**STAR NOVELTY UTILITIES CO.**  
 107 1/2 S. Wells St., Chicago, Ill.



**NOTCHA GIRL**



**Sensational XMAS Seller!**

Biggest money-maker for the Holidays! Men and women go wild over her flesh-like body. And when she wiggles and squirms — you know how oh man! Works by spring motor.

**DOZEN \$10.20**

6 for \$5.40 Sample \$1.00 Cash. Lower Prices in Quantities

**NOTCHA GIRL SALESBARD** — Fastest moving salesboard item today! 36-hole Notcha Girl card brings \$3.50 or \$4.20. Sells to merchants for \$2.00 or 2 for \$5.00. Costs you \$10.20 per dozen with girl and card. **85c** or each

**SCRATCH-ME PUPS** — New, funny match holder. Gross \$19.50. **Sample 25c. Dozen \$1.75**

**COMIG XMAS CARDS** — Amazing new pull-apart action! A positive scream! 7 kinds — all different! Highest Xmas Card on the market! Each in envelope. Also without Xmas greetings. **\$3.00** Per 100 6 for 25c 2 for 5c 1,000 for \$20.00

**FAN DANCER CARD** — Beautifully printed in flesh color with Feather Fan. Each in envelope. \$4 \$1.00 per 100 3 for 25c 25 for One-third with Order. Balance C. O. D.

**H. FISHLOVE & CO., Mfrs.**  
102 N. ORLEANS ST., CHICAGO, ILL.

ments that are found only in the latest high-priced quality radio field. The company has backed up its claims by guaranteeing every set for one year against mechanical defects and all tubes for four months.

**Unique Lighter**

The New Glo-Lite midget lighter, recently announced by Joseph Hagn, has a unique operation that makes it an ideal demonstration item. Mysteriously, it lights a cigaret merely by removing the cap, placing the cigaret on the element and puffing. No wheels, no flame,



no soot, windproof, foolproof and low priced. Comes in plaskon cases in a variety of colors. Illustration is about three-fourths actual size. Ideal for lady's purse or man's vest pocket.

**New Stocking Preserver**

With this issue of *The Billboard* the R. W. Fordman Company announces a new tested and proven substance, which when applied to silk stockings makes them both waterproof and runproof. Silk stockings after being treated with Runex are reputed to actually hold water and to withstand, without the damage, twice the amount of pressure required to cause runs in ordinary silk.

**Mickey Mouse on Bicycle**

We have had the Mickey Mouse Watch, Mickey Mouse Fountain Pen and other novelties, but here is one of the latest — Mickey Mouse on a Bicycle. This is a new mechanical toy which is going big in the East, according to Harry Keiner & Son.

**WE'RE AFTER BUSINESS IN A BIG WAY**

Here's Your Chance for the Greatest Deal Ever Advertised

**FREE** 100 Rx BLUE STEEL BLADES will be given FREE with every order for \$5.00 or more from this ad or regular catalog.



These Rx Blades are made of the Keenest Surgical Steel and are Sold Regularly at \$1.00 Per 100.

**THIS IS OUR METHOD OF INTRODUCING AN AMAZING BLADE. YOU CAN'T HELP REORDERING AFTER TRYING THEM. LIMITED TIME ONLY — ONE DEAL TO A CUSTOMER.**

**XMAS VALUES**  
XMAS CARDS — Box of 12 Cards and Envelopes. Box of 21 Cards, 21 Envelopes, and 50 Xmas Seals. **9c**  
XMAS CARDS — Box of 21 Cards, 21 Envelopes, and 50 Xmas Seals. **20c**  
XMAS WREATHS — Electric, With Bulb. Each. **15c**

**THREE CHARMS TOILET SET**  
Contains 6 Items in Beautiful Red and Silver Box. Cold Cream, Vanishing Cream, Honey Almond Lotion, Skin Freshener, Toilet Water, Face Powder. Set **45c**

**SMASHING EXTRACT DEAL**  
8-Oz. Mother's Pride Vanilla. FREE: 5-Piece Garnishing Set. Approved by Good Housekeeping. Consists of: Peeler and Corer, Ball Cutter, Corrugated Garnisher, Slicer, Double Ring Garnisher. Complete Deal **30c**

**RAZOR BLADE VALUES**  
Tira Blades — Blue Steel, Per 100... **5.34**  
Triumph Blades — Blue Steel, Per 100... **.40**  
Nash Blades — Blue Steel, Per 100... **.45**  
Harmony Blades — Blue Steel, Per 100... **.50**  
Unified Blades — Blue Steel, Per 100... **.50**  
Rx Blades — Blue Steel, Per 100... **1.00**  
Tip Top Blades — Blue Steel, Per 100... **1.25**

**WINDO BANNERS and COUPONS FREE.**

**ODEURS DE PARIS**  
Perfume, in 2-Drum Bottles and Indiv. Boxes. French Perfume. Dozen. **48c**

**ODEURS DE PARIS**  
Perfume, in Beautiful Tan Suede Indiv. Boxes. Full 1-Oz. Size. Each. **20c**

**GET A FREE COPY OF OUR 1936 CATALOG**

FEATURING OVER 2,000 OUTSTANDING VALUES PROFUSELY ILLUSTRATED.

**TAKE ADVANTAGE OF AMAZING FREE DEAL**

Any Order For \$5.00 or More From This Ad or Our Regular Catalog Entitles You to 100 Rx Blades Free. SEND YOUR ORDER TO THE NEAREST OFFICE.

**UNIVERSAL MERCHANDISE CO.**

37 Union Square, New York, N. Y. | 512 Canal, New Orleans, La. | 676 Mission St., San Francisco, Calif. | 123 South Wells St., Chicago, Ill.

**6th ANNIVERSARY — WALTHAM \$2.50 EA.**

16 S. Fitted in Ill. Flat Model Cases. 7-J, \$2.50; 15-J, \$2.50; 17-J, \$4.00. Same as Above in 12 S, 7-J, \$3.25; 15-J, \$4.25; 17-J, \$4.75. Min. Quan. 5. Extra. Doz. Single Watch, 50c. Extra. 25c Deposit. Bal. C. O. D. Buy Quality. EVERY WATCH GUARANTEED. Send for Special Circular. **FALTER & SMITH, INC.**, 5-11, 410 Trinity Pl., New York City.



**LOOK! Here's a Buy!**

The Newest in 5-Inch Boats, with Hulls finished in Assorted Colors and Chromium Plated Sails. Each boat in a box. **\$4.224. 10.80** Per Gross



**Bottle Shape Lighter.** Made of bakelite in dark brown color. No. B95J31. Per 100 **\$8.00**

**Princess Model.** Made of Bakelite in attractive assorted colors. No. B95J41. Per 100 **\$9.00**



**Vanity Model.** Chromium finish. Modernistic designs with black enamel. No. B95J22. Per 100 **16.00**

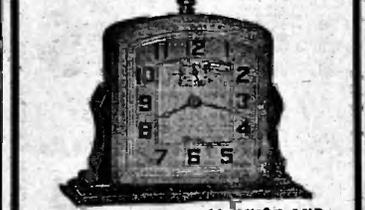
**Camera Lighter.** Made of Bakelite, patterned as black leather. No. B95J40. Per 100 **18.00**



**SENIOR AUTO LIGHTER**  
For use on auto dash or windshield or other convenient place. Two vacuum cups assure firm grip on any surface. Chromium finish. No. B88J25. Per 100 **20.00**

**GUARANTEED BARGAINS**

Michigan's Largest Wholesale Premium House for Home Use, Groceries, Sales Board Operators and Trade Stimulators. Complete with Shades, **BRIDGE LAMPS.** Complete with Shades, **FLOOR LAMPS.** Complete with Shades, **TABLE LAMPS.**



**IRONS TOASTERS SANDWICH TOASTERS WAFFLE IRONS ENAMELWARE GILBERT CLOCKS DISHES BRIDGE TABLES ELECTRIC MIXERS 12" SHIP AND MIRROR**

**12 KNIFE AND FORK SET.** Onyx Handles  
**MILITARY SETS NOVELTY LAMPS COOKING UTENSILS GLASS COFFEE MAKERS COMPLETE LINE OF COFFEE MAKERS**

Regular Selling Price in all Department Stores \$179. Our Special Price in Lots of 5, Only \$40 Each. One Unit, 90c. Write for Catalogue Today.

**B. J. MARSHALL, Inc.**  
247 WOODWARD AVE. DETROIT, MICH.

**MAGIC MOUSE**

MOVES IN ANY DIRECTION AT YOUR COMMAND  
Put up in Flashy Envelope, 8" x 25". Little motor and big sheet directions in each envelope. Smallest child can operate after reading directions. All work in a Sample. 10c Single Gross, \$2; 5 Doz. or More, \$1.75 Gross. Immediate shipment. 25% Deposit.  
**REITZ, 114 W. York St., Philadelphia, Pa.**  
Mason Jar Mouse Traps, \$4.00/100, with Jar Tops.

**SELL HANDKERCHIEFS** — Staple, Profitable. Sell 100 Handkerchiefs Men, Jobbers, Agents. Write **HANDKERCHIEFS, Dept. B, 8 W. 28th, New York City.**

**GET A LOAD OF THESE FOR YOUR XMAS BUSINESS**

WITHOUT A DOUBT — THE BEST BUY IN RADIO TODAY.

This 1936 Sensational Airplane Dial Radio amazes all who hear and see it. Volume production makes this buy possible. Take advantage now before prices advance. There's nothing in the market today costing 3 times as much that can touch it.

**5 TUBE RADIO 5 R C A LIC. TUBES**  
With Dynamic Speaker.  
Beautiful 2-Tone Walnut Cabinet, 10" wide, 7" high, works on A. C. or D. C. Current. Super-Tone Quality. Powerful Dynamic Speaker. No ground or aerial required. Set and Tubes guaranteed. Everything brand new and comes packed and sealed in Air-Cushioned Cartons.

**\$6.45** — **\$6.95**  
In Lots of 6 Sample

Here is the utmost in Radio, all built into an attractive cabinet, size 6x12 1/2 x 10 1/2, with its improved large 8" Dynamic Speaker, insuring wonderful Tone and Volume. Just plug it in and you'll hear Police, Amateur Airplane and Beacon Signals as well as regular Broadcast Programs.

**Two Bands 550-1500 and 1500-4000 kc.**  
Two-Tone Cabinet, Striped Veneer Walnut centre, oversize Speaker, Special Short-Wave Switch.

**PLAYLAND SUPPLY CO.**  
118 E. 28th St., NEW YORK CITY.

**TRADE STIMULATORS**

The Season's Most Attractive Merchandise For Machine- and Card Operators!

Here's your chance to clean up with real hot premiums. Give your trade the best while you make the most. Exclusive items! Lowest prices! Famous Bluebird Clocks, Lamps, Aluminum Ware, Etc., etc., priced and made especially for trade stimulators. Write today for our prices and illustrated circular of complete line.

**AUGUST C. KEEBLER CO.**  
Distributors of famous NOVELTY CLOCKS  
43 E. Ohio St. Dept. B Chicago, Ill.

**COSMETIC CLOSE-OUTS**  
TO MAKE ROOM FOR OUR  
NEW 1936 LINES

Quantity.	Amount
Lotions & Shampoos, Fancy Bottles, Dozen	\$ .36
Lotions & Shampoos, Large Sizes, Dozen	.40
Wave Set, 6-Oz. Size, Wide Neck, Dozen	.48
Tidy Comb Hair Dressing, Dozen	.42
Hair Pomade, Large Size, Dozen	.50
Facial Creams, in Tubes, Assorted, Dozen	.54
Facial Cream, Ass. Cold, Massage, Etc., Dozen	.48
Toilet Set, 3 Pieces, in Display Box, Set	.15
Toilet Set, 2 Pieces, in Display Box, Set	.10
Men's S-Pc. Combination Set, Set	.20
Talcum Powder, Giant Size Cans, Dozen	.54
Foot Cream Comforter, Large Jars, Dozen	.54
Perfume, Galloped "Clock" Bottle, Dozen	.30
Powder & Wave Set, Combination, California, Dozen	.45
Alcohol, Rubbing, 16 Oz. 70 Proof (New York) Gro.	8.64
Adhesive Tack, 1/2" x 5 Yards, Dozen	.48
Dental Cream, Assorted 35c Sizes, Dozen	.42
Deal, 10 Shaving Soap, Syptic, Complete Iodine, with Applicator, 15c Size, Gross	2.95
Perfume Jelly, No. 2, White, Gross	2.95
Powder-Perfume Combination (New York) Dozen	.48
Shaving Cream, Assorted 35c sizes, Dozen	.45
Witch Hazel, 16-Oz. Bottle (New York) Dozen	.84
Nail Polish & Remover, Bakelite Caps, Asst. Gro.	3.00
75c Box of 7 Assorted Gases of Soap	.10
Steamer for Colds, 50c Value, Close Out (as Is) Gro.	5.50
Christmas Cards, 10 Assorted in Box	.07
Christmas Cards, 25 Assorted in Box	.16
Christmas Wreaths, Electric, with Bulb, Set	.16
Christmas Tree Light Sets, 8 Colored Bulbs, Set	.24
Extracts (Chicago), Gross	7.00

**VANILLA EXTRACT, 16 Oz. Extra Special (New York) Gross . . . \$9.36**

Spices in De Luxe Tins, 25c Value (Chicago), Gross . . . 4.80  
Fill in quantity wanted. Send your NAME AND ADDRESS with 25% deposit, balance C. O. D. Orders less than \$5.00 payment in full. 118-Page Catalog sent free on request.  
Order From Nearest Branch Established 1916  
**MILLS SALES CO.**  
901 Broadway, 27 South Wells St.  
NEW YORK CITY CHICAGO, ILL.  
85 ORCHARD ST. NEW YORK, OPEN DAILY INCLUDING SUNDAY

**New Attractive MARABOU DOLL**  
and Menagerie  
Horse—Cat—Dog  
Elephant—Scotty  
PRICE RANGE FROM 10c Each and Up  
25% Deposit With Order. Balance C. O. D. SEND \$2.00 FOR COMPLETE SAMPLE LINE, INCLUDING DOLLS.  
All Kinds of Feathers Suitable for Plaster and other Items.  
**New Art Toy & Feather Co.**  
29 East 104th St. (Stuy. 9-0688)  
NEW YORK CITY

**WILL YOU WEAR THIS SUIT**  
and Make up to \$12 in a Day!  
Let me send you this fine all-wool tailored suit FREE OF COST. Just follow my easy plan and show the suit to your friends. Make up to \$12 in a day easily. No experience—no canvassing necessary.  
Send for Samples Free of Cost. Write today for FREE details. ACTUAL SAMPLES and "sure-fire" money getting plans. Send no money.  
H. J. Collins, PROGRESS TAILORING CO., Dept. Z-117, 500 S. Throop St., Chicago, Ill.

**ELGIN WATCHES, \$1.65 EACH**  
7-Jewel, 15 Size, White or Yellow Cases.  
7-JEWEL, 16 SIZE ELGIN & WALTHAM, \$2.35.  
FLASH CARNIVAL WATCHES That Don't Run, 50c Each.  
ELGIN and WALTHAM WRIST WATCHES, \$2.95 Each.  
Send for Price List.  
OREGENT CITY SMELTING CO.,  
Old Gold and Silver Buyers and Refiners,  
119 N. Broadway, St. Louis, Mo.

**NOTES from SUPPLY HOUSES**

One of the outstanding doll lines for 1936 is the Shirley Temple line, handled by Joseph Hagn Company. According to reports it is one of the most popular lines of dolls to be put on the market in years. The body, arms and legs are said to be molded with fidelity to Shirley's. She wears reproductions of the costumes which Shirley Temple wears in her hit pictures. There are many sizes and prices, suitable to every purse. The complete line of Shirley Temple dolls is listed and described in a holiday list price catalog.

Benedict Jerchow, manufacturers' representative, is reported offering a direct factory line of good quality low-priced cigars with special appeal to salesmen and distributors.

A complete line of easily demonstrated soaps and shampoos, manufactured by the George A. Schmidt Company, is proving popular with demonstrators and salesmen, with seasonal sales said to be especially high.

Hex Manufacturing Company is mailing its annual catalog of noisemakers, paper hats, dance novelties, etc., to night clubs, hotels, dance halls and others. They carry a large stock of this sort of goods and have large clientele throughout the United States and many foreign countries. Their catalog shows about everything that is new for celebration purposes, many of said items being of its own exclusive design. Prices also are lower this year. If interested in such goods we'll be glad to see that you get a free copy.

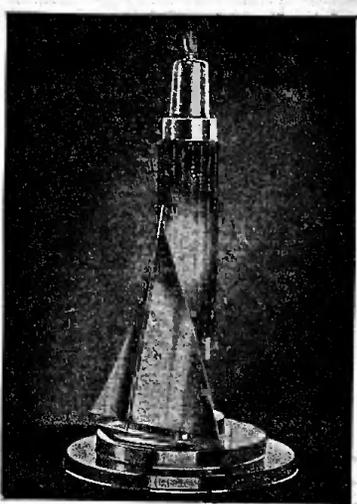
A novel and attractive premium catalog has been issued by the Consolidated Watch Company for the holiday season. The catalog shows a large line of ladies and gents wrist watches, clocks, vanity cases, cigaret cases and many other novelties in the jewelry line. The editor will be glad to see that you get a copy.

An innovation that is creating considerable favorable comment in the East is the novel tie folder being distributed by Boulevard Cravats. This folder contains samples of 15 different kinds of tie material, each sample marked with a number to assist in ordering. The various samples are also made up in muffler, tie and kerchief sets, attractively boxed for the holiday trade.

The 4 Star Drink Maker is a new high-class premium being distributed by

**TUMBLING SANTA CLAUS**  
Toss-Up Balloon  
With Giant Bow Tie. Assorted Christmas Colors. Inflates 24 inches high. Packed in 3 colored envelopes. PRICE \$6.50 GR.  
One-Third Deposit on Order, Balance C.O.D. Sample Dozen \$1.00 Prepaid  
Manufactured by  
**UNITED BALLOON CO.,**  
125 5th Ave., New York City.

**WE THANK YOU CALL AGAIN**  
Sell Original 9"x11" KOEHLER BLUE SIGNS Merchants Buy Readily. BIG PROFITS. Experience Unnecessary. DON'T DELAY. Write for Special Catalog No. 7, and Complete Line of Special Xmas Signs.  
**KOEHLER BLUE SIGNS**  
235 Goetz Avenue, St. Louis, Mo.



**QUALITY Wins Again BUY DIRECT**

Sample . . . . . \$3.00  
3 or More . . . . . \$2.75  
12 or More . . . . . \$2.50

This is the Original Triple Chrome Lighthouse Lamp, height 16", base 8". Furnished complete with cord, plug and 9" tubular column.  
60-HOLE SALESCARD TAKES IN \$15.05 . . . . . 10c  
600-HOLE SALESBORD, 50c,  
Order Now. Send 25% With Order, Balance C. O. D.—F. O. B. Chicago.  
Order as No. 500.

**NEW 1936**  
Illustrations NOW READY. Send for FREE COPY. Lowest Prices on Boats, Mirrors, etc.  
**WHY PAY MORE?**  
**EARL-CHROME MFG. CO.,**  
2866 Milwaukee Avenue, Chicago.

**WE HAVE "IT"**  
A Full Line of Soaps for Your Sales Plans  
**HAPPY HOME MAKER SHAMPOO**  
Assorted Medicated and Perfumed Toilet Soaps; Shaving Creams—Lathering and Brushless; Toothpaste and Tooth Soap; Shaving Soaps and Liquid Shampoos.  
Everything You Need for Store or Demonstration Sales  
Private formula and special compounding also.  
Write for full details on these profitable items.  
**GEO. A. SCHMIDT CO. 236 W. North Ave., Chicago, Illinois.**

**REAL MONEY-MAKERS**  
Extra Large Size BOY ON MECHANICAL BICYCLE—each in a Picture Box—The Big Hit of the Year. Six Inches High. Gross . . . \$21.00  
Kris Krinkle Santa Claus, in envelopes, Gr. \$4.00  
Giant Wreaths for Santa Claus, Each . . . . . 50c  
New Stock SQUEEZE RUBBER CATS, with Tongue and Tail, Gr. . . \$3.50  
Leather Strap Wrist WATCH, boxed, Gr. \$ 4.00  
H. Hat Colored FUR MONKEYS, Gr. 4.00  
Ck. Mechanical POOCHI DOGS, Gr. 24.00  
Mary and Her Little Lamb, New, Gr. 24.00  
Dancing Wire Skeletons, glass eyes, Gr. 4.00  
Large MICKEY MOUSE on BIKE, Gr. 22.50  
Extra Large NEW JAP INFLATED Animals, new stock, bright colors, Gr. \$24.00  
6-inch Trimmed WREATHS, Gr. . . \$4.00  
Small Mechanical ACROBATS, Gr. . . 8.00  
Mickey & Minnie Mouse Acrobats, Doz. 3.75  
SILVER ICICLES, large box, Gr. 8.00  
Large Colored HOPPING BIRDS, Gr. 8.40  
First Quality CAT TOSS UPS, Gr. . . 4.00  
FUR JUMPING DOGS, Gr. . . \$2.00  
WREATH TRICKY TALKING New Wreath Mechanical Automobile. Runs on any smooth surface and don't fall off. \$24.00  
LADDIE BOY ON BIKE—\$9.00  
Small Size, Gross . . . . . \$21.00  
BOXERS—2 Mechanical Fighters \$21.00  
3-Pc. International TOP SETS, Gr. \$4.00  
Large Size PON PON BOATS, Gr. \$3.50  
One-Half Deposit on All Orders, Balance C. O. D. Send \$2.00 for Samples of All Hot Street Items.  
**HARRY KELNER & SON, Inc.**  
50 BOWERY - - - NEW YORK CITY  
"Known for Low Prices and Prompt Shipments."

**LUCKY CHARMS**  
PER GROSS \$1.00  
Large Assortment—Elephants, Horses, Scotties, Bull Dogs, Camels, Monkeys, Alligators, Pigs, Rabbits, Etc.  
Lucky Rabbit Feet per gross \$6.00  
Write for Gift Price List. Deposit Required with all Orders.  
**KARL GUGGENHEIM, INC.**  
871 Broadway, New York, N. Y.

**AGENTS!**  
100 Grand Leader Double-Edge BLUE STEEL BLADES 30c  
100 Record Blue Steel Blades 48c  
100 Superior Blue Steel Blades 38c  
100 Mayfair Blue Steel Blades 49c  
3-inch XMAS WREATHS with Light and Cord, Per Dozen \$1.79  
XMAS CARD ASSORTMENT, 21 to box, Each 16c  
FREE CATALOG OF 1000 FAST SELLERS  
20% Deposit with Order F.O.B. Chicago.  
**RELIABLE**  
657 West Madison, Chicago.

**FREE TIE CASE**  
Beautiful Solid Lifetime Tie Carrying Case with gross order. \*BIG FLASH Silk Lined Margin Ties, 25c Sellers, \$1.50 per dozen. 6 dozen \$8.00, 12 dozen \$15.00. Super Quality Ties Tailor Made in Luxurious Silk, Genuine 35c Sellers, \$2.00 doz. 6 doz. \$10.00, 12 doz. \$19.50. Hand-Made Pure Silk Resilient Constructed Ties, \$1.00 Sellers, \$3.75 per dozen. Send \$1.00 for complete Sample Line. Free Catalog. Send 25% deposit with order. Balance C. O. D. **NATIONAL NECKWEAR MFG. CO.,** Dept. B-12, 389 Broadway, Brooklyn, N. Y.  
Have a complete stock of Plaster Novelties for sales-boards and gift stores for Christmas trade; Imported Novelties and Blankets. Write for new low price list. Make prompt delivery. One-half cent with order—balance C. O. D.  
**G. C. J. MATTEI & CO.**  
827 East Madison, Louisville, Ky.

**BAGUETTE LADIES WRIST WATCH**  
All New Sicular Movements—No Rebuilds  
No. 108—Jeweled Movement, in Fancy Engraved Chromium Case. Fine Time Keeper. Individually Boxed. In Lots of 8. Each \$4.50  
**SPECIAL! No. 111—Jeweled Baguette Watch with 50 Sparkling Facsimile Diamonds. Modeled From a \$300 Article. In 1/2-Dozen Lots, Each \$6.00**  
25% Deposit, Balance C. O. D.  
Also Full Line of Waltham and Elgin Reconditioned Watches of All Types at Very Lowest Prices. Send for October List.  
**FRANK POLLAK**  
88 Bowery, Dept. A, NEW YORK, N. Y.

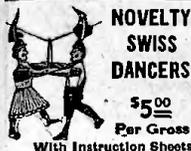
**RED HOT...COMIC...SPICY Xmas Cards & Jokes**  
60 diff. Cards, 50c per 100, or \$3.00 per M; \$2.50 in 5 M lots; \$2.00 in 10 M lots; \$1.50 25 M. Fan Dancer Xmas Greetings and Spicy Poem, 35c doz.; Xmas Scatter, Toilet Paper, 50c doz. COMIC DIPLOMAS with Xmas Greetings, 25c doz. Send \$1.00 for 25 Samples of Xmas Cards and 25 Samples of Red-Hot Joke Articles.  
**T. R. PAYNE, 25 Cardinal Place, New York.**

**FAST SELLING SPECIALTIES FOR DEMONSTRATORS**

.....PITCHMEN AND NOVELTY WORKERS.....  
SEND FOR A COPY OF OUR LATEST CATALOG



B1758—The Old Reliable Glass Cutter Knife. Per Gross, \$12.00.



**NOVELTY SWISS DANCERS**

\$5.00 Per Gross. With Instruction Sheets

**XMAS CARDS ASSORTMENTS**  
EXCEPTIONAL VALUES

B5985—12 Assorted Xmas Cards In Box. Per Dozen Boxes... \$14.00  
B5986—20 Assorted Xmas Cards In Box. Per Dozen Boxes... \$2.00  
B5987—24 Assorted Xmas Cards In Box. Per Dozen Boxes... \$2.85  
B5988—21 Assorted Xmas Cards In Box. Per Dozen Boxes... \$4.50

B2108—Fur Jumping Dog, with Rubber Tube and Bulb. Per Gro., \$6.75.  
B2455—Movable Hand Wrist Watch, Each in Box. Per Gross, \$4.00.  
B5707—Krinkle Dancing Flappie, Each in Glassine Envelope. Per Gross, \$4.50.



B1787—Czechoslovak Toothpick Knives. Gross, \$14.00.  
B1788—Czechoslovak Toothpick Knives. Gross, \$1.85.

B3462—Hurst Gyroscope Top. Per Dozen, \$1.30; Per Gro., \$15.00  
B2159—Black Creeping Mouse, Sparkling Eyes. Per Gross, \$3.75  
B2210—Mechanical Swimming Doll. Per Gross, \$8.50.

**GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.**

**Merry Christmas Baby Turtles Painted**

Engraved with reading, "Merry Xmas, Happy New Year, 1936," on the backs of the turtles. \$11.00 per hundred. A mailing box included for each turtle. Turtle food, 40 cents per dozen packages, F.O.B. Baton Rouge. Samples, 25 cents postpaid. Beautifully decorated with a Red Kite. They are so attractive a turtle cannot help buying one or more. One of our dealers sold as many as 4,000 in one week. Here is your chance to get some real money. Just think of it, a living souvenir that will live a hundred years and only 25 cents to your customer. We paint them Red, White, Blue, Yellow and Green. Size of the turtles, about 1 1/2" x 1 1/2". Weight per hundred, five to seven pounds. Turtles live without food or water for weeks. Guaranteed live delivery.

**BATON ROUGE TURTLE COMPANY**

R. Blvd. and Third St., Box 2107, Baton Rouge, La.

**Xmas Catalog**

CONTAINING 24 PAGES OF CHRISTMAS MERCHANDISE AT LOWEST PRICES IN U. S., featuring

- Xmas Cards
- Iceicles
- Tree Lights
- Gifts
- Tinsel
- Xmas Signs

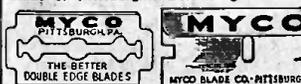
DON'T ORDER XMAS MDSE. UNTIL YOU'VE READ OUR CATALOG.

- XMAS CARDS—four-fold cards with envelopes to match in gift box. Per box... 7c
- ZIPPER WALLLET—Genuine Leather, Gellolophane Wrapped, In Xmas Box. Doz. 3.00
- XMAS ELECTRIC LIGHT SETS—8 Bulbs. Each set... 24c
- TREE LAMPS—100... \$1.00
- TINSEL CORD—For wrapping Xmas packages. Dozen... 35c
- Xmas Iceicles for trees. Doz. each... 30c
- WINCHESTER FOCUSING SEARCHLIGHT—3 battery cells. (retails \$1.89)... 50c
- STERN CIGARETTE LIGHTER—Brass plated... 1.75
- MIDGET LIPSTICK LIGHTER—Nickel plated... 1.00
- DOZEN POCKET KNIVES—with 2 stainless steel blades. Dozen... 75c
- 12-PC. KNIFE AND FORK SET—Stainless steel blades. Ea. set... 75c
- Santa Claus Toss-Up Balloon. Doz. 80c
- 10-PC. Manicure Set—Ea. set... 85c
- BLUE STEEL DOUBLE-EDGE RAZOR BLADES—Quality guaranteed; 5 blades per package; cello wrapped. Per 100... 33c
- SINGLE-EDGE RAZOR BLADES—5 blades to package; cello wrapped. Per 100... 60c
- POWDER & PERFUME COMBINATION—Gellolophane wrapped... 50c

**BENGOR PRODUCTS CO.**

10 E. 17th St., Dept. KS, New York City.

**SELL SUPER BLADES THAT REPEAT**  
Made of Pittsburgh's Best Surgical Steel.



Each Blade in Individual Printed Wrapper and Unconditionally Guaranteed. Jobbers and Large Users Write for Special Prices.  
MYCO RAZOR BLADE CO., Pittsburgh, Pa.

**OUR HOLIDAY SPECIAL**

For Premium Men or Salesboard Operators. Here's a Winner Sensational CCEANIA Electric Novelty Lamp. A gorgeous reproduction of an Italian Throne. Masterpiece. Size, 22 1/2".  
Our 600-Hole Board Deal sets the dough. A sample will convince you. Lamps only \$1.45 Each. Special Introductory Order \$15.00. Colorful 600-Hole Boards With Irresistive Headings, 75c Each.  
1/2 Deposit on C. O. D.  
Write for Catalog of Other Blue Ribbon Numbers.  
GAIR MFG. CO.  
Dept. 211A, 1919 Sunnyvale, Chicago.



**A NEW AND SENSATIONAL MECHANICAL TOY FOR DEMONSTRATORS AND STREET MEN — THE TRICKY TAXI AND MYSTIC MOTORCYCLE.**



Either will scoot around in a mysterious manner in all directions on a smooth table or base without falling off. It will also do many tricks on small surfaces. Price on each item, \$24.00 per gross. Sample of each will be forwarded upon receipt of 90c.

- Boy on Aeroplane, Mechanical... \$9.00-\$24.00
- Fur Jumping Dog... \$ 8.00
- Wagging Tail Dog, Mechanical... 9.00
- Pooch's Dog, Mechanical... 24.00
- Boy on Bicycle, Mechanical... 9.00
- Squeaking Plush Dog... 9.00
- Squeaking Rubber Toys... 3.60

**NASELLA BROS.**

48 HANOVER ST., BOSTON, MASS.

**10,000,000 Kids Want RO-LO TRICK LASSO**

A HOLIDAY GOLD MINE For Salesmen, Distributors, Demonstrators! Pitch Men!

WITH RO-LO anyone can do the thrilling Cow-boy Rope Tricks like an expert (not a rope, yet gives same effect). Youngsters wild about it—stowaways, too!

**WILD 10 AND 25c SELLER!**  
Demonstrator draw EVERYBODY BUY! Merchants too! Profits by the HATFUL—100-187% up. 10c brings sample, or order direct. 10c seller, 20-1/2 72-83.45; gr., \$6.60 8-9c. \$17.10 Double Ro Lo 25c seller, double, these costs. Terms: Cash, or 25% Deposit, C. O. D. 15-day Money-Back Guarantee. Prot. Ter. if you're FIDELITY to quality! RO-LO Sales Dept. L-46, 155 E. Superior St., Chicago.

**RUNNING MICE GREAT XMAS NUMBER**

With Improved Ears and Glassy Eyes  
\$3.50 3c Gr.  
1/2 Deposit with order.  
Balance C.O.D. Sample 1c.  
Free Catalog of Xmas Items—Party Favors.

**GORDON NOVELTY CO.**  
933 Broadway, Dept. D, NEW YORK CITY.

**BLANKETS NOVELTIES**

Reason—Esmond—and other makes at the Jobbers prices. Job lot of Blankets, part wool, wilton binding, full size, beautiful patterns, at 88c. Patch Quilt design, Old Kentucky patterns, special \$1.10 each. Rayon and Silk Umbrellas, 10-12 inch, silver frame, beautiful bands and patterns, special \$1.38, and thousands of novelties at below the wholesale price.

**OSHRY BROS.**  
10 Spring St., Boston, Mass.

Charles Ufert. This novel gadget is composed of ice crusher, juice extractor, non-clog strainer and cocktail shaker. It is chromium plated. The quart bar glass is fine lead crystal.

Charles Ufert is again featuring a complete line of Christmas greeting cards. The line comprises more than a dozen numbers, including boxed assortments of 12, 15 and 21 cards, gift wrappings, gift cards, cards that are individual for mothers, many other relation cards and kindred specialties. The many years' experience seen by this firm enables them to offer a distinctive line. The descriptive folder issued by this concern gives some interesting sales hints and offers many suggestions on how to find outlets for business on cards. The present is the 23d season that greeting cards have been handled. Mr. Ufert and his associates co-operate to render a service that features service as a first aid for success on the part of sales hustlers.

United Balloon Company has marketed for the 1935 Christmas season a new Santa Claus balloon toss-up. The balloon inflates to 24 inches high and comes in assorted Christmas colors with a giant bow tie. Samuel Gordon, president, is the man who in the past gave us the Toy Balloon Airship and Dirigible; Fido, dog balloon; the toss-up balloon, with the face of a boy; the Zip toss-up and the current Stratosphere balloon. Mr. Gordon is very enthusiastic about the reception given his latest creation—the Santa Claus toss-up balloon.

Samuel Broudy, president of Jersey Trading Company, reports that because of the terrific demands of the operators in the country for a complete catalog of the firm's products he is preparing a 50-page catalog completely listing all the products of the firm.

Sam has developed one of the finest premium merchandise businesses with operators in the country. He has devoted much of his time to the manufacture of specialized items for the operators, which he has proved are unusually well adapted to the increase of play on their games.

Even the music-machine operators, he reports, are now using certain items which he has prepared for them, but he says that the demand for a complete catalog has become so great that the firm decided to publish one so that all the products will be listed in this one catalog, which can be used as a reference book by operators previous to making their purchases.

This 50-page catalog will be unlike any other which has ever been presented to the operators, he reports, because it will feature the type of premiums which the firm has made famous in this territory.

Among the most outstanding of these will be the fishing tackle, radios, rifles, shotguns, blankets, sportswear and other material which the firm has popularized in the Eastern section of the country.

**Again Outlet Offers! JUMBO SIZE DENTAL CREAM**

Well-known brand, each an individual box, marked 50c. Each 5c

**ILLUMINATED RAZOR SET**

Consists of double-edge RAZOR, metal case PEN FLASHLIGHT, genuine MAZDA flashlight bulb, TWO BATTERIES, and all attachments, complete in beautiful lithographed box. Retail at leading stores \$1.50 each. Complete Set... 28c

**FLASHY BLADE DEAL**

Consists of TUBE OF SHAVING CREAM, 10 DOUBLE-EDGE BLUE STEEL BLADES, JUMBO STYLOG PENCIL, STONE RAZOR BLADE HONE. Complete 12 1/2c  
Den't 25c Deposit, Balance C. O. D.  
New FREE catalog, just out, contains 1,000 hot money-makers.

Outlet Merchandise Co., 21 PORTLAND ST., Boston, Mass.

**SNAPPY XMAS CARDS**

Two "Hot" Views, Each in Env. Per 100, \$1.85. Samples, 25c.

10 XMAS CARDS in env. Ea. box... 11c  
24 CARDS in env.; box 18c. Samples postpaid, 18c and 25c.  
"GIRLS — G", beautifully trimmed. Dozen 35c — 25% Dep.  
HOUSE — 20, HOUSE ITEMS — Sundries, Blades, Apron, Turkey Cards.

**HOLIDAY CHOCOLATE DEALS**

Handsome Gellolophane Boxes. High Quality. Hand Rolled.  
**BIG PROFITS!** Write For Prices.

**CHAMPION SPECIALTY CO.**  
814-D Central Street, KANSAS CITY, MO.

**HARRIS SCOOPS AGAIN**



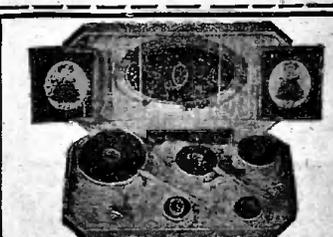
**Sensational Values**  
Genuine automatic Pocket Lighter. Assorted beautiful enamel colors. Looks and guaranteed to operate like a \$5.00 automatic lighter.  
A HARRIS EXCLUSIVE SENSATIONAL VALUE!  
Each 30c



Ingraham POCKET WATCH  
Black track dial. Special. Each... 69c  
Ingraham POCKET WATCH  
Silver dial. Each... 69c  
HARRIS GILT PLATED WATCH  
Fully guaranteed. Each... 88c



GENUINE PARKER Pen and Pencil Set; PARKETTE MODEL; fully guaranteed; FREE Bottle of Quink. Per set... \$1.15  
NICKEL-PLATED WIND LIGHTERS. Per doz... \$1.65  
MATCH KING ENAMELED LIGHTERS. Per doz... \$1.80  
LAGED-EDGE BILLFOLDS... \$2.40  
Per doz. Write For Our New Catalog.  
**THE HARRIS COMPANY**  
519 West Madison St., Chicago.



**10 PIECE INLAID ENAMEL DRESSER SET \$27.00**  
Boxed (Not Display). White they last. F.O.B. N.Y.  
**WORLD TRADING CORP.**  
878 Broadway, New York.

**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 "flash" 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!—A great record record \$200 a month. Write for details while supplies in hotel! "Going like hot cakes," says Balley.  
WRITE quick—see established for EXCLUSIVE territory. A postal will do!  
JUSTRITE MFG. CO., 2021 Southport, Dept. 18-88 Chicago

**Buy Direct From Manufacturer**  
Make 200% Profit on Latest Creations in Knitted Ties.  
No. 300—\$1.50 dozen; \$16.00 gross No. 400—\$1.75 dozen; \$18.00 gross No. 500—\$1.75 dozen; \$18.00 gross No. 510—\$1.75 dozen; \$18.00 gross Beautiful Selection in Silk Mosquitos \$1.75, \$1.75 dozen; \$18.00 gross.  
**ROYAL KNITTING MILLS**  
Dept. B, 169 Dixwell Ave., New Haven, Conn.

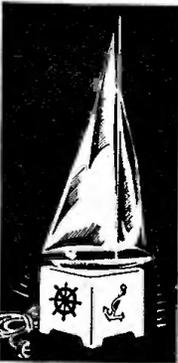
**WRIST WATCHES, \$3.75 vs. POCKET WATCHES, \$6.50 gr.**  
Samples Submitted, 25c.  
**VICTOR, 114 N. Canino St., Philadelphia, Pa.**



Every \$1.00 Gets you \$5.00  
Yes, sir, real profit. Goodrich Home Workers always have dough, and when you call prospectus Home as made by the Goodrich Co. Dept. 864, they buy with confidence. Pitchmen, Window Workers, Distrs, write for low gro. prices. Best season ahead. Sample 10c.  
**GOODRICH**  
1500 W. Madison, Dept. BR-11, Chicago.

# SALESBOARD MEN LOOK! These Two Bring Home The Bacon

And How They Do Bring It Home! Take a good look at these items. Both of them have SALESBOARD "M" the stuff that people "go for." Then check on the prices that's what YOU will "go for." Ordering in big quantities, makes these low prices possible. You make a sweet profit on every card which is \$10 take. Come and get 'em NOW.



## SHIP LAMP

A beauty. Bulb in blue glass base reflects on chromium ship, making a spectacular, flashy display. And do the ladies try to take this one home. It's "hot" right NOW! Complete with cord and bulb—only \$1.50. Two \$3.10 with card. Take \$10. Your Net \$8.90.

## ROTARY CLOCK

A reliable timepiece and an eye catching. punch getting novelty. No hands, no face, works on new, different principle. How they punch to test it every punch puts money in your pocket. Only \$1.20 each. 2—\$2.50 with card. Take \$10.00. Your net \$7.50.



Balance C. O. D.

M & T SALES CO., 32 W. Randolph St., Chicago

## FAST HOLIDAY SELLERS NEW PERFUME PACKAGES GORGEOUSLY PUT UP

Quantity	Amount
Perfumes of France, No. 101. 28 Odors, Dozen	\$6.00
Perfumes of France, No. 102. 1 Oz. Artistic Bottle, Doz.	.96
Perfumes of France, No. 103. Beautiful Gift Box, Each	.20
Perfumes of France, No. 104. 2 Oz. Exquisite, Doz.	.45
Perfumes of France, No. 105. 24 Odors, Quality, Ea.	.20
Perfumes of France, No. 106. With Atomizer, Set	.45

### "DOROTHY JAY" COSMETICS

Assorted Facial Creams of Quality, 10 Types, Doz.	\$6.00
Lotions, Shampoos, Perfumes, Lint & Wave Set, Dozen	.60
Nail Polish, Assorted Shades, or Remover, Dozen	.53
Lip Stick, Lip Cream, and Rouge, Each on Card, Doz.	.55
Eye-brow & Nail White Pencils, Each on Card, Doz.	.55
Face Powder, \$1 Val. Flesh, Natural, Sun Tan, Dozen	.70

Fill in quantity wanted. Send your name and address with 25% deposit, balance C. O. D. Order less than \$5.00, payment in full.

Order From Nearest Branch Established 1916

## MILLS SALES CO.

301 Broadway, 27 South Wells St., New York City, Chicago, Ill.  
85 ORCHARD ST. NEW YORK, OPEN DAILY, INCLUDING SUNDAY

### HOLIDAY SELLER

Knockout deal for demonstrators. One man sold over 1,300 in 2 weeks. Possible to net \$75 week at this time. Revolutionary idea. Beautiful, durable leather. Agents make extra money showing Coin-Operated to customers. Send \$50 for sample or \$1.00 for three.

556 Washington Blvd., SWANSON MFG. CO., Chicago

## STATE MANAGERS

A dignified sales position selling church, clubs and hospitals our line of Modern Shoe Dressings. Including Shoe Cream, Shoe Dye, Shoe Cleaners, Cleaning Fluid and our NEW, MODERN SHOE DRESSING in shoe form that is CLEAN, ODORLESS and WATER-PROOF.

Write for full particulars and sample offer. THE PERMA LABORATORIES 5819 Broadway, CHICAGO, ILL.

## CIRCUS AGAIN—

(Continued from page 3)

Agricultural Fair Association, sponsored and manned by the Jaycees, will open on February 18 and run thru the following Saturday. The pageant will be more colorful than ever, it was indicated as Mr. Dozier began to line up committees.

Midway attractions probably will be handled in a unit, rather than independently, because of the satisfactory manner in which this feature was handled last year by Krause Greater Shows. Whether Ben Krause will get the contract this year remains to be seen. The policy of "no grift" brought forth a flood of favorable comment last year. Leonard Mason, fair committee chairman, will name aids in a few days. Jack Gurnett is director of publicity and pageant secretary again.

## SLA Auxiliary To Hold Open House

CHICAGO, Nov. 23.—The Ladies' Auxiliary of the Showmen's League of America has arranged for headquarters at the Hotel Sherman for Saturday, November 30, to Tuesday, December 3, to hold open house for the visiting ladies of show business and the wives of visiting showmen, park men and fair secretaries.

Mrs. Lew Keller, chairman; Mrs. Kory Yeldham, secretary; Mrs. H. T. Belden, treasurer, and Mrs. Al Latto, second vice-president, have arranged to have notice posted on the bulletin board of the Hotel Sherman so that all ladies will find it convenient to locate the headquarters of the auxiliary. Arrangements have been made for their comfort and convenience while their husbands are transacting business at the convention.

## FOR A XMAS SELLER HERE'S THE "TOPS"

Escalator Cigarette Case with Lighter

**\$7.50 DOZEN**

Cleverest Combination Cigarette Case and Lighter ever put out. The touch of a finger rolls it open just like the roll-top patterns. Accommodates 10 cigarettes. To operate lighter simply pull out flint and strike like a match. Chrome with red, green, black, brown or blue. PRICE, \$7.50 PER DOZEN.

Be prepared for the Holiday Rush. Stock this beautiful newest of all items NOW. Orders filled promptly.

### NEW GEMO RINGS

Another Winner that has no equal. Available in Men's and Ladies' Sizes. Come in 12 distinct patterns. Men's Rings, \$22.50 Gross. Ladies, \$18.00 Gross.

Send for our New Catalog—showing hundreds of beautiful items suitable for Re-sale—Premiums—FREE.

HARRY PAKULA & CO., 5 North Wabash Ave., CHICAGO, ILL.

### WE WISH YOU A MERRY CHRISTMAS AND A HAPPY NEW YEAR

**COST 3c » SELL 25c**

MAKE MONEY FAST Costs 3c Stamped Price 25c SHOOT QUICK

1,000, \$25.00; 100, \$9.50; 500, \$15.00. Postpaid, U. S. A. and Delivered to You. Play a Good Horse While It's Coming In.

SILVERITE SIGN CO., 417 SO. DEARBORN ST., CHICAGO.

### SLASH!

NEW DAY BLADES—Peaked 5s in 2-color attractive package. First quality guaranteed. Per 100, \$3.50. 350 quantity limited. Dozen, 60c. No. 3 THREAD—100 yards; black or white. Dozen \$2.20. PEARL POLISH—SHAVING OR DENTAL CREAM—Medium size. Dozen \$1.00. PENCILS—Yellow hexagon, red eraser, 500. XMAS CARDS—All folders, 8 in box. 50. MAIL POLISH AND REMOVER—6c. (Assorted) Bakelite caps. Gross \$2.75.

FREE CATALOG! Please include a deposit with order.

ROSS PRODUCTS 68 W. 29th St., New York City.

## SLIP-OVER SWEATERS

Our "WINDSOR" Sweaters are Marvellously Soft & Fluffy. Made of Camel-like material and exact duplicates of the finest Sweaters on the market. Latest Seasonal Colors—Oxford, Blue and Camel. Sizes, 38 to 48. \$6.50 DOZ. PREPAID SAMPLE, \$1.00. 25% Deposit With Order. Balance C. O. D. NEW VICTORIA TRADING CO. 1241 Broadway, New York City

# HANDS UP!!! BUT LOOK! Amazing New "MYSTERY" BELT WITH SECRET MONEY POCKET DEFIES THIEVES and ROBBERS!

**PAYS YOU UP TO \$15 A DAY!**

Absolute safety for money carried right on the person! What a sensation. Here's the article every man wants and buys on sight! Looks like a regular, high quality, handsome leather belt—BUT IT'S A "MYSTERY" BELT equipped with a CONCEALED SECRET MONEY POCKET that is known ONLY TO THE WEARER! Pick-pockets, thieves and hold-up men cannot find it! No "zipper" to betray where money is concealed! Both inside and outside surfaces of smooth, unbroken genuine cowhide leather from end to end. A sport-looking, dressy, long-wearing belt—PLUS absolute concealment and safety for money.

### SELLS ON SIGHT!

Every man wants this amazing "MYSTERY" BELT with its concealed secret money pocket. The instant you show him its astonishing features. Keeps money absolutely safe and hidden yet instantly available to the owner. Patented Secret Pocket Belt. Also 22K Gold name free on Belt for identification. Write today for details.

Beautiful, sporty, handsome, designed Buckle of Genuine Dirigold, with owner's initials engraved. FREE! Patented Secret Pocket Belt. Also 22K Gold name free on Belt for identification. Write today for details.

Wave of hold-ups and crime makes it an absolute necessity. You "cash-in" big with astonishing convincing demonstration of magic-like SECRET-SAFETY FEATURE.

HALVORSEN, INC., Dept. L-96, 605 W. Washington Blvd., Chicago

## NEW! Autocrat Compact NEW!

With Recently Developed CHROMATIC SPEAKER

Radio's Latest—A New, Startling Type Speaker NOW!—Excellent Fidelity in a Compact Set.

SIX OUTSTANDING FEATURES:

- ILLUMINATED AIRPLANE DIAL
- HAND-RUBBED WALNUT FINISH CABINET.
- LICENSED BY R. C. A. AND HAZELTINE.
- FOUR R. C. A. TUBES.
- AC-DC BUILT-IN ANTENNA.
- ALL BEST STANDARD PARTS—NO SECONDS.

25% Deposit Required With Each Order.

**AUTOCRAT RADIO CO.** In Lots of 9, \$7.65 Ea. Less Than 6, \$7.95.

3855 N. Hamilton Avenue, Chicago, Ill.

### Merry Christmas

Happy New Year

10 samples \$1.00 Order by No. 50% dep., Bal. O.O.D. Free catalog.

LIBERTY CO. Dept. 590, 24 E. 21st St., New York.

20 Joyeux Noel et Bonne Annee (in French). 21 Felix Navidad y Ano Nuevo (Spanish). 4 FOLD XMAS CARDS—8, 10, 15, 21 in. Hold. 50c. Q. 20c.

FREE LIGHT SETS (8)—23c per 100. Extra Low Prices on Lamps, Wreaths, Roping, Snow, Icicles and Reflectors.

### OUR NEW 1936 CATALOGUE

IS NOW READY. IT CONTAINS OVER 2,000 TRICKS AND JOKEBS. HAPPY NEW YEAR, CHRISTMAS, ERS with BIG profits. Order from list below or send \$2.00 for 50 Samples and Litera. COMIC SPICY

XMAS CARDS, Ass't., 1 printed in one color, 50 diff. Per 100, 50c; per M., \$3.00. Ass't. 2, in 3 colors, 50 diff. 80c. Per 100, \$8.00. Ass't. 6 in colors, 30 kinds, \$1.00 C. \$7.50 M. Folders with RED HOT POETRY, \$2.00 per 100. Xmas Band Cards, small, 80c; large, 40c per doz. Nestled Box, 25 to set, innermost contains a doll. A Comic Xmas Gift, Doz., 75c; grs., \$8.50. EMERGENCY XMAS CARD (break glass), Doz., 35c. Bank of Happiness Xmas Check, Per 100, 80c. THE GIFT OF DISTINCTION, in box, 10", \$1.50 Doz. FOR THE NECK (man or lady), Per Doz., 90c. SPECIAL GIFT (with cone dogonell), \$1.25 Doz. WOODEN DOOR KNOB, pile in beauty box, 90c Doz. MAGNO FACE CREAM with SNAKE, \$1.35 Per Doz. Auto Whizz Bangs, 100 Doz. Bangs Jewel Box, \$1.50. Auto Tiro Bangs, 40c Doz. A real "NO DOG", \$1.50. Snake Book, 50c Doz. Doctors' Secret, 50c. SNAKE WHISKEY, \$1.75. Shoot Hand-Blow, 50c. NEWBORN KITTEN, \$1.00. BRIDE or GROOM, \$1.50. Above are DOZEN PRICES. RUSH YOUR ORDER NOW. MAGNATRIX NOV. CORP., 136 Park Row, NEW YORK.

## SPECIAL ATTENTION! • JOBBERS • PREMIUM USERS

### THE BROADWAY WATCH

Special for your Holiday Business. The Broadway Watch is a good looking lever watch that is guaranteed to keep accurate time. Complete with Box and Price Tag.

6 Jewel \$3.00  
15 Jewel 4.50  
17 Jewel 5.25

We can supply your wants with anything in the Watch line in either Swiss or American make. 25% Deposit. Bal. C. O. D.

**CONSOLIDATED WATCH CO.**  
65 Nassau St., N. Y. City.

### BIG HITS NOVELTY INCENSE

LUCKY FORTUNE TELLER INCENSE Message Appears in Ashes.

BIRTH MONTH PERFUME, with FREE Zodi. acal Reading.

AUNT GALLY'S LUCKY DREAM INCENSE, with FREE Lucky Numbers.

WIRE OR RUBE FOR STOCK NOW! SPECIAL TRIAL OFFER:

2 Dozen Boxes Any of Above Items \$1.50 (Single or Assorted)

1 Gross, \$9.00.

2 Sample Boxes, Prepaid, 25c.

Shipping charges prepaid on first trial order only. 25% deposit required on all C. O. D. orders.

**VALMOR PRODUCTS CO.**  
5249 Cottage Grove Ave., Dept. 308, Chicago, Ill.

### MAKE MONEY FOR XMAS

Crossfit Gandle Buds, red and clear, 10c ea. Beautiful Ass't. Xmas Cards and Folders; 21 cards, 21 envelopes; doz. box \$1.75. Old Reliable New Stanley D. E. Blades 5 pk., 100 box \$1.75-100 Gillette Type Blades 5 pk., 100 box 38c-100 Single-Edge Blades; 5 pk., 100 box 38c-100 XMAS WREATHS \$1.25 some with candles, some with leaves, some with bells; beautiful decorated—25c, 40c, 50c, 75c, \$1.20 dozen

8-Bud Tree Set with Cord, beautiful box 25% Deposit—Balance C. O. D.

245 N. 8th St., PHILADELPHIA, Pa. Send for Catalogue.

### CIGARS

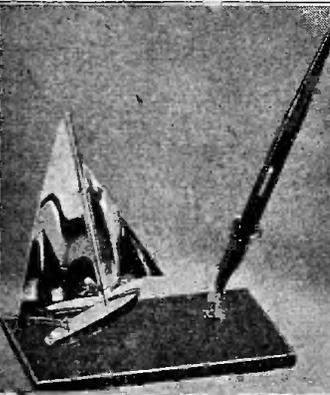
Tremendous profits, selling stores and individuals. Send \$1.25 for 50 Cigars and full information. May meet financial independence. W. DIRECT SALES, 246 Fifth Ave., New York City.





**AMERICA'S BEST LOVED CHARACTER**  
Immortalized in Sculptured Beauty. At a price within reach of all who loved him. This Beautiful Figure is finished in Antique Ivory or Bronze, of Durable Italian Alabastine. Height, 8 inches.  
One makes a beautiful decorative object. A pair make perfect bookends.

**SAMPLE \$1.00**  
**PRICE \$8.50 PER DOZEN**  
**EVERYONE WILL WANT ONE**  
**BE PREPARED TO SUPPLY THE DEMAND**

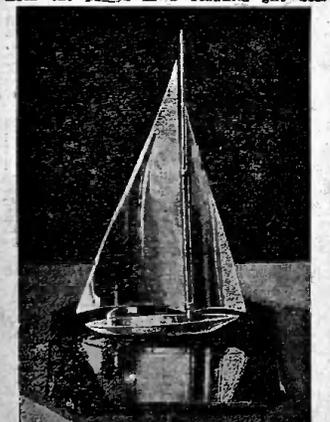


Every Man, Woman and Child Will Want One of These  
**DELUXE FOUNTAIN PEN SETS**  
A beautiful all-chrome Saff Boat, mounted on heavy polished and beveled Celestial Blue 4x8 Plate Glass, with a Guaranteed Fountain Pen in a movable socket. It makes an ideal and practical gift.

**TO SEE IT IS TO WANT IT**  
A quality product at a sub-quality price.

**SAMPLE \$1.75**  
**PRICE \$15.00 PER DOZEN**

Each one packed in a beautiful gift box.



**"VOGUE" BOATS ARE BEST**  
**VOGUE PRICES ARE LOWEST**  
**COMPARE**  
B-111—6 1/2" CHROME BOAT, with 4x8 Blue Mirror. Each, 35c. **32c**  
B-211—8 1/2" CHROME BOAT with 6x8 Blue Mirror. Each 55c. **48c**  
B-311—12" CHROME BOAT, with 5x7 Blue Mirror. Each, 80c; **65c**  
B-411—16" CHROME BOAT with 8x10 Blue Plate Glass. Set. **1.55**  
SPECIAL—17" LIGHT HOUSE LAMP, with Blue or White Frosted 8" Tubular Glass and Chrome Ship and Trim. Each. Complete with Bulb, Each \$3.00; Doz. Lots, \$2.40; With Bulb, \$2.85.  
**ORDER NOW, and cash in at these LOW PRICES.** Deposit of 25% with order required. Balance C. O. D. Get on our Mailing List for New Fast Sellers for Premiums, Sales Boards, etc.  
**VOGUE PRODUCTS CO.**  
1832 Merchandise Mart, Chicago, Ill.

**ROUTES**

(Continued from page 89)  
Robbins, Ted: (Rossmere) Boston, Mass., h.  
Rodriguez, Jose: (LaRue's) New York, n.c.  
Rodrigo, Nuno: (El Morocco) New York, n.  
Romanelli, Luigi: (King Edward) Toronto, Can., h.  
Romer, Bill: (Capitol) Winnipeg, Can., 25-30, t.  
Rosen, Tommy: (Wisteria Garden) Atlanta, Ga., c.  
Rosenthal, Harry: (LaRue's) New York, re.  
Roth, Eddie: (Club Alabam) Chicago, c.  
Runyan, Sam: (The Oars) Indianapolis, n.c.  
Russell, Jack: (Vanity Fair) Chicago, n.c.  
Rutherford, Al: (Beaver) York, Pa., h.  
Ryder, Al: (Blue Heaven) Chicago, n.c.  
S  
Sales, Lew: (Club Minnet) Chicago, n.c.  
Sanders, Joe: (Blackhawk) Chicago, c.  
Schneider, Sol: (Old Rumanian) New York, re.  
Scholl, Russell: (Flamingo) Orlando, Fla., n.c.  
Sears, Walt: (Indiana) Indianapolis, h.  
Seizer, Irving: (Circle) New York, h.  
Setaro, Fred: (O'Neal's) Vicksburg, Miss.  
Sherman, Maurie: (Ringside) Fort Worth, Tex., c.  
Simons, Seymour: (Stevens) Chicago, h.  
Sivler, Frank: (Shell Beach Club) Lake Charles, La., n.c.  
Smith, Joseph C.: (Versailles) New York, ob.  
Sober, Mel: (Silver Slipper) Northumberland, Pa., n.c.  
Stanley, Eddie: (Cayo Pars) Chicago, n.c.  
Stanley, Stan: (Mayo) Tulsa, Okla., h.  
Starr, Fred: (Claremont) New York City, ro.  
Stein, Maurie: (Paramount Club) Chicago, n.c.  
Stern, Harold: (Fifth Ave.) New York, h.  
Stern, George: (Plaza) New York, h.  
Stewart, Charles: (The Club) Chicago, h.  
Sweeney, Bud: (Winter Casino) Buffalo, N. Y., br.  
Sylvester, Bob: (Congress) New York, cb.  
T  
Tate, Erskine: (Walkathon at Arcadia Gardens) Chicago.  
Teal, Ray: (Jung) New Orleans, h.  
Teter, Jack: (Wisconsin Row) Milwaukee, br.  
Thurn, Otto: Bavarians: (Pittsford Inn) Pittsford, N. Y., n.c.  
Tinsley, Bob: (Colosimo's) Chicago, n.c.  
Tompkins, Red: (Roseland) Brooklyn, N. Y., br.  
Toppa, Al: (Nut House) Chicago, n.c.  
Trace, Al: (Ben's Chateau) Chicago, c.  
Tremaine, Paul: (Gloria Palast) New York, cb.  
V  
Van Horn, Dave: (Four Horsemen) Philadelphia, h.  
Vaughn, Walter: (Rainbow Gardens) Chicago, c.  
Velas, Esther: (Roosevelt) New York, h.  
Vincent, Jimmy: (Stork) New York, n.c.  
Vozen, Nick: (Edison) New York, h.  
W  
Wagner, Sol: (Via Lago) Chicago, n.c.  
Walsh, Jimmy: (Miramar) Santa Monica, Calif., h.  
Wardlaw, Jack: (Jefferson) Columbia, S. C., h.  
Warner, Al: (Club Riviera) Pittsburgh, n.c.  
Watts, Kenny: (Dicky Wells) Harlem, New York, n.c.  
Weeks, Anson: (Aragon) Chicago, b.  
Weeks, Ranny: (Cocoon Grove) Boston, re.  
Wiley, Hod: (College Inn) Dayton, O., n.c.  
Williams, Ray: (Coral Gables) Lansing, Mich., n.c.  
Willsey, Harry: (Club Cassano) Cincinnati, n.c.  
Winegar, Frank: (Stearns) Ludington, Mich., h.  
Wunderlick, Nick: (Madura's Danceland) Chicago, b.  
Woods, Howard: (Robert Treat) Newark, h.  
Worthington, Bud: (Idora Park) Youngstown, O., p.  
Wylie, Austin: (Kenmore) Albany, N. Y., h.  
Z  
Zarin, Michael: (Waldorf-Astoria) New York, h.  
Zatour, Joseph: (Biltmore) New York, h.  
Zivito, Sammy: (Nut Club) New Orleans, n.c.  
Zollo, Leo: (Benjamin Franklin) Philadelphia, Pa., h.  
**DRAMATIC AND MUSICAL**  
Anything Goes: (Forrest) Philadelphia 25-30.  
Ballet Russe: (Auditorium) Chicago 25-30.  
Barrymore, Ethel: (Davidson) Milwaukee 25-30.  
Blossom Time: (Cox) Cincinnati 25-30.  
Collier's, Chas., Sulas Green: Live Oak, Fla., 28; Lake City 29; High Springs 30; Gainesville Dec. 2; Ocala 3; Mt. Dora 4.  
Cornell, Katharine: (Grand) Chicago 25-Dec. 7.  
Dodsworth: (Erlanger) Chicago.  
Fly-Away-Home: (Erlanger) Philadelphia 25-30.  
Great Waltz: (Masonic Temple) Detroit 25-30.  
Her Master's Voice: (Spidebaker) Chicago.  
Kind Lady: (Royal Alexandra) Toronto 25-30.  
Le Gallienne, Eva: (Masonic Aud.) Rochester, N. Y., 27; (Erlanger) Buffalo 28-30.  
May Wine: (Ford) Baltimore 25-30.  
Naziwya: (Colonial) Boston 25-30.  
Old Maid: (Cass) Detroit 25-30; (Cox) Cincinnati Dec. 3-7.  
Petrified Forest: (Broad) Philadelphia 25-30.  
Personal Appearance: (Garrick) Philadelphia 25-30.  
Room Service: (Chestnut St.) Philadelphia 25-30.  
Singing Before Breakfast: (Chestnut St.) Philadelphia 25-30.  
Student Prince: (Nixon) Pittsburgh 25-30.  
Singing Your Lady: (Shubert) Boston 25-30.  
The Men on a Horse: (Harris) Chicago 25-30.  
Three Men on a Horse: (Plymouth) Boston 25-30.  
Three Men on a Horse: (Erlanger) Atlanta, 25-30.  
Vanities: (Temple) Birmingham, Ala., 27-28; (City Aud.) Jackson, Miss., 29; (City Aud.) Shreveport, La., 30.  
White's, George, Scandals: (Metropolitan) Philadelphia 25-30.

**RADIO SHADOW LAMP**  
THE HOTTEST LAMP NUMBER OF THE SEASON.  
**THE GREATEST VALUE EVER OFFERED**  
19 inches High. Incense Burner in Base. Six Rich Oriental Color Combinations. Large Stone Brilliant Set in On Base. Complete with Mazda Bulb, Cord and Plug.  
**\$12.00 Per Dozen \$1.25 Each**  
DID YOU GET COPY OF CHRISTMAS CATALOG?  
Gift Wares, Toys, Novelties, Christmas Cards, Christmas Candles, Salesboard Deals, Etc.  
Please state your business when writing.  
ORDERS SHIPPED THE SAME DAY.  
**WISCONSIN DELUXE CORP.**  
1902 North Third Street, MILWAUKEE, WIS.

**ORDER FROM THIS AD**  
**TOY SPECIALS**  
Send 25% with Order, Balance C. O. D. USE AIR MAIL.  
DANCING WIRE SKELETON, Gross... \$4.00 BOY ON BIKE, Mechanical, Gross... \$9.00  
SWIMMING DOLLS, Gross... 8.00 BOY WITH AIRPLANE, Large Size, Dozen... 2.25  
JUMPING FUR DOGS, Gross... 6.00 BOXERS ON PLATFORM, Mechanical (with bulb), Gross... 9.50  
POP POP MYSTERY BOAT, Gross... 6.00  
Big Line of Snappy Christmas Cards and Other Fast-Selling Specials.

**Our 1935-36 General CATALOGUE IS READY**  
172 Pages of the Latest Write For your Catalogue Today  
and Fastest Selling Items at Be Sure to Mention your Lowest Possible Prices... Line Of Business.....  
**MIDWEST MERCHANDISE CO.**  
1026-28 BROADWAY, KANSAS CITY, MISSOURI.

**INDEPENDENT BURLESK**  
Big Revue: (Gayety) Washington 25-30; (Empire) Newark, N. J., Dec. 27.  
China Dolls: (Howard) Boston 25-30; (Worcester) Worcester, Dec. 2-7.  
Dainty Dolls: (Gayety) Baltimore Dec. 2-7.  
Dimpled Darlings: (Worcester) Worcester, Mass., 25-30; (Hudson) Union City, N. J., Dec. 2-7.  
Flash and Dash: (Trocaero) Philadelphia 25-30; (Lyric) Allentown Dec. 2-3; (Family) Mahanoy City 4; (Mal.) Williamsport 5; (Orph.) Reading 6-7.  
Garden of Girls: (Hudson) Union City, N. J., 25-30; (Werba) Brooklyn Dec. 2-7.  
Merry Maidens: (Trocaero) Philadelphia Dec. 2-7.  
Oke Doke: (Gayety) Baltimore 25-30; (Gayety) Washington Dec. 2-7.  
Poppin the Cork: (Family) Mahanoy City, Pa., 27; (Mal.) Williamsport 28; (Orph.) Reading 29-30.  
Reception Breakers: (Empire) Newark, N. J., 25-30; (Howard) Boston Dec. 2-7.  
Stepping Stars: (Werba) Brooklyn 25-30; (Republic) New York Dec. 2-7.  
Vaniteasers: (Republic) New York 25-30.  
Dixie Expo.: Lyons, Ga.  
Dixieland: Bawlin, La.  
Cudney: Thorndale, Tex.  
Famous Dixie: Folkston, Ga.  
Florida Expo.: Graeville, Fla.; Altha Dec. 2-7.  
Great Coney Island: Franklin, La.; St. Martinsville Dec. 2-7.  
Greater United: Harlingen, Tex., 27-Dec. 2.  
Hill, Ernest: Chenal, La.  
Hughes Bros.: Buena Vista, Ga.  
Krause Greater: (Fair) Tallahassee, Fla.  
Mohawk Valley: (Fair) Claxton, Ga.  
Oliver Am. Co.: Smackover, Ark.  
Page, J. J.: Millers, Ga.  
Palmetto State: (Fair) Bowman, S. C.  
Porter's United: Broken Bow, Okla.  
Reid Greater: Lakeland, Fla.  
Robson United: (Fair) Chester, S. O.  
Rova Amusement Co.: (Fair) Bruce, Miss.; (Fair) Louisville Dec. 2-7.  
Shugart, Doc: Lecompte, La.  
Small & Bullock: Grantville, S. O.  
Wise: Americus, Ga.  
Zimdars Greater: Welsh, La.

**MISCELLANEOUS**  
Becker, Magician: Mason City, Ia., 25-30.  
Benny's Comed. Harleby Show: Chicago 25-29; Detroit Dec. 2-5.  
Bragg Bros.' Show: Brownington Center, Vt., 25-30.  
Burke & Gordon Show: Wellington, Ill., 25-30.  
Craig Show: Swartwood, N. Y., 25-30.  
Darr, 2-10, Magician: Wellington, Ill., 25-30.  
DeCleo, Magician: Blissfield, Mich., 25-30.  
Delmar, Hypnotist, Escape: (Cosmo) Glendale, Calif., 25-30.  
Evelyn, Mentalist: Abbeville, Ala., 28-30; Dothan Dec. 2-4; Union Springs 5-7.  
Fletcher, Harry, Purple Sage Riders: (Crawford) El Paso, Tex., 27-30; Lordsburg, N. M., Dec. 1; Safford, Ariz., 2; Globe 3; Tucson 4-5.  
George, Doc, Ventriloquist: Minneapolis 26-29; (Beacon) Waukegan, Ill., 30-Dec. 8.  
George, Great Co. (Dominion) Montreal, Can., 27-30; (Starland) Montreal Dec. 1-3; (Cartier) Montreal 4-7.  
Gilbert & Sutton Revue: Sumter, S. C., 25-30.  
Harlan Med. Show: New Albany, O., 25-30.  
Indoor Adv. Co.: Hattiesburg, Miss., 25-30.  
Jackson & Green's Indoor Circus: Summer-tine, N. B., Dec. 2; Sackville 3-4.  
Johnson, Judith, Mentalist: (State) Kittanning, Pa., 25-30.  
Original Floating Theater: Columbia, N. C., 25-30.  
Ritton's Show: Bronwood, Ga., 25-27; Sasser 28-30.  
Wilson, Evonne, Mentalist: (Vance) Henderson, N. C., 28-30.  
Wilson, Magician: (Grand) Ashland, Ky., Dec. 1-3.

**REPertoire**  
Billroy's Comedians, Billy Wehler's: Madison, Fla., 27; Perry 28; Lake City 29; Live Oak 30.  
Blythe Players: Bechtelville, Pa., 25-30.  
California Players: Shickelshiny, Pa., 28-30.  
Princess Stock Co.: Carlisle, Ark., 25-30.  
Sadler's Own Co.: Rotan, Tex., 25-30.  
Tolbert, Milt, Show: Dunnelton, Fla., 27; Inverness 28; Wildwood 29; Leesburg 30.  
**CARNIVAL COMPANIES**  
(Routes are for current week when no dates are given.)  
Alamo Am. Co.: Davisboro, Ga.  
Amerson Attrs.: Leavelle, Ga.  
Bee, F. E.: Gulfport, Miss.  
Big 4: Commerce, Ga.  
Bruce: Macon, Ga.  
Bunts Greater: Brunson, S. O.  
Carolina Am. Co.: Eutawville, S. O.  
Centennial Expo.: Hillsboro, Tex.

**CIRCUS AND WILD WEST**  
Silver Bros.: Baskerville, Va., 26; Palmer Springs 27; Alberta 28; Jarratt 29; Branchville 30; Newsoms Dec. 1-2; Cortland 3.  
**Additional Routes**  
(Received too late for classification)  
Dayton, Joe & Eddie: (Cap.) Winnipeg, Can., 25-30.  
Delmar, Great, & Co.: (Cosmo) Glendale, Calif., 25-30; (Watts) Watts Dec. 1-3.  
Everett & Conway: (Epp.) Los Angeles 25-30; (Shrine) Circus: Porterville Dec. 2-7.  
Elmer, Prince, Mentalist: Lesterville, S. D., 25-30.  
Enos, Rue, Trio: (Golden Gate) San Francisco; (Roosevelt) Oakland Dec. 2-7.  
Felton, King, Menard, Tex., 25-30.  
Harlan Show: New Albany, O., 25-30.  
LaVola, Don: Bakersfield, Calif., 28-30; Porterville Dec. 2-7.  
Miller, Al, H. Show: Rebecca, Ga., 25-30.  
Myres Entertainers: Donnybrook, N. D., 25-30.  
Olympia Boys: Bakersfield, Calif., 28-30; Porterville Dec. 2-7.  
Phillipson Comedy Co. No. 1: Needham, Ind., 25-30.  
Phillipson Comedy Co. No. 2: Farigon, Ind., 25-30.  
Princess Edna Show: Kingsville, Tex., 25-30.  
Purl, Marie, Everything Goes Unit: (Cap.) Newark, N. Y., 25-28; (Schine) Canandaigua 30; (Cap.) Rome Dec. 1.  
Texas Max Show: Cross Plains, Tex., 25-30.  
Texas Yodeling Cowboys: Towanda, Pa., 29.  
Wilson Comedy Players: Jackson, Miss., 25-30.

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day season that enables representatives  
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Bengor Products Company has sent  
out more than 100,000 Christmas catalogs  
this month. Altho Bengor's regular  
catalog of more than 100 pages is always  
being sent to the trade, Lou Gordon con-  
centrated all Christmas items into a  
separate catalog. He claims many peo-  
ple specialize at this time only in this  
type of merchandise and in order to help  
them select the proper selling items this  
second catalog was printed. Ben Gordon,  
president, is preparing a 1936 catalog  
which he claims will have more items  
at better prices than ever before.

The Pilgrim Watch Company has is-  
sued a new Christmas catalog. Many un-  
usual bargains in watches, diamonds and  
novelty jewelry are contained in this  
book and are especially suitable for the  
Christmas holidays.

Always popular at this time of the year  
is the tourist set in a new type of gen-  
uine leather case with zipper. The fit-  
tings include fine quality military brush,  
with metal back, chromium finish; metal  
case for a shaving brush, tooth brush,  
razor, etc. An excellent item being dis-  
tributed by Imperial Merchandise Com-  
pany.

The Ship Lamp, a good item for gift  
shops, general stores, and other merchan-  
dise, has been a wonderful  
seller and promises  
to be one of the popular  
Christmas items  
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lamp is suitable  
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It is made by  
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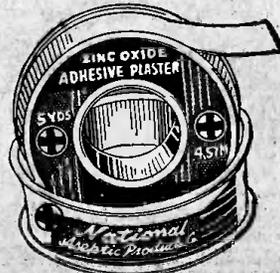
**FOUR-PIECE  
HEART OF THE FLOW-  
ER Ensemble Set, in gift  
box—each set, comprising HEART OF THE  
FLOWER Talcum, Dusting Powder, Face Pow-  
der and Hand Lotion, all in matching floral  
colors. Each, 35c; Per Dozen \$4.00.**



**De Luxe WILLIAM A. WOODBURY Lady's  
Set. Box covered with ivory buff glazed paper.  
Set contains four De Luxe WILLIAM A.  
WOODBURY items—Talcum Powder, Bath  
Saps, Body Powder, Toilet Water.  
Each 35c. Per Dozen \$4.00.**



**WILLIAM A. WOODBURY Men's Set in  
"natural wood" paper box. Contains fol-  
lowing items: Milk Magnesia Dental Cream,  
Lather Shaving Cream, After-Shave Tonic,  
Four-Ounce Bottle of After-Shave Lotion,  
all in blue and silver. William A. Wood-  
bury design. Each 35c; per Doz., \$4.00.**



**NATIONAL BLUE CROSS  
SURGICAL DRESSINGS**

**A Profitable Repeat Line  
for You To Sell**

Adhesive Plaster Gauze Bandages  
Absorbent Cotton First Aid Bandages  
First Aid POC-KITS

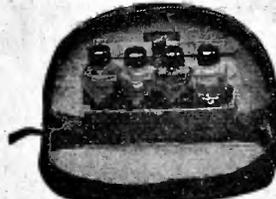
Plaster, 1/2x5, doz. 54c; gr. \$6.40. Gauze Band-  
ages, 1 1/2 inch, doz. 40c. Absorbent Cotton, 1-  
oz. roll in 2-oz. package, doz. 38c. First-Aid  
Bandage, doz. 25c. First-Aid POC-Kits, doz. 70c.

SEND FOR B & N CATALOG  
OR ORDER DIRECT FROM AD

**DOUBLE YOUR  
XMAS BUSINESS**

With These

**William A. Woodbury  
Dermap  
PRODUCTS**



Leatherette Zipper Style Manicure Kit.  
Special jobbers number. Assorted colors,  
black, brown, green. Contains 4 Bottles  
Manicure Preparations with Complete Ac-  
cessories. Each 75c. Per Dozen \$8.50.



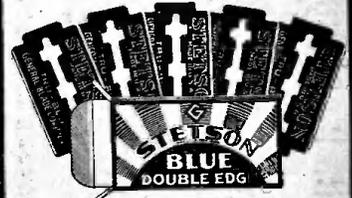
Genuine Lady's Leather Hand Bag  
Manicure Ensemble, Silk Lined, Strap  
Handle, guaranteed non-tarnish frame,  
complete with Manicure Preparations,  
Accessories. Ea. 75c. Per Doz. \$8.50.

**Other Fast-Selling Items**

De Luxe WILLIAM A. WOODBURY Perfume,  
Doz. 30c; Gr. \$9.25. De Luxe WILLIAM A.  
WOODBURY Cold Cream, Doz. 80c; Gr. \$9.25.  
De Luxe WILLIAM A. WOODBURY Face Pow-  
der, Doz. 80c; Gr. \$9.25. WILLIAM A. WOOD-  
BURY Shaving Cream, Doz. 80c; Gr. \$9.25.  
WILLIAM A. WOODBURY Dental Cream, Doz.  
80c; Gr. \$9.25.

And Many Other Famous William A. Woodbury  
Toiletries.

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**STETSON**

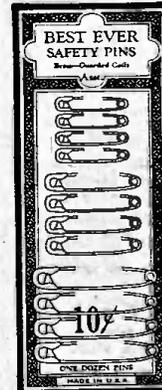
This name on the blade you sell is your  
assurance that your customers will re-  
ceive the utmost in shaving satisfac-  
tion always.

Years of steady increase in public  
esteem stamp STETSONS as the out-  
standing leader in the select Quality  
Group.

**\$1.30 Per 100**

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OR ORDER DIRECT FROM AD

**MAKE MORE  
"PIN MONEY"**



**SELL  
BESTEVER  
Safety Pins**

Nickel or gilt fin-  
ish. Solid brass wire  
with double guard  
coils. Will not catch  
or snare sheepest  
cloth. 12 on a card.  
Assorted or solid  
sizes. Gilt sizes  
OO-0-1; nickel  
sizes 1-2-3.

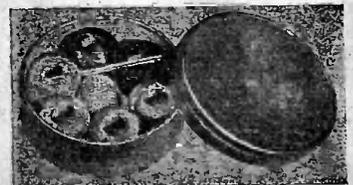
Doz. Cards... 300

**BESTEVER  
Straight Pins**

300 to the paper.  
Finest sharp steel  
pointed Pins. Very  
attractive package.  
Doz. Papers... 350

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OR ORDER DIRECT FROM AD

**HOW THE WOMEN  
"GO" FOR THIS ONE!**



**Combination Darning Kit  
and Pin Cushion**

The smallest complete Sewing Basket on  
the market today. A beautiful Plush-Top  
Pin Cushion in assorted colors, with fine  
quality Mirror on the inside, Six Bobbins  
Assorted Colors Darning Cotton, Two Sew-  
ing Needles and a Plated Thimble, all  
in a small Compact Case. This is a proven  
successful business getter.

Per Dozen... 75c Per Gross... \$8.50

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Gives you Biggest Profits in the Field

**B & N SALES CO.**

Here they are ---  
Order them Now

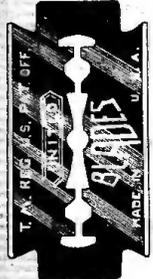
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MADE POSSIBLE BY OUR LOWER  
PRICES AND QUICKER SERVICE

DIRECT FROM

## 7 Same-Day Service Branches

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115 South Wells St.  
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1005 Vine St.  
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1006 No. 3d St.  
PITTSBURGH, PA.—  
967 Liberty Ave.  
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112 North Broadway

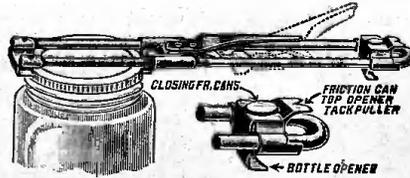


Genuine  
**UNITED  
BLUE  
BLADES**  
ARE  
**ALWAYS PACKED**

In Blue Trade Marked Envelopes,  
Tucks, Cartons Wrapped in  
Blue Cellophane.

55c per 100

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ORDER DIRECT FROM AD.



### KRAG'S No. 30 COMBINATION OPENER

Opens or closes any type  
screw-top jar, Glass or Bot-  
tles. Opens ALL type cans  
with removable covers. An-  
chor top, friction top bottles,  
etc.

Per Doz. \$1.30

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### BLADES With a REPUTATION



Smith D. E. type	\$.80 per c.
(Edison) Enson D. E. type	.85 " "
(Edison) Enson Autotrop type	.90 " "
Wonder D. E. type	.85 " "
Blue Diamond D. E. type	1.35 " "
Eastman Autotrop type	1.25 " "
Eastman Dur. Duplex type	2.10 " "
Eastman Enders type	2.10 " "

Packed in cartons, 20 packs 5's cellophane packages. All Blue Steel except EASTMAN.

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### SUPERIOR BLUE STEEL DOUBLE EDGE BLADES

Your customers will be enthusias-  
tic about Superior. A first quality  
blade made from Swedish steel.  
They repeat.

45c per 100

\$4.25 per 1000

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## ZENITH DOUBLE EDGE BLADES ARE GUARANTEED

You'll look a long time to find a bet-  
ter, all-round seller than the ZENITH  
DOUBLE EDGE. The reason is simple  
enough . . . they're made BETTER.  
The very finest charcoal wafer steel  
goes into every blade. They are care-  
fully inspected after each operation  
. . . nothing left to guess work . . .  
ALWAYS the same. That's the reason  
ZENITH users stay sold and ZENITH  
dealers swear by them as a sure busi-  
ness builder. Order ZENITH today at  
these rock-bottom prices. Uncondi-  
tionally GUARANTEED to give perfect

shaving satisfaction or they will be replaced. Give your customers "a break" and watch your blade sales—JUMP!

100, 75c

1000, \$7.50

## SELL HILTON TOO » » » »

It's smart business to sell more than one brand. Hilton Double Edge adds variety to your line and DOES THE BUSINESS. Ask any Hilton salesman. Order today.

100, 80c

1000, \$7.50

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### VERY BEST BRAND VERY BEST PROFITS!

These spices ground from highest grade full strength spices. Packed in attractive lithographed cans with convenient shaker tops. Guaranteed perfect satisfaction. Order now at these low prices.

ANY OF THESE

60c Doz.	\$7.00 Gross
Red Pepper	White Pepper
Cinnamon	Chili Powder
Ground Sage	Celery Seeds
Whole Cloves	Black Pepper
	Pickling Spice

### BLACK PEPPER—CINNAMON Economy Size Cans

Same high quality as above only in 1/2 lb. money saving cans. Ideal for kitchen, restaurant use.

Doz. \$1.20 Gross \$13.50

### ONION, GARLIC AND CELERY SALTS

Pure ground salts in attractive bottles with shaker top. Can be used on table. Packed in 3-oz. bottles.

Doz. 60c Gross \$7.00

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### BENACO DOUBLE-EDGE BLADE Big Repeat Seller

Here's a new low-priced double-edge, blue steel blade full of real quality. It helps you meet the competition with a blade that gives real shaving satisfaction. Never before such a keen cutting blade, so neatly packed and attractively boxed at such a startling low price. Sell this amazing blade to your customers. BENACO double-edge, blue steel, etched blades, packed 5 to cellophane wrapped package. 100—45c.



### PRINCETON Double-Edge

The finest blue steel, precision ground blade on the market. 100% perfect. No honing or stropping necessary. More shaves per blade. Each blade etched, wax paper wrapped, individually packed in lithographed envelope. Each package of five blades cellophane wrapped. Packed 100 blades (20 packages) in attractive display carton. Per carton of 100... 60c.

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### FLORSHEIM Double-Edge

Here at last is a blade to satisfy the most discriminating shaver. The keenest, most uniform blade made. Each blade etched, wax wrapped and doubly protected in lithographed slip envelope. Lithographed package of 5's cellophane. Packed in hundreds (20 packages) to display carton, also cellophane.

Per carton of 100... \$1.00

### Princeton Auto Stop

Here's a special Auto Stop Blade that always goes big. No line of blades is complete without it. You're missing a big chance for more profit unless you carry this one.

\$1.00 per 100

**B & N** Gives you Biggest Profits in the Field **B & N SALES CO.**

**IT PLUNGER FILLER VAC**  
**SELLS ZIP! ONE PULL—IT'S FULL!**



EVERYTHING IN FOUNTAIN PENS & SETS.  
**JOHN F. SULLIVAN**  
 NEW YORK CITY.  
 455 Broadway  
 Fast Service Sully.

**E. Z. WAY**  
**AUTOMATIC STROPPER**



**W. M. MFG. COMPANY,**  
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**NEW GLASS CUTTER KNIFE**  
 Sample and Particulars 25c.  
**E. P. FITZPATRICK**  
 809 No. Harrison, Wilmington, Del.



This Tool Sells for 25c and Looks the Value. Every Tool Tested.

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Anyone can make a good living this winter operating our One-Minute Camera Indoors or Outdoors. No experience necessary. Our Improved **BLACK-BACK CARDS** and Latest Design **FRAMES, DORLEY FOLDERS** and **BUTTONS** insure your success. All orders shipped promptly. **BENSON CAMERA CO.,** 188 Bowery, New York, N. Y.

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 1-140 POPULAR RECITATIONS, POEMS, STORIES (World's Best Collection).  
 2-OLD-TIME SONGS (Dear to Your Heart).  
 3-COWBOY SONGS (Heard Every Day on the Radio).  
 4-LUCKY NUMBER—Morosco Dream Book. THE ABOVE ITEMS ARE FAST 25c SELLERS WHEREVER DISPLAYED.

Fifty Cents Will Bring the 4 Books to You at Once. Postpaid. Send your Half Dollar to **NUTRIX NOVELTY COMPANY**, 77 W. 47th St., New York City. \$5.00 OFFER!—\$5.00 OFFER!  
 To Dealers—100 of the Above Books, \$5.00, Postpaid.

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We carry Shoe Laces and Findings only and are therefore in a better position to give you lowest prices, perfect merchandise and prompt delivery.

Most staple, best selling items. Buy direct from manufacturer. Send 25c for sample assortment and prices.

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**ARGO PEN-PENCIL CO., Inc.**  
 506 Broadway, NEW YORK CITY.



ALWAYS AT THE HEAD OF THE PEN PARADE. Banker Pens and Banker Blades, Plungers, Vacuum and Combinations. My Pens Sell! It's All in the Pen Point. Demonstrators, get in touch now for your Xmas Pitch Package.

**JAS. KELLEY, The Fountain Pen King,**  
 487 B'way, N. Y. C.; CHICAGO, 180 W. Adams St.



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 Use the Unit Patented by the U. S. Government and Improve Your Sales.

**JOYCE MAGNETIC SPARK**  
 This Unit Repeats Since It is NOT a STRAIGHT BOLT!  
 Send for New Low Price. Sample, 25c.

**JOYCE IGNITION CO.**  
 487 Broadway, New York City.



AMERICA'S LEADING MANUFACTURER OF **FELT RUGS**  
 Lowest Prices. Sample, \$1.35. Postage Prepaid. **EASTERN MILLS, EVERETT, MASS.**

**\$4.25** Gross **\$4.25** Gross

**NEW IMPROVED RUNNING MICE**  
 With Chenille Ears and Tail. **X-RAY EYES**—Looks Better Than Ever. 25c. Deposit on Balance. **O. D. BERK BROS. NOV. CO.,** 18 East 17th Street, New York City.



# PITCHMEN

by **BILL BAKER**  
 (Cincinnati Office)

"WON'T BE LONG . . . now till Christmas and the time to give presents," pipes Sunshine Rogers, Waycross, Ga. "Will have my sock hanging somewhere on the gate to Florida, out of reach of the snowballs, but not too far south to take chances on having it blown away."

"CONDITIONS ARE ABOUT . . . dead in Houston," cards Tom Sigourney. "Jack LaMore, Doc Kukle, Red Kelly, Jack Miller and a few doorway sitters are here. Doc Crandall dropped in and left. Med men coming to Texas must make sure they are fixed to buy a State reader. The boys are really enforcing the law. You might get by without it, but hardly worth the chance. I am back in the subdivision business. The depression is over here and a building boom is on, but pitchmen are not being benefited as yet."

"YOU NEVER CAN TELL . . . when you may find it necessary to change your mind," scribes Doc F. G. Kreis from Walnutport, Pa. "After selling my Manitowoc show and title to Helen Rex I received an S O S and am once again on the show. In nine days she had tried two different so-called lecturers and neither could show results. Am writing this pipe while waiting for a car to take me to church, where I am scheduled as guest soloist. It is snowing and blowing something fierce and has been at it for two days. But despite the weather I can honestly say this has been the best spot of the year. George Sims says it's like old times up in Wisconsin. I lecture and sing the German folk songs to these people. They sure like it. Had a long visit with Johnny Reick, whom I hadn't seen in 20 years. People here want to know when George Hughes will be back with his fire salve."

"THINGS HERE IN . . . Chicago are about the same as when I piped last month," tells Buffalo Cody. "Pitchmen and their better halves are arriving daily. Gypsy Dan Brown came in from Detroit last Friday but saw how conditions were and left promptly for New York. There are now two pitch stores operating in town. Doc Broad's Fruit-Lax store on North Dearborn street, and a store on South State street, managed by Mr. and Mrs. Sterling, who came on from New York just to show us how a pitch store should be conducted. In the Doc Broad store are Texas Tommy, Doc Jake Fox, Doc N. G. Ross, Little

Sampson, exercisers, and Prof. Doyle, scopes. Jean McLain, the girl with the million-dollar smile, and I were working there until a few days ago, when he moved over to the Sterling store. With us on the rostrum are Madam Neasia, scopes, assisted by Dorothy Townsend; Chick Townsend, herbs; Earl Davis, soap; Doc Hankinson, oil; with Jean and I on Fruit-Lax. Attaches of the store include Bud Dunsie, electrician; with floor men and attendants E. Bradley, Frank Kuntz, John Ryan, Jack Lee, Tex Flannigan and Tony Neznarich. A store with this number of employees must get money, and this one is getting it in chunks. Store is becoming a regular pitchmen's headquarters. Station CODY signing off."

**HAROLD CASE** . . . pipes from Rushville, Ind., that he has just finished a very successful outdoor season with his high-diving dogs. One of the dogs, Wiggles, according to Harold, was poisoned recently, tho it is not known whether the poisoning was accidental or otherwise.

"PLENTY OF LISTENERS . . . but no cash," tells Dave Franklin from Hoboken, N. J. "Small place and badly hit by the depression. On to the Big Town. Here's luck to Billyboy."

"AM NEW AT THE GAME . . . but learning fast," infos Joe Kreiner, Little Rock, Ark. "Am working socks now and they are moving fast down here. Is there any honor among pitchmen? Several weeks ago met a very friendly high pitchman. Worked with him a few days. Got picked up for something he did before I met him. I went his bond and he left me holding the bag to the tune of about \$80. Never again! He could easily have beaten the charge if he had stayed, but he preferred to run out (the easier way) and leave me in the hole. Sure would appreciate his remitting to me the \$80. Have I a chance? Ha!"

"ALL I KNOW IS WHAT . . . I see and hear, and if half what I hear about Florida is true it is a fortunate thing they are discouraging boys from working in the State," tells Hot-Shot Austin from Sherman, Tex. "All I found there recently was an abundance of mosquitoes, bugs, ants and other pests, including vast numbers of broken-down natives trying to live on the climate and the incoming public. It certainly

## MAKE BIG MONEY NOW with OAK BRAND-HYTEX TOY BALLOONS

Santa Claus Toes-ups, Christmas Prints and Mickey Mouse Balloons offer great opportunities.

Sold by Leading Jobbers.

**The OAK RUBBER CO.**  
 SAVANNA, OHIO



**ENGRAVERS ATTENTION !!**  
 Here is the Hot XMAS Item You Have Been Looking For.  
**FRATERNITY GUARD PINS AND DOUBLE LUCKY LOVE PINS.**  
 Non-Tarnish Gold Finish, Attractive Display.  
**\$1.35 DOZEN—\$15.00 GROSS**  
 INSTANT DELIVERY.



**FRATERNITY**      **LUCKY LOVE**

Send \$1.00 for No. 8 Line of Engraving Goods. Samples of PINS, BRACELETS and RINGS—also our New Large Catalog.

**RING WORKERS**  
 Our New No. 58 is without a doubt the best selling White Metal ever brought out. Rhodium Finish, three tiny sets. Also gold finish.

**COMPLETE BIG XMAS LINE NOW READY.**  
 Prices From \$9.00 Gross.

\$2.00 Sample Line Will Bring You 20 New Styles. Catalog FREE to Dealers. State Your Business.

**HARRY FAKULA & CO.**  
 Specialists for Demonstration Items.  
 5 North Wabash Avenue, Chicago, Ill.

**You Can Make EXTRA MONEY**

WITH THESE TIMELY SPECIALTIES

Quality Xmas Cards, 21 in Box. 10 Boxes . . . . . **\$1.60**  
 Xmas Signs for Stores. Per 100 . . . . . **\$5.50**  
 Rabbit's Foot Charms; Indiv. Cards. Doz. 60c  
 Rayon Scarfs, with Tassels. Dozen . . . . . **\$3.00**  
 Quality Assorted Chocolates. Dozen Pound Boxes . . . . . **\$3.00**  
 Xmas Cards, 12 in box. Dozen Boxes . . . . . **\$1.00**  
 Apr. Knife Sharpener and Glass Cutter. Gross . . . . . **\$7.20**  
 Stone Concave Hones, Boxed. Gross. \$3.75

Satisfaction assured. You can order direct from this list. Turn your time into money. Prices F. O. B. New York. Deposit required on C. O. D. orders. Samples wholesale, postage is extra.

**CHARLES UFERT**  
 19 East 17th St., New York  
 In Business Since 1913

**HEADQUARTERS FOR SPECTACLES and GOGGLES**

We carry a Complete Line of Goggles, Field Glasses, Microscopes and Optical Merchandise. Our prices are the lowest anywhere.

**NEW ERA OPTICAL CO.** Write for Catalog BF43. Optical Specialties.  
 17 N. Wabash Ave., Chicago, Ill.



**ELGIN—WALTHAM WRIST WATCHES**  
 Brand-New Cases. Metal Bands. Send for Catalog. Biggest Bargain in Used Watches and Diamonds in the Country.  
**W. SPARE & CO.,**  
 108 North 7th Street, St. Louis, Mo.

**2.95**



HERE WE SEE JEAN McLAIN AND TEXAS TOMMY, Jean wearing the hat and Tommy the headdress. Jean was born in Harlan County, Ky., in 1908. At the age of 16 her parents died and she was attracted to carnivals. Some four years later she broke into the pitch business with Texas Tommy, and is now doing great work in Doc Broad's Dearborn street store, Chicago. Texas Tommy was born in Loredo, Tex., the home of the Cods. Her mother passed away some 20 years ago, when Tommy was but 10 years old, leaving Tommy to the care of her father, Buffalo Cody. As a child she broke into the business, with her father, on a Wild West show, later going into the pitch game via the medicine show route. Texas Tommy is now capable of making a pitch on most anything in the book and is boosted by Buffalo Cody as his prize pupil.

**XMAS PEN ASSORTMENTS**

New Stock. Best Assortment for Holidays. Send your orders to BERK'S for Quality Merchandise and Prompt Shipments.  
 Send \$1.00 for Samples.  
**BERK BROS. NOVELTY CO.,**  
 13 East 17th Street, New York City.



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Cash in on the Christmas Spirit  
GARNISHING SETS, MINCERS and GRATERS MAKE AN INEXPENSIVE and WELCOME GIFT TO ANY HOUSEWIFE

PUT UP IN ATTRACTIVE HOLIDAY BOXES

The best merchandise — most attractively packed. The fastest sellers. At the right prices. Quickest and most reliable service.



No "come backs" on Acme Safety Graters. Don't be misled by substitutes that don't work. All goods approved by Good Housekeeping Institute.



ACME METAL GOODS MFG. CO.



GARNISHING SETS.



SAFETY GRATERS. (Patented)

2-24 Orange Street, Newark, N. J.

is no bargain down there. If you can't live on climate and sorghum molasses better stay away. You can't get it and you can certainly get the gyp put on at every place you put up. Good old Southern hospitality sure comes high. Most of the natives in Northern Florida have been forced to join the 'half nudist' colony. Most of the seats and elbows have been removed. At least such are my impressions following a recent visit. Have been in these parts about a week and am getting some money. Cotton is still being picked along both sides of the Red River. Western Oklahoma is and will be good until Christmas due to late crops. South Texas is not so hot. Met Soapy Williams here yesterday. He and the missus are both 100 per cent with it and for it. Lots of jackpots were cut up. Ray Giles is also here on the sheet and in good spirits. Time has left its mark on the old Warhorse, but he is still the same old boy. Santa Claus isn't far away, boys, and now is the time to cut loose with all you have on the ball and show 'em some real speed."

**DEMONSTRATORS II CRYSTAL WORKERS II**

Latest Styles in Genuine DIAMOND CUT CRYSTAL AND RAINBOW PENDANTS at GUARANTEED LOWEST Prices or Money REFUNDED! Send \$2.00 for NEWEST Assortment of PENDANTS, Earrings, Crosses, Oil, etc. Beautiful IMPORTED SEQUIN EVENING BAGS in GOLD OR SILVER, \$8.00 dozen. SAMPLE, \$1.00 EACH.



**RING WORKERS !!**

Try Our LINE of LATEST IMPORTED and AMERICAN RINGS in GORGEOUS DESIGN, including Whitestones, Rainbow and Cameo Rings from \$7.50 Gross Up.

Satisfaction GUARANTEED or Money Back. OUR SPECIAL OFFER: 3 Doz. Whitestone or Birthstone Rings in Beautiful Tray with removable MIRROR \$4.00 our PAY PREPAID. OLYMPIC BEAD & NOVELTY CO., IMPORTERS 307 FIFTH AVENUE NEW YORK CITY

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If not, get our prices on Merchandise of quality. Tonics (Liquids or Herbs), Oil, Family Ointment, Corn Remover, Soap. Anything, everything you need to start you on the road to greater success. Ask any Medical Man About Our Service. Cel-Ton-Sa Medicine Co. Cel-Ton-Sa Building, CINCINNATI, O.



**AGENTS WANTED to sell pictures of JOE LOUIS**

COIN MONEY SELLING COLORED FOLKS. Here's a red-hot number that will start the money rolling right into your pockets. The "Brown Bomber" is the rage everywhere and these handsome autographed photos (9" x 12") will go like hot cakes. So rush your order today!

Sample Photo	25c
10 Photos, Each	15c
25 Photos, Each	35c
50 Photos, Each	12c
100 Photos, Each	11c
200 Photos, Each	10c

25% Deposit Required on All C. O. D. Orders. VALMOR PRODUCTS CO. 5248-NR Cottage Grove Ave., Chicago, Ill.

Hustlers - Pitchmen - Premium Users Believe-It-Or-Not-by-Ripley 32 Pages. Swell flash, \$2.00 per 100. Dime or Stamp for Sample. None free. LEWIS & CO. 303 Fourth Avenue, New York.

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Write for Price List on Soaps, Tonics, Liniments, Nerve Tonic, Tablets and Salves. Under your own label if you wish. Also Fastest Selling Herb Package on the Market, formula attached. Prices right. Plenty Margin for You. BECKER CHEMICAL CO. (Established 1880) 235 Main Street, Cincinnati, O.

**SOAP**

PLAIN, PRIVATE LABEL OR STOCK. Write for Prices. NUTRO MEDICINE CO. 18 South Florida Street, CHICAGO, ILL.

BUY DIRECT FROM MANUFACTURER. Over 300% Profit. New Fall and Christmas Styles. Over 200 beautiful patterns, high quality Cut Silk and Flower Crepe and Crochet. Knit Ties now ready. \$1.25 Dozen, to Retail 40c Each; \$12.00 Gross. \$1.50 Dozen, to Retail 50c Each; \$15.00 Gross. \$1.75 Dozen, to Retail 65c Each; \$18.00 Gross. \$2.00 Dozen, to Retail 75c Each; \$24.00 Gross. 25% Deposit. Balance C. O. D. ESSES BROS. NECKWEAR CO., Dept. B, 828 Roosevelt Rd., Chicago, Ill.

**NECK TIES** Complete line of Men's Neckwear. LOWEST PRICES. BEST QUALITY. Samples 25c each. MAGIC KNOT TIE CO. 3343 E. 55th St., Cleveland, Ohio

**SNAPPY COMIC XMAS CARDS** As we bought a million at a very low price we are able to give you these Cards at a tremendous bargain. We have an assortment of 80 different designs. 25 Samples for 25c, 200 for \$1.00, 1,000 for \$8.00, 4,000 for \$20.00. Send 25% Deposit with C. O. D. Orders. ROSEDALE NOVELTY CO., 124 East 16th Street, Dept. BB, New York City.

**SILK TIES**—25c to \$1.00 SELLERS. Sell Ties and Direct. UNION HOSIERY & NECKWEAR CO. 781 So. Los Angeles St., Los Angeles, Calif.

**BIG SEASON AHEAD**

Buy Direct From Manufacturer GENUINE SUEDINE JACKETS \$24 With Exclusive Talon Zippers. Per Doz. Sizes 36 to 46. Retailing in leading New York Stores for \$3.95. Sample 25c Extra on Wholesale Price. Complete Line of Best Quality Ladies' and Men's Raincoats in a wide range of Materials and Styles. Write Today for Further Particulars and Prices. Send 1/3 Deposit with all Orders, Balance C. O. D. DORROS MANUFACTURING CO. Dept. B.3, 225 West 35th Street, New York, N. Y.

**ENGRAVERS... DEMONSTRATORS**

Again first with the new numbers. Snap in initials in Bracelets, Brooches and Fobs. Best demonstration in years. \$1.00 for complete samples. New engraving numbers, complete line Pins and Cuffs carded at \$13.50, all State seals; new flyers ready. Catalogue. Always something new at EDW. H. MORSE & CO. ATTLEBORO, MASS. We lead, others follow.

**Engravers - Jewelers**

Something New! A line of Signet Rings that will positively not tarnish. Look and wear like Sterling Silver at a fraction of the cost. Don't sell cheap rings that turn white talking to the customers. Sell our rings and make money and friends besides. They are made of high-grade German Silver and beautifully designed. Guaranteed to wear and keep that bright silvery appearance for life. The following three numbers are carried in stock in assorted sizes; Small Baby Signet Rings ..... \$8.50 gr. People ..... \$8.50 gr. Large Signet Rings for Men ..... \$10.50 gr. Hurry your order now. Satisfaction guaranteed or money refunded. American Jewelry Mfg. Co. 50 Washington St., Plainville, Mass.

**Save 80%**

Buy your Sundries, Specialties, Supplies, Blades, etc. direct from manufacturer through our Mail-Order Department. All orders mailed postpaid by us. We have everything. Send for FREE mail-order catalog. THE N-R MFG. CO., Dept. H-81, Box 363, Hamilton, Ontario.

**LEATHER 4 in HAND TIES**

Men and Boys. New Fall Patterns, Folkadot, Plaids, Stripes. Look like Silk. Clean easily. Will not wrinkle. Big profits; repeat orders. Send 50c or Stamps for Sample Tie and Sales Kit. Free Information. LEADER LEATHER CO., Dept. 22, Capco, Mich.

**XMAS BOXES** 24 cards at 20c, 25c, 35c & 45c. **ATTRACTIVE ASSORTMENT** Send your order Today! Let us know what you need—Quick delivery! JOSEPH J. ZAHN P. O. Box 82, Sta. A, Brooklyn, N. Y.

"BEEN A LONG TIME since I shot in a pipe, but I see where Bert Stevens wants one, so here goes," inks George D. Mott, Millville, Pa. "Thru certain circumstances I was unable to take a show out this season. Put in the time working free-act dates with my comedy juggling and a few small fairs and celebrations. Am now playing high schools with my full acts of magic, ventriloquism and juggling. Maynard (Slim) Yokum, a mighty fine musician, is with me."

"NOTICED IN HARTMANN'S Weekly Broadcast where he mentions Eugene Talmadge, the governor of Georgia," writes Ricton from Dooling, Ga. I certainly agree with Mr. Hartmann, all showmen should be appreciative. I know I am. All showmen should drop him a card of appreciation for the many low license regulations he has instituted. We are following the Al Miller Show into Desoto. Business continues good with our opry. Year 1935 has been a darb with us. And the talk is that 1936 will be even better in this State. Prosperity apparently has arrived."

"THO I HAVE BEEN reading the Old Reliable for a good many years, this is the first time I have shot in a pipe," types W. H. Knox, Wichita, Kan. "The 4-H Club show closed here the 14th and I am happy to report that I sold out the day before at noon. One of the boys working peelers and another working novelties just about got their nut back. But for some reason my strops and holders went over with a bang. Have a store booked here for December, so will hang around a while working small towns. All good and open, but the weather is a bit crummy. In spite of the duststorms, things here are satisfactory. Say, Al Warner, why not a pipe from the West Coast? The street here is fairly tough, with Saturday being the only day worth the reader. Spots scarce."

SID SIDENBERG's Sid, Peggy, known to many outdoor pitchmen, made her last pitch at Gallatin, Tenn., November 20. She was 14 years old.

"NEVER COULD UNDERSTAND why Texas is called the Lone Star State," pipes Doc Ely, from San Antonio. "It sure can't be because you have a chance to be alone down here. Conditions as a whole are mediocre or worse. Most cotton is six weeks late and rain and cold weather have hurt the yield. Saw several of the boys and all are more than sorry to hear of Tom Roger's death. He certainly was a prince. Pipe in, old maester, George Bedoni. How is Ole Miss? Hear the boys down yonder are not doing so well. The leaf is well taken care of out here. Understand S. B. (Old Quaker) Powell and A. G. (Let's eat) Goldberg went to the Land of Promise (promise we'll never come back, if we can only get back) Carolina. Wonder how Texas Ed liked the Illinois State Fair. Ed and Lou are in Mexico City. Why? Hear Ralph Lowe is mopping up on the South Plains, selling scholarships for a chain biz college. Saw Jimmy (Pinochle) Herrold ducking in and out of several garages. Was just behind Frank Ellis and J. C. McBride in Lub-

**CHEWING GUM 20¢ BOX**

RETAILS FOR \$1.00. Each Box Holds 20 Full Size 5¢ Packs of Factory Fresh Gum. Snap Display Boxes help you to get quick 100% to 200% profits. Be our distributor. Get started! Send 40¢ for sample box (prepaid) or write for particulars. Great field for agents! AMERICAN CHEWING PRODUCTS, 4th & Mt. Pleasant, Newark, N. J.

**KNIFE SHARPENERS** MASON JAR **MOUSE TRAPS** **STATIC ELIMINATORS** BLACKHAWK MFG. CO. 455 N. Artesian Ave., CHICAGO, ILL.

**NEW SOAPS** FOR CREW MANAGERS, MEDICINE SHOWS, PITCHMEN, ETC. MENTHA (Mentholated) SKIN SOAP \$3.25 (48 3-Cake Boxes) Per Case. DR. RAY'S MEDICATED FACIAL \$3.25 SOAP (48 3-Cake Boxes) Per Case. WASH-WELL SOAP POWDER (100 \$2.25 Soap Packages) Per Case. Full size samples of all 3 numbers postpaid for 35c. Write for Free Selling Plan and new Price List just out. L. C. CHERRY COMPANY, 72 Court Arcade, Cincinnati, O.

Luxury Crepe Ties, 85c a doz.—\$ 9.50 a gross Silk-Lined Ties, \$1.25 a doz.—\$13.50 a gross Quality Silk Ties, \$1.95 a doz.—\$22.50 a gross Handmade Silk Ties, \$3.4 a doz.—\$42.50 a gross 14 styles 40 grades from 85c to \$7.50 a dozen. Beautiful XX as a boxes with cellophane, 2c each; Send \$1.00 for 6 assorted sample ties. Catalogue Free. Deposit required on all orders. Money Back Guarantee. ROYAL ORAVAT CO., Dept. O-9, 111 Fifth Avenue, New York.

**TIES 5c** WITH gross ORDERS Waldemar Chains, Assorted, Doz. .... \$1.50 & Up Tie Holders, Assorted, Gross ..... 2.50 & Up Collar Holders, Assorted, Gross ..... 1.50 & Up We Specialize Ladies' and Gents' Rings. \$1.00 & Up. Dozen, \$1.00 & Up. (Catalog). FELDMAN BROS., 159 Canal St., New York, N. Y.

**Sell Vaporous Inhalant** Head Colds, Headaches, Sinus, Catarrh, Asthma relief and 5 minute demonstration. Flashy two-color cartons. 25c; 25c; cost \$1.00 dozen; gross \$10.00; all prepaid. Spiel Free. Samples 25c. AMERICAN INDUSTRIES BILTMORE, N. C.

**Fast Selling Course in FINANCIAL SUCCESS** Teachers, how to become a FINANCIER and MONEY MAKER. New witz for Agents, Magazine Men and Women. Flashy to show. 200% Profit. "Worth its Weight in Gold." Many buyers testify. Only 50c for complete COURSE, Spiel and Rapid-Fire Canvas Plan. Details free. Classy Mail Imprints. THE GLASON PUB. CO. 810 14th Street, Denver, Colo.

**CARD TRICKS** Fast sellers, \$6.50 per 1,000; 3 samples, 10c. Catalogue, instructions and pointer. NUTRIX COMPANY New York City 77 W. 47th St., New York City WILL ROGERS' LATEST JOKES, WILEY POST EULOGY, 4c, sells 15c. Sample, 10c. Veterans Joke Books, Magazines, Calendars. Season rite. Going good. WEBS. SERVICE MAG., 157 Leonard St., New York.

book. Some said they were driving Packards, some claimed they were planes. Must be doing okeh. I know one spot they have tied up where they will get well. Where is Tom Sigourney, Doc Myers? Pipe in, youse guys,"

**FRED AHRENS PIPES**

from Newark, N. J.: "This spot is getting to be quite a rendezvous for the boys and girls of Pitchdom. Some of the oldtimers working in department stores here include that clever pair, Bernice and Eleanor Wood, pen sets, and getting the gelt; Dot Taylor, perfume demonstration. There were many leaflets at the auto show, including Tad Robinson, Davis, Ed Mason, Neuman, Mike Kelley, Riley. Many a jackpot is cut up every night at one of the hotels. Bernice Wood sings and entertains, as does Eleanor. Daly is working whitestones at Market and Broad, and all are looking forward to a big Christmas season."

**"STILL ON DECK"**

with blades and getting my three squares a day and then some," tells T. D. Rockwell, from Tacoma, Wash. "Have been with R. G. Stewart, the old master, with knife sharpeners. We went all over the Coast last summer and found everything fair. Made a few fairs and the Pacific International Stock Show at Portland. Came over here last week and found C. E. Leander, of coil fame, with a new radio noise control outfit. Seemed to be doing okeh with it. Doc Farley was working med and oil but left for Aberdeen, Wash. He is a real med worker and knows his public. We had a little argument but I hope nothing serious. Expect to be here about a week or so and then to California for the winter. Stewart seems to be working gummy in Portland at present, and doing a little business. Have been staying at one of the best hotels here. Nothing too good when you can go out and get the business."

**MARY RAGAN SHOOT'S**

in some "remember whens" from Nashville: "Wonder how many can remember when Buffalo Cody and the Ragan twins worked the IXL Ranch. When Jud Bosworth took out a parade license to work Chicago. When Lillian Sterling worked salts. When Paul Hunt and Bill Boyce worked for McFadden. When Paul Hauk had a med store in Indianapolis. When Lester Kane, Jockey Ross, Bill Rutz and Yours Truly worked 210 Monroe. When Madaline Ragan and Silk Hat Harry Downing went to Frisco. When Bopery worked the Madison Fair. When Sid Hirsch first went to New York. When Mr. and Mrs. Reynolds had the fine store on the Boardwalk. When Tom Sigourney worked on the Pike in Long

Beach. When Stoney, Doc Wineberg and I went to Bill Weir's funeral. When a certain pitchman worked a fair with a blanket on in front of a fire. When Doc Marshall and Leverne worked Dallas. When Bill Danker and DeWitt Shanks worked Exchange Alley in New Orleans and Elizabeth Caron worked at St. Charles. When Lone Tree said: "You palefaces don't understand." When Nina Scott worked Thomasville, Ky. When a certain mayor said: "Let the boys work, they're the only ones in this town not on relief." When Myrtle Hutt, Razor Riley and I had a party in Springfield, Ill. When Gordon Sage and Sid Sidenberg were in the Olive Hotel in St. Louis. When Guy Warner went to Maine."

**P. E. DEVORE**

former president of the old Devore Manufacturing Co., Columbus, who presided over the old company for 24 years, prior to its being sold by court order on recommendation of the operating receiver, writes he has reorganized his new company and recently incorporated under the name of Devore Pharmaceutical Company, with equipment that will enable

(See PIPES on page 111)

**Pitchmen I Have Met**

By SID SIDENBERG

Not that I want to be classed as a skeptic who is cynical on everything he hears that sounds big, but when they told me that A. L. Clark, of sox fame, was grossing some record high ones in a single day I just had to see it to believe it. Time and again these reports came to me, and from some of the best money getters in the business, and still I couldn't believe the reports. For a time I thought that A. L. Clark stuff was just a lot of bunk and only a myth. After listening to that line for about eight years I finally ran across Mr. A. L. Clark.

As a general rule, when I am making a cross-country jump, I am usually in a hurry and stop for railroad crossings only. I was making a jump from St. Louis to Dayton and just stopped for the "cup of coffee" in Terre Haute and noticed a fellow getting ready to "spring" off a two-ton truck on a prominent corner in the town. No name on the truck, a stake body affair loaded with heavy dry-goods boxes consigned to A. L. Clark, Little Rock, Ark. As I stated I was in a hurry, especially on that particular trip, as I had a town booked and was ready for work after a two weeks' layoff, but that name stopped me and I had to give the outfit the once over. I introduced myself to Mr. Clark and I found him a real honest-to-goodness good fellow. We talked and I finally drifted into cutting up the big jackpots. Clark wasn't so heavy on that kind of stuff but showed me a reader for which he had just planked down plenty of perfectly good simoleons. I have seen some big rents and big readers paid in my day, but real dough in these times is no hay. I just had to stick around to see what was going on and this is what I saw:

In less than two hours this baby unloaded two whole dry-goods boxes of ladies' hose and men's sox, and I figure at the rate he was garnering the half-dollar silver pieces he grossed plenty in the two hours.

To be frank with you, I felt like a piker. I have seen some real dough snatched in my time, but this baby is a clever worker and of the first magnitude.

I heard that he has irons in other fires besides the sox business, such as a half dozen hotels in Dallas, a few eating emporiums and a mercantile pouse somewhere in Alabama, but why mention that when the sox take would be plenty for me in these times.

A. L. has two children, Kathleen, 15, and Billy Sunday, 13. The missus very seldom travels with Clark, since the youngsters attend school in Dallas, Tex., the city they call home. Clark is 38 years old and a pitchman 15 years.

**BIG MONEY MAKERS!**

Get them NOW for your BIGGEST HOLIDAY RUSH

Not just "also rans"—but values that are "hot"—that every man wants—that sell practically "on sight!" No wonder our men are the biggest money-makers in the field! You can be, too. We show you how. Rush your sample order in TODAY and start in making money right away. Don't delay! Lost time means lost money out of your pocket. DO IT NOW!

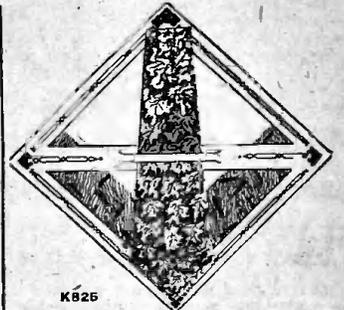
**SENSATIONAL!**

New Patented  
**SLYDE-ON**  
Free Wheeling  
**TIE**



LEFT HAND  
RIGHT HAND  
\$2.75 Sample Dozen.  
\$15.50 Six Dozen.  
\$30.00 Twelve Dozen.

On in a jiffy, off in a split second! The most unique invention of modern times! Doesn't wear out the tie! Here's an item you can sell all the time, but particularly during the holiday season. Stock up for BIG PROFITS!



K826

**SILK LINED TIE WITH KERCHIEF TO MATCH**

40c Sample Set.  
\$3.00 Dozen Sets.  
\$33.00 Per Gross.

Superb quality ties, in solid color crepes or fancy patterns, together with pure silk handkerchiefs in attractive color and design. Each set individually packed. A champion seller!

**3 SILK LINED TIES**

With slide chain, in new patented box.

Sample \$6.50 Doz. Sets.

Line J925—A constant best seller! Made of woven materials in a wealth of colors and combinations.

**TIE, MUFFLER AND HANDKERCHIEF SET**

Sample \$9 Doz. Sets.

Line M770—OK now!

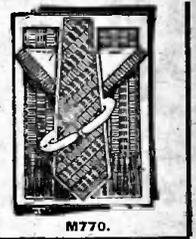
**WRINKLE PROOF!**

Each piece is perfectly matched lining!

Attractive swatch book FREE with sample order. (Get in on this money-maker.)



J925.



M770.

**SILK LINED TIES**

\$1.75 Sample Dozen.

\$9.25 Six Dozen.

\$18.00 Twelve Dozen.

Line 400—The new Fall sensation! Made only of pure woven cloth (no prints), in Jacquard, veg. satin stripes, figured designs, etc.

**TAILOR-MADE SILK LINED TIES**

\$3.25 Sample Dozen.

\$18.50 Six Dozen.

\$36.00 Twelve Dozen.

Line 600—Bemberg's finest yarns are used for these ties! Every one silk lined; every one with an appropriately matched lining!

Stunning new multi-colored Basket Weaves, Jacquard Silk Figures, Barathes, Shadow Stripes, College and Club Stripes, etc. Every tie wool inter-lined. Our best sellers—and yours!



400



600

**HAND-MADE SATIN SILK LINED TIES**

\$6.50 Sample Dozen.

\$37.50 Six Dozen.

\$72.00 Twelve Dozen.

Line 700—Last word in Quality! Every tie guaranteed (guarantee tag attached to each) or new tie replaced! Made of DOUBLE WARP Pure Silk—Leathers, Satins, Trills, Reps, Spitafields, Warp Prints, 100% Worsted Wool interlinings. A "knockout" line!

**TIE, TIE-HOLDER & COLLAR PIN SETS**

25c Sample Set.

\$2.00 Dozen Sets.

Line J985—The BIG THREE combination that triples your sales! Ties in attractive colors and patterns, each complete with TIE HOLDER and COLLAR PINS, and boxed in individual boxes. They're a "Wow!" Order now!



700



J985

LINES—400—600—700

CAN BE HAD INDIVIDUALLY BOXED AT AN ADDITIONAL COST OF 35c PER DOZEN.

**FREE** Send for our new Fall Illustrated Catalog and see for yourself why our men are the biggest money-makers.

25% Cash With Order, Balance C. O. D. If paid in full we pay postage. Money Refunded.

**BOULEVARD CRAVATS**

22 W. 21 ST., DEPT. B11-30, NEW YORK, N. Y.

**PUBLISHERS HOT-CHA**

**REMAINDERS BOOKS**

Health, Astrology, Psychology, Fiction and Non-Fiction, in retail at 5c and 10c. Small investment—BIG PROFITS. Send dime or stamps for latest list. NO FREE LISTS.

P. LEWIS & CO.,

303 4th Avenue, New York, N. Y.

**NOTICE; SALESMEN, HUSTLERS.**

Mechanical Device prevents battery corrosion. No more cables replaced. Adds battery efficiency. Lasts Forever. Easy installed. Every car owner needs it. Send 25c for Sample Pair and Price List. Big Profits.

K. LAUBER & CO., So. Main, Paris, Ill.

**A PAINT SIGNS A**  
FOR YOURSELF AND OTHERS  
WHILE THEY LAST  
NO LESSONS OR EXPERIENCE REQUIRED  
WRITE TODAY FOR FREE SAMPLES  
JOHN RAHN 22120 NEVA AVE CHICAGO

**MAKE \$10.00 PER DAY**

Selling All-Fixer Solder, Fire-Proof Liquid Solder. Mends anything but rubber, no heat, 1 doz., \$1.00; 25c seller, 1 gr., \$10.00; 25c size, sample 13c.

PITTMAN LABORATORIES, Parksville, Ky.

**HOW TO START A CHILE PARLOR**

It is easily the best opportunity for starting a business of your own with a minimal investment. The instructions are well worth \$40 of any man's money. Our original intention was to sell them for that price. Send 50c. TEXAS CHILE CO., Parksville, Ky.

**HERB WORKERS**

We have the lowest prices in the country and nearest flash packages. Formula attached. You are losing money if you don't get our prices. CEL-TON-SA LABORATORIES, Col-Pon-Sa Bldg., Cincinnati, O.

**SUPER-KLEER ANTI-STEAM PREPARATION**, for Glasses and Windshields. SELLS WHEN NOTHING ELSE WILL. Big Profits. Territory open. Sample Assortment, 3 Sizes, \$1.00. UTILITY PRODUCTS, San Diego, Calif.

# The Pitchman and the Supply House

By BILL BAKER



OR quite a time we have noticed that with considerable regularity letters would appear on the desk wherein a pitchman, demonstrator, supply house executive or manufacturer would take it upon himself to unburden his mind regarding some pet idea or complaint, and in many cases would end by offering really constructive criticism, which if followed thru would probably result in more business and a better understanding between complainer and complaine. These letters were usually routine as individual matters between the parties concerned and passed along where we thought they would do the most good.

Recently, however, it was suggested that a compendium of such letters would make interesting and valuable reading for pitchmen, demonstrators, etc., and their sources of supply, the manufacturers and jobbers.

Inquiries in the field met with such enthusiastic response that we determined to encourage the many interested parties to whip out their pens and go to it. So now, regardless of how the fur may fly, the result is before you. If in the various contributions you find some thought or suggestion that will prove of value to you, our purpose shall have been accomplished and we will be happy in the thought that we have contributed toward a better understanding between the pitchman and his source of supply.

The first contribution comes from Charles Ufert. Mr. Ufert is a pioneer in catering to pitchmen, having been in the jobbing business in New York for more than 23 years, and his statements in the following paragraphs will no doubt prove food for thought for many supply house men lacking his rich experience in the field.

## Pitchmen Aid Merchandising

"There are many articles being sold in good-sized volume today thru retail, department and chain stores that owe their popularity to the introductory work done by pitchmen." Energetic and clever pitchmen have actually 'made' dozens of items that would be still peacefully reclining on store shelves and would never have become winners as quantity products without their help in 'plugging' them.

"Regarded from this angle the pitchman fraternity must be held as a valuable aid to the manufacturer in his quest for markets. Pitchmen oftentimes create a market that would require a long period of costly advertising in equaling results produced by their clever salesmanship.

"Anyone that has ever watched a real good pitchman at work knows that they can do more to popularize a product or a household gadget, with more telling effect, than could be obtained thru advertising. After they have applied their clever salesmanship the work of advertising man becomes a simple matter. He starts in where they left off, with more chance of success because of their thoroughness in creating initial interest for the merchandise.

## Manufacturers' Opportunity

"There are doubtless many good articles reposing in factory warehouses, or even on blue prints of patent papers, that could become winners in the merchandising marts of the nation, if even as small a number as 50 clever pitchmen would look upon them as worthwhile objects for sales exploitation.

"When the average heavy cost of even small-scale advertising campaigns is considered it becomes apparent that the pitch fraternity take care of many a manufacturer's problem on 'How can I try out this product without the speculative risk of a costly advertising campaign?'"

"There are many manufacturers, or those contemplating going into the manufacturing business, who could study the field offered by this outlet with profit to themselves. It is entirely 'Greek' to probably three out of four manufacturers, as they don't know about this particular outlet, or they don't know of its importance.

## New Things Always Wanted

"While it may be true that 'there's nothing new under the sun,' there are always new ways of doing the old things. There are also many old ways and products that can be improved upon, and the manufacturer who hits upon such improvements is next to a rare profitable merchandising opportunity.

"Pitchmen are wide-awake merchandisers—the cleverest sales people handling small or medium-priced articles known to distributors or manufacturers. They are always on the lookout for something new or clever and will take hold of such new things eagerly.

"A pitchman has the same advantage over the average salesman, who confines his sales talk to an individual, that the public speaker has. He talks to a group of people instead of to individuals, and sells his wares to groups instead of individuals.

"This difference in methods of salesmanship accounts for the pitchman's greater degree of selling

*An article designed with the hope of getting manufacturers to submit new items for the consideration of a market that has vast potential possibilities, and to assist hustling pitchmen in learning of "new" merchandise that can successfully be pioneered to the heights.*

success, for his ability to move larger quantities of merchandise and subsequent greater earning capacity. "Newcomers—or aspiring pitchmen—can profitably spend some time in noting how it is done by the oldtimers. It is never truer than that, in this particular field, experience is invaluable."

## Hold Styles for Pitchmen

A pitchman who has been working whistestones for six years and who enjoys a fair business, writes from Hazleton, Pa.: "My suggestion is that manufacturers and jobbers handling whistestones, crystals, etc., withhold certain styles for the workers only. In this way one could enter a department or drug store without wondering how many of your rings, etc., are in the five-and-10 next door. This one help would save many an explanation to customers while the tip is on. Sometimes, too, a department store manager resents the similarity and that makes it more difficult for the next worker trying to enter the store.

"Another angle is that it takes experience and hard work to put over a sale and to go into a store and find a consignment of similar style rings on the counter, which have probably been there for months, is a bit discouraging. The \$15-a-week department store girls can't sell them. And any customer in your tip is apt to burst forth with, 'Why, we can get these same styles any day of the year, so what's special about this sale?' There is a big field here if only manufacturers and jobbers would get wise and work with the store demonstrators direct and not throw all styles open to both store and demonstrator."

## Watch Your Units

Casper Plinker, of the New York advertising firm bearing his name, direct selling specialists, has this to say: "Of course a book could easily be written on the subject but in my opinion the seller of merchandise too often forgets, when marketing his product, that he is trying to sell a man on a straight commission basis. This little lapse of memory costs him many dollars—and he wonders why he does not do business.

"The men out on the firing line, who are doing the actual selling and who must buy the manufacturer's goods for both to make money, not only demand a fair and reasonable profit for their time and effort, but it is necessary that they be offered units of merchandise which the consumer will readily purchase. My experience has been that items which can easily be demonstrated and are meritorious quickly receive consumer acceptance. And consumer acceptance spells dollars in the pocket of Mr. Merchandiser.

"The fault lies mainly in the actual merchandising. Many manufacturers seem to think that all they have to do is put an article or a line of merchandise out and that there will be a long line of salesmen at their door. Nothing is farther from the truth as bitter experience has demonstrated time and again. Put out fewer numbers but make every one of them truly representative of your house and take an extreme amount of care in considering the appeal your unit or deal will have, not only with the salesman, but also with the consumer to whom he is expected to sell."

## Asks Lower Licenses

Frank Hathcox, veteran medicine showman of excellent reputation and good standing in his field, writes: "I think when the manufacturer and jobber really understand that the pitchman is truly a super salesman a better understanding will be had between the manufacturer, his distributor and the public. I am a medicine man and I conduct my business on an ethical plane as any doctor, druggist or banker. Thru a jobber I buy thousands of dollars' worth of a product produced by Eli Lilly & Company. This firm perhaps never heard of me, yet I consume more of one of their items than they could distribute thru a hundred drug stores. The World Trading Corporation advertised an item in *The Billboard* on which my purchases ran into the thousands. N. Streidman, another *Billboard* advertiser, knows that I have purchased more than \$2,000 worth of one of his items.

"I mention these purchases to show that we fellows do business and that we can sell. Yet year after year local license regulations are making it harder and harder for us to do business on a legitimate basis and earn a legitimate profit. This problem is

not peculiar to the section of the country in which I am doing business, Virginia and the Carolinas, but is growing more acute as each year passes thruout the whole country. Yet townspeople are often quite reasonable when confronted with the real facts.

"I am operating an office and mail-order business in two Southern towns. My expenditures in these towns more than triple my local gross sales. I pay my help good wages and they spend all of their incomes in these towns. After the facts were properly presented, the towns referred to reduced their taxes. It seems to me that jobbers and manufacturers could do much in similarly influencing against prohibitive local licenses and work for really constructive legislation on a live-and-let-live basis. My medicine business, for instance, does no more harm to any local merchant than does the local newsboy to the news stand, the evangelist to the local church. As for the old plaint that they want no outsider to sell within their gates—are we to presume that they are entirely self-sufficient and want to live unto themselves? Naturally not. And the answer to this is best described in Goldsmith's *Deserted Village*."

"Stocking with merchandise of the type best suited to his particular needs and ability is the novelty man's biggest problem," says Alvis W. Wallace, of the Wallace Novelty Company, Pennville, Pa. "During the past season there has been a big demand for novelty merchandise of the right type and the novelty man who gave his line any consideration at all did the business. It must above all be remembered that the public will always spend money and show interest in new merchandise. And, of course, the live-wire novelty man should be the first to present the new items that the public is seeking today. I look for 1936 to be a record-breaking year with many new novelties and it will certainly pay Mr. Novelty Man to use great care in stocking merchandise that will interest the public."

## Don't Advertise Prices

"One of the worst evils, to my way of thinking," replied Doc George M. Reed, well-known veteran store demonstrator and pitchman, "is the jobber who advertises prices of his goods in *The Billboard* and other magazines. It not only places a lot of men in the game who are only bound for failure but it wises up the public to prices. Instead of naming prices, why not give a description of the items in the ads and have the demonstrator and pitchman, etc., write for the prices. They would get more real business in that way and every Tom, Dick and Harry would not know what my goods cost me when I open a pitch or demonstration. I am by no means alone in this opinion and have heard a number of pitchmen and good demonstrators rail against the seeming necessity that moves jobbers and supply houses to stage a price-features demonstration in not only *The Billboard*, but practically every supply magazine on the stands today. Think it over, Mr. Jobber!"

## Here's Organization Again

James Kelley, New York specialty supply man, recognizes that old pet topic of pitchmen, wherever they may foregather for a few jackpots, when he says: "About the only thing I know that would change the pitchman's lot in life is organization. But the plan has been tried several times and failed. The average dyed-in-the-wool pitchman just doesn't want to be bothered. As I have always found him, he is a carefree individual, laughing his way thru life and won't stand being regulated. I suppose if he weren't that way he wouldn't be a pitchman."

## Personality and Pitchmen

"I have often read in books on business, etc., that personality pays big dividends. Having spent the best 23 years of my life on the road," writes "Hot Shot" Austin, widely known sheetwriter and pitchman, "I have learned that this old saw applies no more truly to any branch of business endeavor than to the roadman. Salesmanship in this field must be of the so-called super variety, especially in these times when people have learned what the word budget really means, and with every penny being counted. First you must give them a nice, clean canvas and gain their confidence before attempting the turn. And then if your merchandise is good they will buy.

"I have noted in the past three years that the man with the small items, ranging in price from 10 to 25 cents, is the man who is getting the money. Fast dimes and quarters beat the slow dollars. Hundreds of people pass you in the course of a day who cannot spend 35 or 50 cents for a pitchman's wares. They simply haven't got it, unless they neglect things of greater importance that the housewife has told them to bring home. I have come to the conclusion that the 10-to-25-cent man is getting the

money while we dollar men are crying hard times. The sheet is no exception.

"For my own satisfaction I tried using high-class premiums, ranging in price from .25 to 50 cents and working for big scores. But I discovered the average man on the streets only had amounts available up to a dollar and thru fewer sales I soon found that by the time my stock was gone I had practically 'eaten' it up and had nothing with which to purchase replacements.

"I had to sit down and figure out my own salvation. I decided to use premium stock ranging from 3 cents (needle books) to a variety of 10-cent items. I decided to get away from the old method of 'con' and big scores. I began with the 3-cent item, giving a clean canvas and working for from 50 cents to \$1 on the subscriptions. Mostly for the halves. To my surprise my business picked up over 50 per cent. I managed to get money in spots where good boys I have known for years couldn't get out of the hotel.

"This year I have covered 18 States, played still dates, court days and circus days. I haven't worked for over a dollar and mostly for 50 cents and to date have had the best season since 1927. Give me the small sales and lots of them and I will make the grade, support the missus and myself and dress and live in a manner that will not be a disgrace to my profession. Don't overguess your prospect's capital. Get in the dime-store class and watch your b. r. climb. Realize that there 'has been' a depression, stop beating and if you can't get the dollars be satisfied with the halves."

"A better product and the best possible service is my key for the betterment of Pitchdom," enthuses Johnny Sullivan, New York.

"We have been established over 35 years and are regarded as pioneers in catering to those handling balloons, canes, whips and other specialties," contributes the Epstein Novelty Company, New York. "We feel that the industry could be improved to the advantage of the street worker and the manufacturer or jobber if special care were practiced by the buyer in ordering his merchandise, such as allowing sufficient time to fill the order, correct shipping instructions and other data necessary to the perfect completion of the order."

Use Good Merchandise

The Berk Brothers Novelty Company, New York, thru Ben Gelber, says that in the 25 years of its dealing with pitchmen and demonstrators it has always found that the successful demonstrators were the ones who gave the public the best value for the money. They feel that if pitchmen and demonstrators could be encouraged into concentrating on giving customers better quality merchandise, at reasonable prices, the entire trade would benefit and the salesmen would make more money in the long run.

Mills Sales Company, New York, offers this one: "If the readers of your paper will scrutinize the advertisements as attentively as they do the reading matter it will keep them up to date as to the market and trend of the times in the way of new items. In our ever-changing times salesmen, manufacturers and jobbers must be ever on the alert, and it is mainly thru the trade papers that they can keep up to date."

A Duffield (Duffy) Schaeffer, of the American Chewing Products Corporation, Newark, N. J.: "We believe the pitchman can get more business, especially more repeat business, if he will devote more time to quality than to price. By using a better quality the pitchman can go over the same territory time and again and not be afraid to do so. In fact, the effect will be that he will be welcomed and his business will increase from time to time. The pitchman should not be satisfied to get merely the cheapest 'junk' that is good only for a 'once over.' Regardless of the article sold he should make it a point, particularly before ordering a new item or changing his source of supply of a confection or food product, to actually taste the goods himself in order to determine the quality of his product. Too many pitchmen make the mistake of saying 'What do I care about the quality of the stuff; I don't use it myself and the boobas don't know the difference.' We repeat that pitchmen in the habit of thinking along these lines are making a most serious mistake. They should get wise to themselves and modern conditions, that have taught people with little money to spend to question the quality of every item for which their dollar is spent, and try to use more

quality and build for repeat sales in the same territory."

Doc A. M. Johansen, Omaha, medicine showman, operating in Midwest States, sounds the sign-off note with his: "Business is not a sprint. It is a marathon and all are in the race—Mr. Jobber, Mr. Pitchman, Mr. Demonstrator. And all after the almighty dollar! To be a winner you need aggressiveness and courage. Nothing is impossible, someone is always doing it. Get a kick out of doing the things others said couldn't be done. Be a go-getter. Be a pusher, for

The Go-getter goes till he gets what he goes for,  
The Go-getter works till he reaps what he sows for;  
and  
The Pushers are legion who push to begin,  
But Pushers are rare who push till they win!"

PIPES

(Continued from page 109)  
him, he states, to manufacture more than 900 different products in the pharmaceutical, toilet preparations, chemical and household necessities line. The company is contemplating the construction of a modern factory in the downtown district in the early part of 1936, maintaining its present offices until the new location is ready.

CLAUDE HEATH . . . writes from Memphis, Mo., that after their fourth unsuccessful season while visiting a brother and sister the house burned to the ground, destroying clothes and practically all their worldly possessions. They would appreciate letters from friends.

"THINK I AM ABOUT . . . the youngest independent medicine man in the business today," shoots "Doc" Byron Burford from Greenville, Miss. "Still have several years to go before reaching my majority and have been reading The Billboard since the age of 12. My show comprises a guitar duet, three-piece orchestra and magic. The people really go for our med. Operate under the name of Curroll Medicine Company. Am also manager of Steinkie Bros.' Circus. It is a small outfit but complete in miniature."

CITY OF AVIGNON . . . France, on December 1 will stage a "Concours de la Parole," or gab fest, open to all professional pitchmen. Contestants will be allowed eight minutes in which to spiel the merits of an article handed to them as they take the stand and which they have not seen previously. Contestants are not allowed to be present during the spilling of their competitors. Something more than 1,000 francs (\$66.66) in cash, and several merchandise prizes—both of which will probably be augmented before the date of the contest—will be awarded to the best speller.

JAMES (JIM) FERDON . . . shoots in an interesting pipe from Winston-Salem, N. C.: "In getting ready for my trip to California, where I will spend the winter, I ran across one of my old licenses, taken out in Mitchell, 'Territory of Dakota,' in 1895—40 years ago. Many small-town readers were for an amount in those days that you wouldn't dare attempt today. What a difference. Gone are the palmy days of the Yellowstone Kits, Diamond Dick, the Great Ferdon, Jim Lighthall and a few others of the type with diamond cluster bands, silver shower parades and giving baskets of food to the poor. Some traveled in their own pullman cars, others with fine horses and med wagons, such as Wizard Oil, and others. Gone are the days of \$1,000 pitches and banjo lamps. You could count all the big men on the fingers of two hands. Med shows were as big an attraction to the people as a circus. But time has changed all things. Thousands of pitchmen are today struggling for an existence. Science, inventions and so-called civilization has changed the picture. A million laws say you can't do it today. Millions of people are unemployed. But we all must live and try and hope. Conditions are sure to change again. Free money and plenty of it will come again. There are a hundred million spenders in the country with no money to spend. But just as soon as work is permanent and pay days are regular we will see the greatest boom the good old United States has ever enjoyed. Everybody

REDUCTION IN NECKWEAR  
XMAS SPECIALS IN ATTRACTIVE HOLIDAY BOXES  
OUR BEST SILK LINED TIES  
\$1.50 Doz.  
\$16.50 Gross  
40c Doz. Extra if Holiday Boxed.  
FREE CATALOG ON REQUEST  
25% deposit with orders, balance C. O. D. Remit 10c extra on single dozen orders to cover postage. On Gross orders we pay shipping charges.  
THE ALL-AMERICAN NECKWEAR CO., 127 Allen St., New York City

SALESMEN AND AGENTS—Your Market is Unlimited With Top-Top Bottle Stoppers  
EARN UP TO \$15 A DAY OR MORE  
Sells to Homes, Hotels, Clubs, Bars and Restaurants.  
Our improved stopper has many uses. Slips on in a jiffy and will not pop off. Seals the bottle tight against leakage and evaporation. Opens or closes with a flick of the finger. Saves loss of time uncorking bottles each time it's used.  
Fits All Liquor, Wine, Gingerale, Soda, Fruit Juice and Beer Bottles.  
Keeps beer from going flat. Keeps pep and sparkle in all carbonated beverages. Easily sold in quantity lots.  
Top-Tops come in 3 colors. DOZ. 85c. GROSS, \$9.00  
25% Deposit with Order, Balance C. O. D. Samples and Particulars, 10c. Territory rights open.  
KNAPP & CO., Dept. B 41, West 23d Street, New York, N. Y.

GENERAL PRODUCTS LABORATORIES  
MANUFACTURING PHARMACISTS  
137 E. SPRING ST. COLUMBUS, OHIO  
Is the Recognized Headquarters for Highest Quality Medicinal Liquids, Tablets, Powders, etc., under private label if desired, at competitive prices for Medicine Shows, Pitchmen, Demonstrators, Distributors, etc.  
1936 CATALOGUE MAILED ON REQUEST

SUBSCRIPTION PRODUCERS  
FOR NATIONALLY KNOWN WEEKLY  
SELLS FOR \$1.00 A YEAR  
Old Established Very Popular  
No Post Cards, Please.  
CIRCULATION MANAGER  
469 Fifth Avenue, New York City

PEACE BUTTONS  
Everybody wants Peace. Everybody should talk Peace and wear the Peace Button. The Best Seller Today.  
Big Profits for Agents and Canvassers  
Send 10c for 3 Samples and Full Particulars.  
Western Badge & Novelty Co., 402 N. EXCHANGE STREET ST. PAUL, MINN.

wants to buy things, med, novelties, automobiles, etc. Give we pitchmen the work and the money and we will show the world what real spenders Uncle Sam's people are. Watch the tomorrow. Good times are knocking at our door and will soon be with us just as sure as we are living in this great old U. S. A."

"CLOSING HERE SATURDAY . . . after four weeks of wonderful business," pipes Art Cox from Milwaukee. "Will open in a store in Chicago for Christmas rush. One of the cleanest boys I have ever met in the business, Arthur Nelson, working rad and getting plenty of sugar, left here last week to open a store in Cincinnati. Who should be in the store with us but the ace of shampoo workers, May Gorman. She is still getting plenty after 12 weeks in the store. Have also met the following workers: Kirk, inhalers; Doc Wright, rug needles; Jacobs, varnish; Mrs. Lewis, resting after a big fair season; Doc Goldstein, of corn punk fame; Wright, peelers. I am sorry to report that my wife has been sent to Herman Keifer Hospital, Detroit, with tuberculosis. I know she would sure appreciate it if all our friends would write and cheer her up. Pipe in, all you fellows, even if it is only a penny card. My partner, Bill Westfall, just went for a new Hudson. Hope I strike a red one for Christmas. Will then head south for a couple months' rest. Guess I will have to sign off as there is a big one waiting to be hoisted. Wish the following were here to help out: Earl Davis, Tom Kennedy, Walter Britton, Ted McFarland, Ted Falbrook, Ray Martz, Al Goldstein, Paul Falson, Ed Finnegan, Guy Warner, Ma Vogt and Hank and Frenchy Thibaut. Pipe in, all you guys. And don't forget to drop a line to the wife."

"AM WORKING TRICKS . . . in Dover, Del.," cards Johnny McLane. "Met Dick Fraser, Chesterfield, Bill Blumhardt, and the Flying Dutchman, Joe Sledel, over in Pennsylvania. Next week I go to Pittsburgh to work a large department store. Will be in the toy department and glad to see some of the Smoky City boys."

IT'S HOT  
RAZOR PEEL for fruits and vegetables. The double edge safety razor blades. Never needs to be sharpened; blades changed in few seconds. This peeling—quick as a dash. Earns many times its cost in food saving. Safety guard protects fingers. Sample 15c prepaid. Write today for proposition.  
MATT J. KENNEDY  
5619 BROADWAY, CHICAGO  
Timely Novelties

PUBLIC ADDRESS EQUIPMENT  
Why Pay More?  
Others have tried but failed. We alone manufacture the only efficient \$25.00 Window and Bulbless PORTABLE SOUND SYSTEM. (Reg. \$46.00.) Operates on any current. Send \$5.00 deposit.  
MILES REPRODUCER CO., INC. Est. 1923.  
114 W. 14th St., NEW YORK CITY.

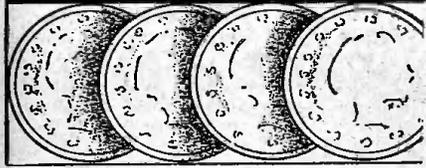
ALL ABOARD THE BAND WAGON SPECIAL  
Thousands of Maps are shipped each day to Pitchmen and Sheet Writers all over the country. COLOR—FLASH—APPEAL. Get the business in volume. World Wall Atlas—Will Rogers—President Roosevelt Photos.  
THE GEOGRAPHICAL PUBLISHING CO., 821 S. Plymouth Court, Chicago, Ill.

ATTENTION  
MEDICINE MEN, STREETMEN, CANVASSERS, AGENTS AND ALL OTHERS HANDLING MEDICINE—We now offer an 8-oz. Bottle of Hero Tonic in flashy 8-Color Carton, at \$15.00. A GROSS; \$6.50 A 1/2 GROSS; \$2.00 A DOZEN. Clip this ad for future reference.  
GEL-TON-8A MEDICINE CO., Cincinnati, O.  
SAY "I SAW IT IN THE BILLBOARD."

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •

# AMUSEMENT MACHINES

*A Department for Operators, Jobbers, Distributors and Manufacturers*



Conducted by WALTER W. HURD—Communications to Woods Bldg., Randolph and Dearborn Streets, Chicago.

## Gold Flow in South Africa Boosts Amusement Biz, Including Pinball

By GEORGE W. MEHRENS  
WASHINGTON, Nov. 23.—That the demand in foreign countries for American-made pinball games is still strong was revealed here this week when Thomas Burke, head of the Motion Picture Specialties division of the bureau of Foreign and Domestic Commerce, released to *The Billboard* detailed reports from the vice-consuls of Johannesburg, South Africa, and Auckland, New Zealand. Both reports should be interesting to pinball manufacturers as well as operators since they reveal an interesting sidelight on promotional possibilities and maintenance of the games after installation in a given area.

According to Consul Agent R. Borden Reams, at Johannesburg, South Africa, business conditions in the Union of South Africa are very good due to the influence of the gold mines and particularly because of the premium now placed on gold as a result of devalued currencies thruout the world. Sales on all commodities are good and amusements of all sorts have benefited accordingly.

However, the report states, in consideration of the South African market for any commodity due attention must be paid to the fact that the buying population of this country is very small as compared with that of most countries.

The general demand for coin-operated machines is considered good. Pin tables have achieved considerable popularity thruout the country and the per capita number of tables in operation is believed to greatly exceed that of any European country and must nearly approach that of the United States. The demand in this country is almost entirely urban and very little business is done in the smaller country towns. A number of factors contribute to this end, but the principal one is the difficulty of adequately servicing tables distant from the operator. There is a certain demand in the smaller towns for second-hand tables which are sold by operators.

## N. Y. Orgs Will Hold Meetings

NEW YORK, Nov. 23.—A number of trade meetings, considered momentous in their possibilities, are scheduled to be held soon by leading groups of coinmen here.

One of the most important of these will be a meeting called to discuss the newspaper publicity which has been greeting the industry by certain crusading periodicals due to Brooklyn's District Attorney Geoghan's remarks concerning pin games.

There will also be large mass meetings of the operators' organizations to hear reports on the progress of the case now before the Supreme Court and also to decide what action will be taken in case of victory or defeat.

Jobbers and distributors also plan a get-together to bring about a reviving of their former organization and to discuss the sales of certain types of machines in the territory.

The Skill Games Board of Trade is expected to have one of the most important meetings of its history in the near future in reference to all the work which has been undertaken by its attorneys and also in reference to the continuance of work for the new year.

One of the main subjects of discussion will be that of financing a new and progressive program of legal and publicity work.

tables are not serviced regularly and are not cared for by the purchaser.

The pin table market is believed to have reached the saturation point. It is estimated that there are about 50 small operators working in Johannesburg and neighboring towns.

Operators are finding it difficult to dispose of used machines and total sales are stated to have fallen off 50 per cent. Coin-operated dip machines were very popular in this country and still retain a big proportion of this popularity. However, local operators feel that this machine will soon cease to be a paying proposition and that very few of them will be imported in the future. The difficulty of providing a wide range of suitable prizes is given as one of the reasons for this state of affairs.

As to legality the pin game is held to be a game of skill and therefore legal. The magistrate in a previous decision held that a license to install and operate a pin table is valid and that the only element of chance in the game was the comparative lack of proficiency of the various players. In general, for any game of this sort to be legal skill must be proved. A number of players may compete for a pool or with the operator for prizes, but non-players may not place wagers on the results of the game.

No coin-operated machines are manufactured in South Africa. The games are imported entirely from the United States, altho it is believed that unsuccessful attempts have been made to introduce English and German makes.

Generally speaking all coin-operated games are placed by operators who install their machines on a percentage basis. These operators import directly from various companies and usually do not do so on an exclusive basis. Very few definite exclusive agencies are known to have been placed in South African firms and these are not altogether satisfactory since small operators buy in the United States thru shippers and thus get around local agents. The larger operators occasionally sell for cash to the smaller firms and also make actual sales to country operators. The latter sales are usually on used machines at prices ranging from \$48.25 to \$72.37

(SEE GOLD FLOW IN on page 115)

## Georgia Laws Show Wide Variation on Coin Games

ATLANTA, Nov. 23.—Georgia seems to provide a wide variety of regulations as to amusement games because of the varying laws in every county in the State. Each county seems to have a different law regulating operation of the machines, some being very liberal while others are practically prohibitive.

One county seat town forbids both pinball and music machines, altho the county permits both. Another Georgia city forbids beer, altho it has been legalized by the State, but pinball and music machines run in this town.

Despite the difficulties common in various sections report that business is on the increase. The Atlanta Novelty Machine Company, distributor, reports that pinball and music machines are being placed all over the State in increasing quantities.

## Seek To Revive Jobbers' Group

NEW YORK, Nov. 23.—Distributors and jobbers here are openly seeking reorganization of their former body, the Metropolitan Jobbers' Association, Inc.

The organization has not held a meeting in the last six months. Its object was to stabilize the jobbing and distributing business here and to promote harmony among the various sales agencies. While the organization was in active existence the co-operation of the large distributors here caused it to be known as the most powerful organization of its kind in the coin-machine industry.

At the present time the organization exists in name only. The lack of interest which caused the breach was said to be the lack of observance of established prices and other agreements.

The a group of MJA members continue to vote at meetings of the Metropolitan Skill Games Board of Trade, Inc., there is no actual group to which these representatives can report the events of the meeting, as do the other representatives composing this body. It has therefore been taken for granted that if the larger distributors agree with the decisions reached by the Board of Trade that the others will follow into line.

A group from the operators' organizations continue to help the standard trade-in prices and also continues to aid

## Statistics Show Importance of Pin-Ball in Size and Commercial Value

Due to many requests for statistical information about the amusement games industry, *The Billboard* is reprinting two news items from previous issues for reference purposes. These articles quote such authoritative newspapers as *The New York Times* and *The Chicago Tribune* as to the size and commercial value of the amusement games industry. The U. S. Department of Commerce also releases reports at intervals indicating the value of the export trade of pin-ball games and other automatic devices.

In the Sunday edition of July 7, 1935, *The New York Times*, one of the most conservative newspapers in the United States, reported that the development of the pin game industry has been a depression phenomenon. Leslie G. Anderson, of the market research bureau of the trade, says the United States has 100 manufacturers of these play devices; 250 distributors and jobbers and 500 firms selling equipment and the goods dispensed as prizes. There are 25,000 recorded owners and operators who control

approximately 500,000 games. The annual output of the factories is given as 250,000 units.

"Many millions of dollars are involved in the business thruout the country. One researcher puts the amount at \$250,000,000, counting all allied enterprises. The machines usually cost from \$29.50 to \$65 apiece, the elaborate and highly decorated specimens bring from \$90 to \$100. Taking \$40 as an average value and assuming there are now 500,000 units, this means a \$20,000,000 outlay.

"Operators give as prizes merchandise appraised at from 25 to 30 per cent of their gross receipts. For each machine a \$5 distribution of goods a week is the standard minimum figure. This indicates a spread of \$130,000,000 in premiums each year.

"Large 'playlands' and 'sportlands' employ an attendant to supervise every 8 or 10 machines. They have managers, bookkeepers, mechanics and the like. On their pay rolls are employees whose

(See STATISTICS SHOW on page 115)

## Oregon Skill Ops Organize

CHICAGO, Nov. 23.—Oregon Skill Game Operators' Association has been recently organized, according to information just received by the National Association of Coin-Operated Machine Manufacturers.

Officers were elected November 7 as follows: President, Frank A. Koehler; vice-president, Ace Arnsberg; secretary, Harold Hansen; treasurer, Don Armitage; directors, Bob Allen, E. M. Busch and Lou Dunas.

President Koehler, in writing NACOMM his thanks for assisting in the organization, states that he believes the operators of Oregon now realize the importance and necessity of a well-organized association, and asks that any operators in the State who have not already received notice of the new association get in touch with him at once at 1147A N. E. 31st avenue, Portland, Ore.

in the general work of the organizations here. The many changes in jobbing and distributing conditions here have been responsible for this outcry among the leading jobbers and distributors that the organization be revived to protect the sales interests of the territory.

In Newark at the present time, where all jobbers were formerly members of the MJA, there has been a tremendous increase of jobbing outlets, and these men also demand that the organization get together so that they can iron out their problems and cease the price warfare which they claim exists among them at this time.

The same situation is said to be true of the Bronx, Brooklyn and New York. General opinion favors getting together to establish more amicable relationships in the matter of general business intercourse and also to reach an understanding regarding new types of games which are entering the field.

It is known that distributors here have met once or twice in an effort to bring about some sort of a working basis for a new organization and that they are as yet undecided as to the necessary moves to bring the trade together.

There are at the present time approximately 25 jobbers in the greater city and about 10 others within the trading area, which would mean about 35 jobbers and distributors—which is the largest number in any territory in the country.

## Official To Test Various Pin Games

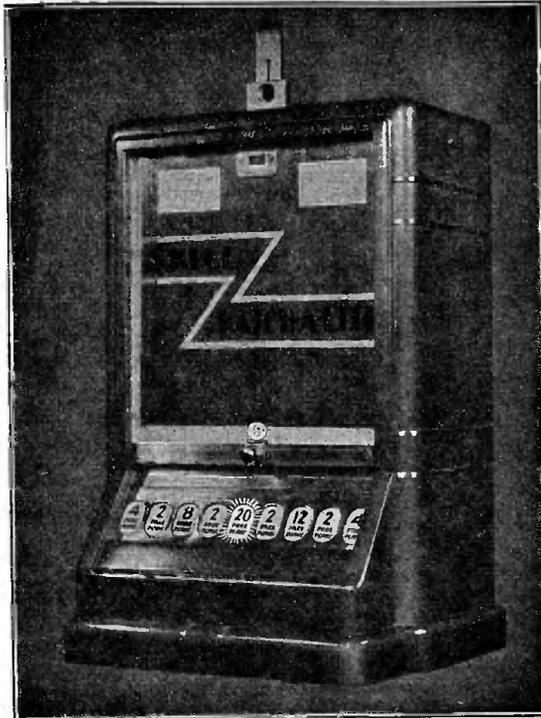
MINEOLA, L. I., Nov. 23.—Following negotiations by the Long Island Skill Game Operators' Association, the district attorney has agreed to test personally more than 40 table games and pass on those which offer skill and amusement. He will inspect these machines in the Courthouse in Mineola. Each game is of a different type.

Emanuel Cohen, attorney for the pinball operators' association, represented the operators in their plea for a consideration of the merits of the games. After a conference with the district attorney Cohen said the organization would send a truckload of the machines for the test.

The district attorney is to play each one personally. Those that he considers games of chance will not be permitted in the county. The others, which appear to be games of skill, will be approved for distribution in this territory. That was the agreement reached, according to local newspapers.



# FASTEST PLAY BIGGEST PAY



## SKILL-KATCH and KATCH-A-LITE

By fast play, beauty, simplicity and legal sanction we have made these Twins prime favorites with smart operators. Volume production has made possible

A New Low Price

**62<sup>85</sup>** F.O.B.  
Hollywood

- Choice of solid walnut or maple cabinets
- Automatic Payout on Skill Katch
- Counter Pay on Katch-A-Lite (with Positive Check on Payouts)
- Made for Penny, Nickel, Dime or Quarter Play. ORDER NOW!!!

SOLE MFR'S

**SANDS MFG. CORP.**

PATENT HOLDERS

1001 N. Mansfield Ave., Hollywood, Calif.

WIRE, PHONE, MAIL OR CABLE.  
1/3 CASH WITH ORDER, BALANCE C. O. D.

### Operating Firm Enlarges Headquarters in Newark

NEWARK, N. J., Nov. 23.—MACO, the Major Amusement Company, Inc., fast becoming recognized as among the largest operating companies in the country, has again greatly expanded its present headquarters. The firm has taken over a complete one-story building across the street from the present offices, providing an additional 6,000 square feet of space.

The firm will now be able to offer 24-hour service. A new switchboard is being installed with eight trunk lines. The firm has its own gasoline pumping station and a big repair shop. Its trucks and cars, of which there are 16, can now drive right into the building and unload.

Beautiful private offices are being arranged and the firm will have all business offices grouped in this new location. At the present time it has approximately 4,000 square feet across the street and with the additional space it has taken completes about 10,000 square feet of space.

This is believed to be the largest space of any operating organization in the country and follows along the expansion plans of the firm at this time.

It will soon be installing a complete route of coin-operated phonos and believes that these instruments will also require additional space.

### Carload Order Indicates Confidence in New Game

NEWARK, N. J., Nov. 23.—George Ponger reports that for the first time in many months he has ordered a complete carload of pin games from one manufacturer.

He says that upon the appearance of the first sample of the Lucky Stars game he immediately phoned to the Genco factory at Chicago and ordered a car-

load which, he says, is the first complete carload of machines ordered this year by his firm from one manufacturer.

He claims that this game has all the necessary attributes for great success in this territory and that he believes it will certainly revive many locations and also give operators a chance to once again "get going for some real profits."

He is enthusiastic about the fine reception given the game and feels that the Genco factory has found a product which may even outsell its famed Silver Cup of 1934.

### Chicago Coin Has New Game Called Wing-Lite

CHICAGO, Nov. 23.—Chicago Coin Corporation presents this week a new table game called Wing-Lite. The new game is patterned after the type of game that has made the firm's games well known the world over. Production of Wing-Lite is at top speed and jobbers and distributors everywhere have or will have it on display.

"Wing-Lite is said to be clever but not too tricky to play, the object being to light the lights on the playing field in rows. The playing field looks especially attractive and actually invites play. The guide pins, the castings and the lights are so cleverly arranged that the player almost has a winner every single game. The appeal is so great that many operators have reported that it is another one of those games that will get an enormous play wherever placed on location.

"Wing-Lite is de luxe in every detail. The breath-taking beauty of the red and green trimmed, natural wood finished cabinet gives the game that flash and smartness that a popular game must have. The metal parts and playing field are all de luxe finished so as to enhance the general appearance of the game.

"The batteries are cleverly placed on a sliding rack that is removable from the rear. This makes servicing much easier and quicker. The playing field is quickly removed by lifting up and sliding out. No back rack is necessary as the lights are right on the playing field."

The Chicago Coin firm states that its name on Wing-Lite is the operator's assurance that only the best quality materials and workmanship have gone into the manufacture of the game.

## NOVEMBER ISSUE, LIST No. 192

WE WILL ACCEPT YOUR USED MACHINE AS PART PAYMENT. SEND US YOUR LIST.

**FRANKLIN 3480**  
**BESSER NOVELTY CO.**  
3020 Olive St., St. Louis, Mo.

TERMS: One-Third Cash — Money Order or Certified Check — Balance C. O. D. Personal Checks Cause Delay 5% Discount Allowed if Full Amount is Remitted With Order on New Machines Only.

NEW PIN GAMES	NEW AUTOMATIC PAYOUTS	NEW COUNTER GAMES
Cher Leader ..... \$44.50	Pamco Parlay ..... \$115.00	Buckley Puritan ..... \$12.50
Five and Ten ..... 39.50	Gold Award (Auto) 75.00	Vendors ..... 12.50
Fifty Fifty ..... 39.50	Giant (Auto 1 ball) 89.50	Deal 'Em ..... 12.50
Lucky Stars ..... 44.50	Jumbo (1 ball) ..... 89.50	Flying Colors ..... 18.50
Pippin ..... 44.50	Marmoth (Auto 1 ball) ..... 99.00	Hold and Draw ..... 29.50
Rapid Transit ..... 39.50	No. 48 De Luxe ..... 89.50	Penny Pack ..... 17.50
Scream ..... 42.50	Pace Races ..... 500.00	Show Down ..... 12.50
Serimage ..... 44.50	Prospector (1 ball) 79.50	Spell-It ..... 12.50
Tacklo ..... 48.50		Wagon Wheels ..... 19.75
Zoom ..... 44.50		
USED PIN GAMES (Subject to Prior Sale)	Hop Scotch	Starlite
Action, Jr. .... \$10.00	Jennings Hunter ..... \$27.50	Thra in Line ..... \$10.00
Angle-Lite ..... 15.00	Jungle Hunt ..... 45.00	Tick-A-Lite ..... 10.00
Baseball (Genco) ..... 18.00	Kings ..... 17.50	Tilt-For-Tat ..... 20.00
Basso Hit ..... 20.00	Lightning ..... 4.00	Traffic (auto) ..... 30.00
Bacon ..... 9.00	Major League, Jr. .... 8.00	Traffic (plain) ..... 9.00
Beamite ..... 9.00	Manhattan ..... 20.00	Tri-A-Lite ..... 15.00
Chicago Express ..... 15.00	Pyramid ..... 20.00	World Series ..... 4.00
Crisis Cross ..... 5.00	Rebound, Jr. .... 10.00	USED COUNTER GAMES (Subject to Prior Sale)
Crisis Cross A Lite ..... 10.00	Rockette ..... 10.00	Flying Colors, Jr. .... \$12.50
Cyclona ..... 15.00	Rodeo (ticket) ..... 40.00	Hold and Draw ..... 14.00
Drop Kick ..... 8.00	Rocket ..... 12.50	King Six, Jr. .... 18.50
Electro ..... 8.00	Safety Zone ..... 7.50	Puritan Vendor ..... 6.00
Frisky ..... 20.00	Signal, Jr. .... 5.00	Select-Em ..... 7.50
Globe Trotter ..... 10.00	Signal, Sr. .... 9.00	Sweepstakes (plain) ..... 5.00
Gold Award (Auto) 50.00	Sink or Swim ..... 9.00	Tick-A-Lite ..... 9.00
Golden Gate, Jr. .... 5.00	Score A Lite ..... 12.50	Zig Zag ..... 6.00
	Sportsman (auto) ..... 32.50	
	Spitfire (Auto) 22.50	
	Squadron ..... 45.00	
PARTS AND SUPPLIES	Bumperettes, dozen .. \$ 1.00	Plunger Springs, doz. \$1.20
CASH WITH ORDER	Collection Books, doz. 1.20 <th>Penny or Nickel Blot. 2.50</th>	Penny or Nickel Blot. 2.50
Ball Gum, 1/2 case (50 boxes) .. \$ 6.00	Locks ..... 1.00 <th>Rebound Springs, doz. 1.00</th>	Rebound Springs, doz. 1.00
Batteries "General" (Set of 25) ..... 4.50	Marbles, No. 7 1/2 doz. .80 <th>Rubber Suction Caps, 1.00</th>	Rubber Suction Caps, 1.00
	Marbles, No. 1 dozen 1.20 <th>Slot Safes, Stands. 12.50</th>	Slot Safes, Stands. 12.50
	Steel Balls, No. 3/8 dozen ..... .38	

**For the LOVE of-**  
Accuracy! 250 Jobbers are handling Collection Books for YOUR Convenience. See page 115.  
BALTIMORE SALESBOOK CO.  
120 W. 42d St., New York City

**READY! EXHIBIT'S GIANT ONE BALL PAY TABLE or ONE BALL TICKET**

WRITE TODAY FOR COMPLETE DETAILS AND PRICES OF ALL THE LATEST AND BEST ONE BALL PAY TABLES!

**BIRMINGHAM VENDING COMPANY**  
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Thank You for Mentioning The Billboard.

# Music for Long-Pull Profits

By R. G. NORMAN



HE man who created the old adage, "Don't put all your eggs in one basket," was not an operator, but he did create a slogan which should be a creed for certain kinds of operators to follow.

Then there was the man who said: "Don't kill the goose that lays the golden egg." He was not an operator either, because the rank and file of operators today are so eager for quick profits they are overlooking the fact that their "goose" might get killed—and many of them are "killing the goose" as quickly as they can.



R. G. Norman.

working toward advancement in a sure, steady and profitable business.

The coin-machine business must choose which road it wants to travel—each operator must decide for himself whether he wants to take the short cut to profits, hoping to make his pile quickly before adversity overtakes him, or whether he wants to take the somewhat longer but surer path to financial independence and, with it all, to enjoy a continuous and most profitable existence.

It is all a matter of policy—of sincere study of the fundamentals on which business successes are built. The operator can either gamble for quick fame or fortune or get a lot of enjoyment

## Classifications

It is to the amusement-machine operator that diversification means the most. He needs the stimulating effect of more stable operations to provide income during "off" periods. He needs a safety route to fall back on. This kind of operator should expand his business to include merchandise machines, service equipment and music activities.

Another type of operator is one who sticks exclusively to the long-pull, steady income producers in the coin-machine business. He is the man who does not have to worry about what is going to happen next week, next month or next year—or what a change in the administration will bring. He knows he can expand his business along strictly business lines and earnings will pyramid accordingly. It is here, too, that diversification of activity is an asset.

## What About Music?

Music is as old as the world and is one entertainment feature that is in demand year in and year out. That is especially true today. People want to be entertained. They want to dance or listen to music and any operator who satisfies that desire quite naturally comes into the big money.

Music is legitimate—it pleases young and old alike. Children are encouraged to regard music as one of the finer things in life—it is a part of their education in the schools. The desire and appreciation for music is an instinct that is born within us.

Then, isn't it logical that coin-operated music should be a long-pull profit enterprise for the operator? Why shouldn't music be a safety route of the highest type for other operating activities? Many operators are making sure and steady profits from their exclusive music operations. Automatic music is attracting the attention of the better operators the country over.

Music operators today are establishing themselves in one of the cleanest types of profitable business activity in the coin-machine field. Their business has a degree of permanency found in but few fields.

## Music a Necessity

Any place catering to the public regards music as a necessity. It is just as essential as any other kind of equipment. It is hard to imagine spending our leisure time enjoying the many popular present-day diversions, such as night clubs, restaurants, beer taverns or even the theater if there were no such thing as music.

Locations must have music—people go where there is life, entertainment and pleasure. Competition for the consumer's dollar forces them to it—if the other fellow has music then Bill Smith's Tavern must have it, and John Jones must have it because Bill Smith's got it. It's an endless chain of necessity for music—good music.

An operator who is wide awake and a keen observer will have no difficulty in finding locations—

profitable locations which mean sure and steady profits year in and year out.

Just let the locations know you are handling music and you'll be having plenty of requests for installations. Music is one thing they can't be without and it's one thing they all ask for. They want it and they need it.

Your problem will be one of choosing the best locations—places where you can get the best returns on your investment—and a problem of selecting the type of equipment which will make the most money over a period of years.

## Music Opportunities

Good music locations are pretty certain to be good spots for other coin machines. The operator who supplies music stands first chance at furnishing the other types of coin equipment which can be profitably operated in these places.

What location owner wouldn't prefer dealing with one operator who takes care of his various needs in an orderly, systematic, business like way rather than have several groups of operators running in and out making collections and servicing equipment?

It is a known fact today that the operator who serves a location's music requirements can usually dominate the location with other items. Many operators of games in particular have found themselves losing spots to the man who furnishes music as well.

Isn't this another good reason for any operator seriously considering the matter of diversification in his activities?

## Selection of Locations

Regardless of the type of equipment being operated, the matter of the right kind of locations is

**R. G. NORMAN**, advertising manager of the Rudolph Wurlitzer Manufacturing Co., has for the past two and a half years been closely identified with the merchandising of the Simplex automatic phonograph. A graduate of Indiana University in 1922, Mr. Norman's first connection was with Showers Brothers Company, large furniture manufacturer. He was with this organization for six years as advertising and sales promotion manager. Later he became associated in a similar capacity with the Capehart Corporation, automatic phonograph maker in Fort Wayne, Ind., and was with this firm for more than three years. He went to Wurlitzer from this position.

one that must always be considered. It is just as true of music as it is of pin games, cigaret machines, or any kind of amusement or merchandise vending and service equipment.

It is not good business to place a music machine in any kind of location because if the place is poorly patronized you cannot justify the return on the investment. On the other hand, snap judgment is valueless and a poor criterion to use in selecting locations. You've got to know the facts—and that means studying the place from all angles and not taking too much for granted about what the other fellow has to say.

Here is a case in point—an exact quotation from a letter received from a music operator in Norfolk, Va.:

"I thought it might interest you to know of our experience with a \_\_\_\_\_ phonograph installed on August 3, and checked on August 10, with a 10-cent slide.

"We collected \$98.90 for one week's play. How do you like that? It sounds unbelievable but that's facts.

"My man who has worked for me the past few years objected to my placing an instrument in the location, saying it would never pay.

"I picked up the last six instruments shipped me on my order for cash as usual. I am placing my order for 25 more phonographs with your factory representative today."

A good music location must be well patronized.

People must be spending money. Dancing is preferable but not altogether necessary. Places where young people congregate or where working people gather for food and entertainment are usually good spots. Don't think you must have "back street" locations only—music is definitely "out of the gutter."

## Choosing Records

Every music operator must seek good locations, but once he has them he must pay particular attention to the matter of record selections.

You are selling music and that music must appeal to the class of patronage frequenting the location. Give the public what it wants and it will gladly give you plenty of income.

The following comparison may be a little overdrawn but it proves the point. Who would think of dancing to the melody of *Nearer My God to Thee*? Would a tavern catering to non-German trade get much play on the German number *Schnitzelbank*?

Study your locations from the standpoint of patronage and select your records accordingly. Hill-billy and race records go big in certain spots—be sure you know those spots. Remember, too, if you do have some "back street" locations, all the major record companies put out unlisted records which are just the thing for these places.

Someone has aptly said: "Any record that gets the play is a good record—a silent phonograph makes no money."

## Modern Equipment

The operator who will remain in business a year from today—two years—five years—will do so on his own merits and on the merit of the machine he handles. Don't expect to line up and hold the big money locations with inferior instruments. It can't be done.

The operator in the music business who sacrifices everything else for price is doomed to failure. Instead of saving money the operator soon finds himself out of the running when competing for the best and most profitable locations.

Location owners and their customers have been educated to expect the best in automatic music—and they're going to get it. Remember, too, that you don't own the location, but you can hold it and have it make real money for you if you're in a position to meet the demand for quality.

Manufacturer's policies mean a lot to the operator in the selection of phonograph equipment. Any factory that sells both to locations and operators is betraying the operators who buy its products.

Such a factory is selling the operator right out of his business. It's a case of "killing the goose that lays the golden egg." Not only is this an unethical practice but it is a most detrimental one and exceedingly harmful to the operators of America.

The music operator is the logical one to furnish locations with their music requirements.

## Operate—Don't Sell

Operate—don't sell locations—because you are then selling yourself out of business. If all locations owned their own equipment what need would there be for operators?

You can take a pencil and easily figure out where the location will be ahead in the long run to permit you to operate instead of the location owner using his own equipment.

It's easy to prove this to the location. Here is a hypothetical case which shows what generally happens:

Blank's Restaurant buys a phonograph from XYZ Manufacturing Company. Mr. Blank pays a retail price for it. He loads it up with new records also bought at retail prices—some good records and others not so good—and the first week or two the machine has a pretty fair intake.

Mr. Blank is enthusiastic about his investment. Next week he should have a complete change of records. He decides he'll save the money instead. No new records—and the income drops. He wonders what is the matter.

Now he hates more than ever to buy new records because he needs all the money to make his payment on the purchase contract. Still no new records are added. His enthusiasm is at a low point. He's beginning to be sorry he bought the machine.

Pretty soon it is gathering cobwebs in the corner and the more he looks at it the more disgusted he is with himself. He should have stuck to the restaurant business and let the operator who knows and makes a business of music take care of his location. Such an arrangement would have given him a nice extra profit—his percentage of the intake—without any investment or worry to himself.

The operator is offering a complete music service—you have a right to exact a profit. The location owner wants the best—his customers want the best. Profits and the securing and holding of locations go to the operator who gives the public the kind of music it wants when it wants it.

# THE SPORTLANDS

AMUSEMENT CENTER GIFT SHOPS

## Amusement Men's Association

Dedicated to the Interests of Sportlands

By MURRAY GOLDSTEIN, Secretary and Manager, 1607 Broadway, N. Y. C.

New York City License Department seems to be almost a sportland at times. With every distributor in New York having his machines approved by the License Department you can at all times find enough machines there to give one the impression that this is another sportland.

Schorck & Schaeffer issue a premium catalog for their patrons, an elaborate layout listing thousands of useful articles which can be secured at their sportlands. Also, it gives the exact amount of points needed for each article. The retail point values are approximately 5 cents per point. You can secure anything from a package of gum for one point, up to 5,000 points which would be redeemed for a diamond wedding ring set in white gold and platinum and made to order. It is also the policy of Schork & Schaeffer to feature only standard advertised merchandise. Schork & Schaeffer have pioneered and developed most every worth-while advancement which has occurred in the sportland division of the entertainment world. Their sportlands are a rendezvous for people of prominence and where a fellow is glad to bring his mother, dad, wife, sweetheart or friend.

The Manhattan Sportland, formerly located at 1571 Pitkin avenue, Brooklyn, has been moved to new headquarters at 84 Court street, that city. George Smith,

who is the general manager of the Manhattan, has been connected with penny arcades and sportlands for more than 10 years and there is no doubt that this will be an outstanding place in the Borough Hall section of Brooklyn.

Mr. Weinstein of the Beach Amusement, Sixth avenue and 42d street, New York, has converted his sportland into a craneland. A battery of cranes and diggers of every description will be operated there, with a large display of popular merchandise.

Dick Loeb, Willy Glickstein and Morris Knittle, associates with Nat Faber in the Broadway and 48th Street Sportland, will give away free as an additional award to their players several Philco radios to those picking the nearest winning scores on collegiate football games.

You can now arrange a party in advance and secure due bills for your coupons. The Riverside Sportland, under the successful management of Dave Simon, is handling due bills and tickets for all Broadway shows.

The Mayfair Craneland opened November 23 in the Mayfair Theater Building at Sixth avenue and 47th street. The owner of the craneland is the well-known Jack Semel, who has long been connected with the penny arcade and sportland industry.

### STATISTICS SHOW

(Continued from page 112)

wages run from \$15 to \$85 a week. Rents are necessarily high for the more extensive resorts, for these must be where many people pass. In New York City leases run from \$2,000 to \$65,000 a year.

"The machines yield a federal tax of 10 per cent and in this city a 2 per cent sales tax is collected on the merchandise awarded to successful players. Here the license fee on each machine is \$5 a year.

"In New York City are 10,000 operators who control fully 50,000 pin games. The most active units are to be found in the 96 'playlands' or 'sportlands.' The largest operates 200 tables; it employs 71 attendants, who work in shifts, covering a period from 8 a. m. to 3 a. m."

The Chicago Tribune, published in the center of the coin-machine manufacturing industry, reported on the importance

of the local industry in its issue of March 12, 1935, as follows:

"Chicago likewise is world center of the coin-operated amusement machine industry, a pinball table game, which in the last few years has had a growth regarded as phenomenal. This industry is a depression baby, grew up like Topsy. It has invaded cigar stores, drug stores and hotel lobbies all over the country.

#### 250,000 Machines a Year

"Last year about 250,000 of these machines were made in Chicago. In the last two years a great export trade has developed, England and France being the largest customers. Average price of a machine is about \$39.50, some running up to \$60, \$70 and higher.

"Ordinarily the machines are sold to operators, who place them in stores or hotels on a commission arrangement with the merchant or owner. On an average throughout the country a machine takes in \$15 to \$25 a week, many running far in excess, of course, of this. The merchant gets, say, 60 per cent, while 40 per cent goes to the operator, who replaces the machine and keeps it in order. The Billboard magazine estimates 20,000 to 25,000 small business men make their living by operating coin amusement games.

"One Chicago company at its peak has made as many as 1,350 machines in a single day at a selling price of \$37.50 per machine."

(Editor's note:—Reprints of these statistics may be used to good advantage by associations and individual operators. Also, photostatic enlargements may be made for use as posters and window cards.)

### GOLD FLOW IN

(Continued from page 112)

or approximately one-half of the original price. According to many operators, no money can be made out of a straight agency and they feel that no local firm would be justified in doing business on such a basis. The actual profits come from the percentages made from such games. The usual credit terms in this business are eight drafts with documents attached.

From Vice-Consul Walter F. Boyle at Auckland, New Zealand, comes the report that coin-operated machines do not appear to be manufactured in New Zealand. The use of such machines appears to be declining rather than increasing.



**PIN GAME OPERATORS! JOBBERS! DISTRIBUTORS!**

You can now get these Eveready Batteries at a special discount!

**SPECIAL DISCOUNT OFFER**

**FILL OUT COUPON NOW**

Of course, Evereadys last longer—are more dependable—and are available everywhere.

#### SEND THIS COUPON FOR INFORMATION ON SPECIAL TRADE PRICES

If you are a legitimate JOBBER, DISTRIBUTOR or OPERATOR of pin games, you can take advantage of our special trade quantity prices. For complete information, fill out this coupon and send it to—

National Carbon Company, Inc., P. O. Box No. 600, Grand Central Station, New York, N. Y.

NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 DISTRIBUTOR  JOBBER  OPERATOR   
 PLEASE CHECK \_\_\_\_\_

UNIT OF UNION CARBIDE AND CARBON CORPORATION

### BUY Stirling Quality IN THESE USED GAMES

Not ordinary used games—but fine examples of what expert mechanics can do with used machines. Stock is limited. Make 2 or 3 selections in case your first choice is gone.

Action Jr. Jigsaw	\$4.75 EA.	Army & Navy Safety Zone	\$7.50 EA.	Ball Fan	\$14.75 EA.
Electro Merry-Go-Round		Castle-Lite Sensation		Genco Baseball	
Equipe Signal Jr. Live Power		Fleet Sr. Time Rebound Turntable		Split Silver	
				Split Second	
				Travel Barrel Roll	
				T. N. T. Action Sr.	

RUSH YOUR ORDER—Enclose 1/3 Deposit, Balance C. O. D.

**STIRLING NOVELTY CO., INC.** 408 CLINTON AVE., Newark, N. J., Tel. Bigelow 2-1112

## WHOLESALE MERCHANDISE DEPARTMENT

In This Issue

Immediately preceding Amusement Machine Section

SAVE MONEY BY BUYING THRU THIS DEPARTMENT

### FIGURES Don't Lie

Operators avoid disputes by giving Location a COLLECTION receipt—out of the New triplicate Collection Books. See page 117.

BALTIMORE SALESBOOK CO. 120 W. 42d St., New York City

## BUYERS EVERYWHERE

SELL DALY'S ROLL AND FOLDED STOCK AND SPECIAL PRINTED TICKETS.

Union Made — Guaranteed Correct.

**DALY TICKET CO. COLLINSVILLE, ILL.**

A casual survey would indicate that coin-operated vending machines are almost unknown. Weighing machines may be found in quite a number of places.

It is difficult to arrive at the causes influencing the negligible use of vending machines. The temperament of the people may have a large bearing thereon. This is borne out by the absence of amusement parks. An amusement park enterprise attempted in Auckland several years ago is reported to have been a complete failure.

It is also recalled that altho Midget Golf was at one time very popular in the United States, and even in some other countries, efforts to introduce it into New Zealand were unsuccessful. Long seasons of cool and rainy weather may also have some bearing on the limited use of coin-operated machines.

The general laws against gambling apply to coin-operated machines as well. A dealer who imported a so-called skill merchandising machine informed me that in the test case the first machine

he sold was declared to be illegal under the laws relating to the prohibition of gambling. In his opinion the law would not be applied against a game of skill provided the coin was only a payment for the privilege of operating the machine for the given period, but that any chance of reward, no matter how small, in return for the skill in operating the machines would be construed as a gambling device.

Any demand for coin-operated machines would appear to be a question of promoting a change in the customs and outlook of the people. The difficulty of this need not be explained.

Coin-operated machines from the United States, that is to say under the General Tariff, appear to be subject to a basic duty of 50 per cent ad valorem, working out as an actual duty of 67.37 per cent, while under the British Preferential the duty would appear to be 25 per cent, working out as an actual duty of 27.5 per cent.

**7,000  
OPERATORS  
CAN'T BE  
WRONG**

THAT'S WHY, THOUGH  
IMITATED BY MANY,

**PENNY PACK**

REMAINS THE CHOICE  
OF ALL OPERATORS  
AND CONTINUES TO  
OUTSELL ALL IMI-  
TATORS COMBINED.



**PENNY PACK** is NOT based on price alone—but instead on a 2-YEAR UNCONDITIONALLY GUARANTEED—PROVEN PRECISION PERFECT MECHANISM—AND—superior PRIZE WINNER modernistic design beauty. Penny Pack is built to STAND UP on any type location FOR—EVER—that's WHY MORE Penny Packs are SOLD DAILY than all other imitations combined. BUY Penny Pack TODAY! It's the GREATEST and MOST OUTSTANDING MONEY-MAKER in ALL coin machine history.

**\$17.50**  
EACH

F. O. B. CHICAGO  
With Take - In Register \$2.00 Extra

**DAVAL MFG CO.**  
200 SO. PEORIA ST.  
CHICAGO

**BRAND NEW MACHINES**

PENNY SMOKES AND TAVERNS, Grotchen .....\$13.75

SPORTLANDS AND WAGON WHEELS, by A. B. T. Mfg. Co. ..\$19.75

WATLING 1936 ROLL-A-TOP DOUBLE JACK-POT .....\$85.00

THE FORTUNE TELLER—Absolutely Legal. Vends Ball Gum, Tells Your Fortune. (3 Reels, Numbers on Each Reel, 0 to 9. Takes Pennies, Nickels and Dimes. Can Be Used to Pay Off 45% in Cigarettes.) Price, 1 or 100.....\$17.50

Money Back If Not Satisfied.

**PARDUE NOVELTY CO.,**  
The Mosque,  
Laurel and Main, Richmond, Va.



**Meeting of  
Music Ops**

Gathering called in Chi on November 30 to complete organization

CHICAGO, Nov. 23.—At a meeting held November 16 at the Country Club Hotel, Chicago, more than 50 phonograph operators were present to discuss plans for a phonograph operators' organization for Northern Indiana and Illinois. The host of the evening was the genial Bob Bleekman, district manager for the Rudolph Wurlitzer Manufacturing Company, and a delicious dinner was served with plenty of refreshments.

Another meeting is to be held November 30 in Chicago for the completion of the organization.

At the speaker's table were several prominent phonograph men, Mr. Peterling, of the Rudolph Wurlitzer factory; Mr. Rosenberg, South Dakota representative, and Mr. Mossberger, Minneapolis and St. Paul representative of Wurlitzer. Bill Gussee was also present and made a splendid talk. S. A. Smith, probably one

of the oldest phonograph men, having been in business for more than 30 years, made several suggestions.

All in all, it was a delightful evening and it is expected that the next meeting, to be held November 30, will be well attended. A rising vote of thanks was given to Bob Bleekman for bringing the group together and acting as host and m. c.

**Matinees Boost Sales by  
Theater Candy Venders**

PITTSBURGH, Nov. 23.—Saturday morning matinees in local neighborhood houses which are being sponsored by the Federation of Women's Clubs have boosted the receipts of candy machines in those theaters almost 200 per cent.

Thousands of children attend weekly to see programs which have been specially arranged for their entertainment. The idea first started in two theaters and now has spread into 30 houses. Roger Albright, official of the Will H. Hays office in New York, was here last Saturday to study this idea. He is considering to duplicate similar Saturday morning programs in key cities throuout the country.

Sam Stahl, manager of the American Cigaret Machine Company, will return to his office in Pittsburgh next week after a three-week stay at the Hotel Lincoln, New York, where he held an ex-

**Music Biz Increasing  
In New York Territory**

NEW YORK, Nov. 23.—One of the greatest increases in music-machine operation is reported here. It is believed that this city will soon be one of the leading music-machine operating centers in the country and that as machines continue to come in the city will soon be well covered.

Large operations have been started by prominent coinmen and the general belief is that New York will soon be a city completely filled with the newest musical equipment. Old machines which have been in operation here for many years are now being replaced with the very latest type of equipment, and many operators are interesting themselves in the music-machine business.

It is also believed that within a short time there will be an association sponsored for music-machine operators to protect the general as well as the individual interests of the group.

Time payments for the machines, elimination of legal headaches in many forms and other favorable operating conditions are attracting greater numbers of operators to music machines.

Promotion for these instruments is very intensive here at this time and this also is tending to help the general situation.

hibit show. He reported to his partner, Meyer Abelson, that business has been tops.

Chauncey E. Rickard, secretary of the Allegheny County Retail Druggists, reports that nearly 80 per cent of local and neighborhood druggists are now serving as locations for the latest in pin games. This feature is reported by druggists as the best side line in their stores, bringing in added business with its own drawing power and stimulating sales in other departments.

**10 Best Records for the Week Nov. 23**

	RCA-VICTOR	BRUNSWICK	COLUMBIA
1	25161—"I'm Painting the Town Red"; "Just One of Those Things." Richard Himber, and orchestra.	7514—"Accent On Youth"; "Track In"; Duke Ellington and orchestra.	3097-D—"Red Sails in the Sunset"; "Mantovani and orchestra; "Whisper Sweet." Savoy Hotel Orphans.
2	25162—"Tender Is the Night"; "I Found a Dream." Eric Madriguera and orchestra.	7486—"Cheek to Cheek"; "No Strings." Fred Astaire, Leo Reisman and orchestra.	3096-D—"Where Am I"; "Stars Over Broadway." Little Jack Little and orchestra.
3	25163—"It Never Dawned On Me"; "When the Leaves Bid the Trees Good-By." Eric Madriguera and orchestra.	7487—"Isn't This a Lovely Day"; "Top Hat." Fred Astaire, Johnny Green and orchestra.	3095-D—"On Treasure Island"; "No Other One." Little Jack Little and orchestra.
4	25158—"You Are My Lucky Star"; "I've Got a Feelin' You're Fooling." Eleanor Powell, Tommy Dorsey and orchestra.	7321—"Me and Marie"; "A Picture of Me." Johnny Green and orchestra.	3092-D—"Imitations of You"; "Two Rivers Flow Thru Harlem" Vic Berton and orchestra.
5	25154—"Here's to Romance"; "Midnight in Paris." Eric Madriguera and orchestra.	7541—"Wouldn't I Be a Wonder"; "In Your Own Little Innocent Way." Kay Kyser and orchestra.	3087-D—"Ride, Red, Ride"; "Congo Caravan." Mills Blue Rhythm Band.
6	25152—"Red Sails in the Sunset"; "Turn Your Face to the Sun." Jack Jackson and orchestra.	7550—"Twenty-four Hours a Day"; "Yankee Doodle Never Went to Town." Teddy Wilson and orchestra.	3086-D—"I'd Rather Listen to Your Eyes"; "I'd Love to Take Orders From You." Renard and orchestra.
7	25153—"I'd Love to Take Orders From You"; "I'd Rather Listen to Your Eyes. Eric Madriguera and orchestra.	7537—"Now You've Got Me Doing It"; "In the Dark." Freddie Martin and orchestra.	3084-D—"The Gentleman Obviously Doesn't Believe"; "The Girl With the Dreamy Eyes." Ross and Sargent.
8	25151—"Thanks a Million"; "I'm Sitting High On a Hilltop." Paul Whiteman and orchestra.	7516—"You Are My Lucky Star"; "On a Sunday Afternoon." Don Bestor and orchestra.	3078-D—"Cotton"; "Truckin'." Mills Blue Rhythm Band.
9	25144—"Take Me Back To My Boots and Saddle"; "On Treasure Island." Tommy Dorsey and orchestra.	7548—"The Oregon Trail"; "At a Little Church Affair." Ozzie Nelson and orchestra.	3081-D—"Without a Word of Warning"; "I Wish I Were Aladdin." Will Osborne and orchestra.
10	25094—"Top Hat"; Piccolino." Ray Noble and orchestra.	7526—"Cotton"; "Margie." Duke Ellington and orchestra.	3077-D—"Cheek to Cheek"; "Top Hat, White Tie and Tails." Phil Ohman and orchestra.

**AMERICAN SALES CORPORATION**  
 936 WRIGHTWOOD AVE., CHICAGO, ILL.  
 OPERATORS . . . . You can increase the size of your route to where it will make a real steady profit for you. . . . Add more machines thru our extended credit plan. . . . It's yours for the asking if you are honest with yourself.  
**WRITE TODAY!**  
 ASK US FOR CREDIT!  
*Lee D. Jones*  
 P. S.—Join us at our circular bar.

# ELECTRO-HOIST

brings largest profit\* with smallest investment

\*ONE ELECTRO-HOIST OPERATOR HAS AN INCOME OF OVER \$1000 PER WEEK ON AN ORIGINAL INVESTMENT OF \$6000 . . .

How much do YOU want per week?

\$100.00 - \$250.00  
 \$500.00 - \$1000.00

What will it take to get it?



Mail this coupon today

### PIN GAME OPERATORS!!

Capitalize on your location.

### DIGGER OPERATORS!!

The Hoist is different from any other Digger. It will revive your old location.

SEND COUPON FOR FULL DETAILS

### STAR ELECTRO-HOIST CO.

Flatiron Bldg., 175 Fifth Ave., New York, N. Y.

Gentlemen:

Without obligation to me, please tell me how Electro-Hoists can bring me the checked weekly income and how much I must invest.

\$50.00 — \$100.00 — \$250.00 — \$500.00

NAME .....

ADDRESS ..... CITY ..... STATE .....

## Consider the Phonograph!

By RALPH J. MILLS, Vice-President

In Charge of Sales, Mills Novelty Company

First—Consider the Era! The years 1895 and 1936 will go down in history as the great dance years. All America is dancing morning, noon, afternoon, and night. The merry strains and the lilting rhythm of the world's greatest orchestras never stop for the clock or anything else. The reason is the coin-operated phonograph. It alone is more responsible for

200,000 locations for phonographs. The tavern is a paying location because when people visit it, they are there not just for five or ten minutes (as they are in a drugstore or confectionery) but they are there to spend a whole evening or for several hours at a time.

Dancing is the first thing they think about. Because the average record rendition on a phonograph lasts for only three minutes, it is easy to see that a phonograph must receive a very large number of plays.

Every good operator is sure of from 4 to 6 hours of practically solid dancing entertainment in the evening and the number of extra plays it gets during the other hours of the day easily explain why it can earn an income of from \$10 to \$30 per week.

Third—Consider the Phonograph! What is a good phonograph? I will say that it is nothing more or less than the actual orchestra itself represented on the record being played. Paul Whiteman, Ben Bernie, Ted Fio Rito and their boys were at their best when they recorded the record in the laboratory of the record company. And this music as rendered on a good phonograph is going to be everything the orchestra was when it reached its peak form.

You operators who have never heard of the phonograph—if you be any—please do not liken the electric amplified phonograph to the old-fashioned phonograph you used to hear in your home because it is a different instrument altogether. With its complete set of radio amplifying apparatus the modern phonograph relays the record so that everything the original orchestra put in is brought back, and the music is just as lifelike as if the orchestra were in the room. It is a scientific instrument, designed to render the finest music in sufficient volume to fill any large public place overcoming incidental noises in the location and at the same time render the music in this volume without any distortion of the tones or of the musical quality.

Fourth—Consider the Business of Phonograph Operating! You have considered, no doubt, every other kind of operating; so why not consider phonograph operating? There are about 2,000 phonograph operators in the U. S. A. and every one of them is making big money. Some of these operators have had as few



today's dance craze than any other single factor. Men and women of all ages are dancing and if the phonograph were not on hand, they couldn't be dancing. That explains the phonograph's part in the picture.

Second—Consider the Tavern! The tavern is today's best phonograph location. The phonograph had been slumbering for a couple of years, giving way to a great extent to the radio while Prohibition was at its peak, but as soon as the beer bill was passed and the beer tavern opened, in most cases the phonograph was the first fixture to be moved in after the bar itself.

The tavern today is the chief place of amusement and entertainment for both men and women. It is distinctly a different type of place from the old-time saloon because at least one-half its area is given over to a dance floor. 200,000 taverns in the U. S. A. mean

as five instruments and others have as many as 300 or 400. It is a certainty that phonograph operating is one of the most firmly established operating fields in the whole coin-machine business.

It is also a certainty that in spite of a large number of operators in this business that the field is scarcely more than one-third served at the present time. Phonographs may be purchased on a small, in fact, a trivial down payment basis and on monthly terms so liberal that the cash box collections more than solve the payment problem.

Thus, the phonograph is bigger in size than the average coin operated game or machine, and tho its total purchase price is also larger, no operator contemplating entering the phonograph business need worry about the price of phonographs.

All you need to think about is the down payment and you will find this to be as low or lower than the average cost of the average coin operated game for which you pay all cash and which generally has a shorter life.

The life of the phonograph is measured by decades, not even by years. Our first phonographs were made at our plant over seven years ago, and they are still operating today, producing music just as sweet and beautiful as the day they left our factory. Every one of these instruments has taken in collections amounting to many thousands of dollars.

And so in the long run the phonograph must be looked upon as the largest money maker possible to conceive. Its net earnings to the operator of \$8 to \$25 per week must be multiplied by these many years of operation if you would form a practical picture of the marvelous investment represented by coin-operated phonographs. Every dollar

you invest in phonographs will be paid back to you many times over. And you will find the phonograph operating business to be dignified, permanent, and intensely interesting. Once a man has taken up phonograph operating, it is almost impossible to shake him loose from this activity. He likes it too well.

Fifth—Consider the Appearance! Tremendously important is the appearance and design of the coin-operated phonograph. The advent of the de luxe models make it impossible to escape the necessity for modern design in phonograph styling.

Where attempts are made to try to achieve the modern effect, we all know that in many cases it fails. The spirit and the desire is there but the good taste and the style sense necessary to do a good job are absent. But when the de luxe phonograph appears in any kind of a location, whether that location is poorly decorated or perfectly decorated, it at once strikes the central decoration key of the whole location and very often causes the storekeeper to add new furniture and fixtures in order to complement the indisputable beauty of the phonograph.

This is why its influence is so widespread and why it is necessary for the operator who is considering entering the phonograph business or expanding in this business to hitch his wagon to the Star of Beauty in order to bring home a big load of profit.



BILL SHAYNE BOOSTS PHONOS. Dixie Music Company is a pioneer coin-machine firm in Florida, established in 1913, and covers the entire southern part of the State. This is the home office in Miami.

## CLOSE OUTS

ACE ..... \$29.50 SPORTSMAN—Late, non-visible ..... \$25.00  
 DO OR DON'T ..... 25.00 TRAFFIC ..... 20.00  
 PUT 'N TAKE ..... 19.50 TRAFFIC (made to play with 2 balls) 20.00

One-Third Deposit, Balance C. O. D.

2509 Ross Ave. OPERATORS AMUSEMENT CO. 1782 W. McCarty St.  
 Dallas, Texas Jefferson City, Mo.

## NO FOOLIN'....

Our New Triplicate Collection Books are CHEAP. Buy a supply from your Coin Machine Jobber. . . . See page 119.

BALTIMORE SALESBOOK CO.  
 120 W. 42d St., New York City

# WATCH for

## EXHIBIT'S ELECTRIC EYE TARGET PISTOL

LOCATION TEST SHOW  
the GREATEST RECEPTION  
EVER ACCORDED A COIN  
OPERATED MACHINE

A 100% TEST OF SKILL

BUILT IN THREE MODELS  
AUTOMATIC PAYOUT for COINS or CHECKS  
AUTOMATIC TICKET VENDOR  
and STRAIGHT AMUSEMENT GAME

# EXHIBIT SUPPLY CO.

4222 W. LAKE ST. CHICAGO

# MERCHANDISE MACHINES

## Robbins Tells of 15-Yr. Ad Record

BROOKLYN, Nov. 23.—D. Robbins & Company has been advertising merchandising machines in *The Billboard* for the last 15 years, according to Dave Robbins, president. The firm specializes in the sale of peanut, cigaret and chewing gum vendors and weighing scales.

The Robbins firm manufactures several types of vendors in addition to acting as exclusive distributors for other makes of machines. Dave Robbins states that during the last few months the sales of merchandise machines have more than doubled. He says that a great many pin game operators are beginning to appreciate the steady income which is earned

by merchandise machines and they are therefore adding such machines to their routes. More than a year ago, Dave predicted that pin game operators would eventually also operate merchandise machines, so that they could increase their earnings by making collections from both machines in the same locations. His prediction seems to have been 100 per cent correct.

## Drops Aspirin Vender

DETROIT, Nov. 23.—Milburn Company, 905 Henry street, Detroit, operators of vending machines, particularly for the distributing of aspirin tablets, has withdrawn from this business. Company has entirely discontinued the manufacture of aspirin.

## Jimmy Johnson in Big Modern Plant

CHICAGO, Nov. 23.—An open house celebration was scheduled today to mark the official opening of the new plant of Western Equipment & Supply Company at 925 West North avenue, Chicago.

The new plant is a modern building providing 10,000 square feet of floor space, excellent office accommodations on the second floor and equipment to turn out as many as 1,000 games per day. The firm has taken over the entire building and machinery and assembly lines were rapidly put into place this week. Production started almost immediately without interruption in moving from the former location.

The new building is modern in every respect, with a modernistic front on North avenue and sky-lighting for better working conditions in the plant. The second floor is being completely modernized to provide eight private offices, a main lobby, display room, and a big reception room and bar. The interior decorating being done on the office floor gives an atmosphere in keeping with the most modern business enterprise. The reception room and bar is more than an "operator's dream."

The new location is another step in the spectacular rise of Jimmy Johnson in manufacturing circles. Starting in the jobbing field, in two years "Western" Jimmy has made one progressive step after another until this modern plant is his crowning achievement in the manufacturing field. Jimmy first put his energy back of payout tables and achieved a national reputation for successful devices of this type. More recently his firm is adding skill games to a line of machines noted for mechanical perfection. Jimmy's smile is part of the welcome to all comers at the beautiful new home of Western Equipment & Supply Company.

## Modern Proposing Plan For Counter Device Ops

NEW YORK, Nov. 23.—Modern Vending Company is featuring a new plan for operators of counter devices which, it is reported, has already gained much acclaim. With the large sales which the firm has enjoyed with its Penny Pack counter games, in this State, New Jersey and Connecticut, it has planned a new idea in the merchandising of counter games.

Nat Cohn, president of the firm, says there is no doubt that such superior counter games as Penny Pack are bound to bring large profits to operators, for they offer the finest and easiest kind of operation and they also get the best display.

"Penny Pack is appreciated by storekeepers due to the fact that it helps them increase the sale of cigarettes. The silence of the machine, its beauty and the fine precision construction of the Penny Pack are further insurance for the operator.

### OPERATE THESE MACHINES FOR STEADY PROFITS



Reconditioned  
6 COLUMN  
CIGARETTE  
VENDORS  
Capacity  
120 Packs,  
15c Coin Chutes  
Original Cost  
\$75 each,  
1—\$24.50,  
5 or more,  
\$22.50 each.



EMPIRE 10  
PENNY  
VENDOR  
Capacity 8 lbs.  
Salted Peanuts,  
Vends all bulk  
Nuts or Candies.  
BEAUTIFUL  
CHROMIUM  
FINISH.  
Rejects Slugs.  
SAMPLE \$8.00.

PENNY STICK  
GUM VENDOR  
2 columns for  
Spearmint & Pop-  
permint Gum.  
Capacity 200  
sticks. Beautiful  
Chromium Fin-  
ish. SAMPLE  
\$8.50, including  
200 sticks of  
gum.



D. ROBBINS & COMPANY - 1141 De Kalb Ave., Brooklyn, N.Y.

## AND NOW! The New Magic Salesman A Penny Merchandise Vender BY "PEERLESS"



It's the dial's spin with each delivery that produces the exceptional volume of sales.

REVOLUTIONARY—SPECTACULAR.  
THE MOST GEN-  
ERATIONAL MER-  
CHANDISER AND  
SALES STIMU-  
LATOR IN COIN  
MACHINE  
HISTORY.  
BE FIRST IN YOUR  
TERRITORY.

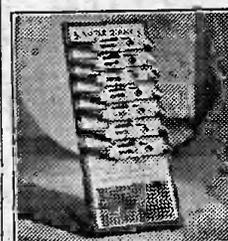
Peerless  
Products Co.

North Kansas City,  
Missouri.

Creators and Distributors of—MIRACLE  
MERCHANT CERTEX PEERLESS PEAN-  
UT Vender, 1-23 BALL GUM Vender,  
LUCKY DOZEN Salesboard.

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

## LOOK! SOMETHING NEW



Fish Knife, complete with compass in handle of each Knife; mounted seven on a 200 cc Sale board. Sells to location for \$5.00; special price, sample \$8.50; lots of 10 or more, \$8.00 each. Order today.

H. & D. SALES CO., Knoxville, Tenn.

### BIGGER PROFITS

PENNY VENDERS your best bet—lowest price vender on the market. HALF THE PRICE. TWICE THE INTAKE. Some operators using as many as 50 machines.

PEANUT VENDER Holds 1 1/2 pounds of Nuts. Takes in 75c. Will vend out completely in one night, in ordinary spots. Also Peppercorn and Ball Gum Styles. WRITE FOR PRICES.

SPECIALTY COIN MACHINE BUILDERS

J. H. AUSTIN, Proprietor  
817 W. Division St., CHICAGO, ILL.



## Hurvich Making Weekly Trips to Chi for Games

BIRMINGHAM, Nov. 23.—Harry Hurvich, of the Birmingham Vending Company, is making weekly trips to the Windy City to arrange for the shipment of games on which territorial agreements have been made with manufacturers that offer advantages to the firm's customers.

Max stated that the firm has been busy during the past month with deliveries for the Rock-Ola Multi-Selector phonos and also for the latest pay tables from the various manufacturers they represent. He believes this definite turn to the new kind of tables has tremendously aided the operators in the firm's territory and reports that everywhere in the South operators are installing more and more payout games daily.

He also reports that there is a good demand for new type equipment and that his company has the newest ideas on the market.

## A Cigarette For A Penny



Height 8 Inches. Base 6x6 Inches. Holds 100 Cigarettes, Equipped with Latest Type Slug Ejector.

Approved by INTERNAL REVENUE DEPT. PROTECTED AGAINST PATENT INFRINGEMENTS  
SILVER COMET has opened a new and prosperous field of endeavor. It is "The Modern Method" of distributing the most universally consumed and the most widely advertised product on the American market. The sale of cigarettes one at a time through SILVER COMET allows an attractive profit, with a minimum of overhead, inasmuch as one man can service several hundred machines. Exclusive territory to jobbers and operators. Write for particulars.

MANUFACTURED BY  
REDCO PRODUCTS CORP.  
La Crosse, Wisconsin

## Xmas Special Prices ON PEANUT AND BALL GUM VENDERS.

Also Booth and Table Size.

Self-Serv Mfg. Co.  
1041-45 Cambridge St., Camden, N. J.

**Western Manufacturer Speeds Up Production**

LOS ANGELES, Nov. 23.—Intense manufacturing activity is reported at the plant of the Sands Manufacturing Company, manufacturer of Skill Katch and Skill Katch-a-Light. The increased demand for these games is said to have necessitated the addition of several men to the assembling department. The factory has announced lower prices since the increased production schedule went into effect and demand has accordingly shown big increases.

In addition to the shipments going to all parts of the United States, a reporter noted shipments marked ready for Brighton, London and Liverpool, England; Bombay and Rangoon, India; Honolulu, and Melbourne, Australia. Harry Silk stated that this export business was obtained as a result of advertising in *The Billboard* during the month of June.

The firm announces that, altho prices have been reduced, the games are still being built with solid walnut and bird's-eye maple cabinets. Roy Specht, sales manager, recently returned from a successful trip to the Middle West and East and has now left for the North Coast region. The games have eye appeal and their growing popularity indicates that players like the game.

**Slots Featured by Baum**

ST. LOUIS, Nov. 23.—Dan Baum, of the Baum Novelty Company, the last six months has been specializing in the buying and selling of slot machines. He has developed quite a business in slots throuth the country and is at present devoting more time to this phase of the coin-machine industry than he is to the pin games.

**...IN PHILADELPHIA PENNY PACK**



IS TOPPING ALL MONEY-MAKING RECORDS. RUSH YOUR ORDER!

**BANNER SPECIALTY CO.**  
1530-32 PARRISH ST., PHILADELPHIA, PA. **\$17.50**



**GAWW CO**

**"THE HOUSE OF SERVICE"**  
Now located in our New and Larger Quarters where we are better able to serve you.  
WE SPECIALIZE IN ALL NECESSARY PARTS, EQUIPMENT AND SUPPLIES FOR THE OPERATOR.  
"Tell Us What You Want—We Have It!"  
OUT-OF-TOWN OPERATORS  
Make this your Headquarters while in St. Louis.  
JOBBER OF NEW AND USED PIN AND COUNTER GAMES. DISTRIBUTORS FOR ELECTROPAN, ST. LOUIS, MO.  
4258 OLIVE ST.,

**WRITE Your Own TICKET**

Pin Game—Digger—Slot COLLECTION BOOKS. Write for Free Sample or See your Jobber. . . . See page 121.  
**BALTIMORE SALEBOOK CO.**  
120 W. 42d St., New York City

**Jobber Covers Missouri**

ST. LOUIS, Nov. 23.—Carl F. Trippe, owner and manager of the Ideal Novelty Company, and Arthur A. Garvey, field representative of the Bally Manufacturing Company, Chicago, returned here Monday after an extended trip thru Missouri. During the trip they visited practically every operator in the State, being on the go from early morning until after midnight every day. Garvey departed for Chicago upon completion of the trip.

**Ad-Lee To Exhibit at Amusement Parks Show**

CHICAGO, Nov. 23.—Ad-Lee Company, pioneer in the coin-machine and novelty field, has arranged for a booth at the amusement park managers' convention, which will open here at the Sherman Hotel December 3. The firm will show its electric digger known to the trade as the X-Cavator and several new counter devices. The X-Cavator was introduced to the trade several months ago as a counter-model digger and attracted attention to a new field for the digger type of machine. It has also found a wide market abroad and sales have been steadily growing.

Ad-Lee will also show for the first time at the amusement parks convention a reproduction of a paddle wheel, the idea of which has been in development for the last two years. The firm has improved the principle of the wheel and also the method of using colors. Shown to an experienced amusement parks operator recently, he was greatly impressed by the possibilities of the device and said that the public was waiting for such a new idea. The device will use a nickel coin chute.

The Ad-Lee firm is also announcing to the coin-machine trade a new dice game called Leap Frog, a device that has been highly complimented by experienced men in the trade. A two-in-one confection and nut vender called Duette is also being announced. It is a penny merchandiser and requires no more space than the globe-type machines.

**Business Growth Demands New Quarters for Jobber**

ST. LOUIS, Nov. 23.—A. B. C. Games Company, jobber and operator, has made such tremendous strides in its business during the last six months that it has been compelled to move into larger and more elaborate quarters to properly take care of its many customers.

The firm moved today to 4258 Olive street, where it occupies quarters approximately four times the size of its old headquarters. The floor space in the new quarters measures approximately 5,000 square feet, exclusive of a large basement. Walter F. Koch, Elmer Pohlman, William Taber and Charles T. Stevens are the owners and officials of the A. B. C. Games Company.

Besides having an elaborate display room and suite of offices, the company is enlarging its repair department and boasts of the fact that it will carry every conceivable part and equipment necessary in the operation of any style of coin-operated machine. M. R. James is in charge of the mechanical department and has for his assistant Ralph Lewis. Both are expert mechanics who received their training with some of the manufacturing plants in Chicago.

A large private parking lot adjoins the new quarters of the A. B. C. Games Company which will make it convenient for customers to park and make an ideal loading place.

**Detroit Operating Firm**

DETROIT, Nov. 23.—S. & B. Coin Machine Company has been formed by Sol Boesky and Oscar Sherman at 2859 Sturtevant avenue, Detroit. Boesky and Sherman withdrew from the General Novelty and Amusement Company, leaving Sam Rosenthal sole proprietor of this company, which remains at its former address on Hazelwood avenue.

The new S. & B. Company is operating a line of modern pin games.

Boesky is well known to Detroiters as a member of the Boesky brothers, who have operated several of Detroit's best known catering establishments, including the former Tavern on Griswold street, which secured a large theatrical patronage.

ON DISPLAY BY DEALERS EVERYWHERE



**TACKLE**

IMMEDIATE DELIVERY

\$44.50 F. O. B. AURORA, ILL. TAX PAID

**STONER CORPORATION**  
328 Gale St., Aurora, Ill.

**\$44.50 Ea.**  
STONER'S **TACKLE**.  
BIGGEST MONEY MAKING SKILL GAMES OF TODAY!  
Eastern Distributors **D. ROBBINS & CO.** 1141-B DEKALB AVE. BROOKLYN, N.Y. Immediate Delivery!

**CLOSE-OUT SPECIAL SALE**  
**MILLS TICKETTES \$8.50** (LOTS OF 5 OR MORE)  
Slightly Used Latest New Mechanisms  
Perfect Working Condition. Tickets, with or without Fortunes, \$1.75 per 1,000, in 5,000 Lots. **SINGLES \$9.50 Ea.**  
1/3 Cash With All Orders, Balance C. O. D.  
**MILLS TEN GRAND \$98.50** F. O. B. Chicago **Immediate Delivery**  
MILLS EASTERN DISTRIBUTORS.  
**UNITED AUTOMATIC SALES CO.,** 698 BROADWAY, NEW YORK CITY. (Tel.: GRamercy 7-7072.)

**BARGAINS IN AUTOMATIC PAYOUTS**  
DO OR DON'T \$19.50 SPORTSMAN, Visible \$37.50  
PUT 'N' TAKE, late model 19.50 SPORTSMAN, Walnut Cabinet 25.00  
TRAFFIC, Model B 19.50 SPORTSMAN, Black Cabinet 20.00  
RODEO 29.50 CARIOCA 27.50  
1/3 Cash, Balance C. O. D.  
**BOYLE AMUSEMENT COMPANY**  
Oklahoma City 522 N. W. 3rd St. OKLAHOMA

The House That Confidence Built.  
**Est. 1923 SOUTHERN AUTOMATIC SALES CO. Wabash 5464**  
**540-542 So. 2nd St. Louisville, Ky.**  
Tackle, 50/50, Lucky Star, Mammoth and any new machine made. Immediate delivery. Write for our bargain list—our Used Machine Stock is varied, large and perfect.

When Writing to Advertisers Mention The Billboard.

What is your picture of a real MONEY MAKER?



That is what every operator wants to know—and NOW A.B.T. gives it to you! A fast playing, attractive machine that captures the play in every location, yet conforms everywhere! SPORTLAND, the second of the WAGON WHEELS series, will outlast, outplay and make more money for you than any other COUNTER MACHINE!

ORDER TODAY—  
Put SPORTLAND on location—it will put you in the money!

Small and compact. 16" long, 10 3/4" wide, 5 1/2" high. Shipping weight 14 1/2 pounds.



Order FROM YOUR DISTRIBUTOR 1c OR 5c PLAY

A. B. T. Manufacturing Co., Inc. 3311 CARROLL AVENUE CHICAGO, ILLINOIS



"Little Napoleon" Story Draws Varying Comments

BROOKLYN, Nov. 23.—William Blatt, president of the Supreme Vending Company, Inc., reports that since the publication of the picture made of him by Frede in the November 16 issue of *The Billboard* his mail has been cluttered with letters from operators, jobbers, distributors and manufacturers all over the country reporting some comical phase of the incident and each one seems to have an individual way of saying it.

"Little Napoleon" is set on the fact that "you've got to make them laugh, at least once in a while" and feels that the cartoon has helped create a better business feeling. Blatt is now planning to have other officers of the firm cartooned to represent the various officers of Napoleon and perhaps he may even go to the extent of dressing his men in Napoleonic costumes. "Anything for a laugh, these days," he says.

The cartoon will also be a feature of the 10th Anniversary Celebration of the firm the latter part of the year. The new issue of *Supreme News* which the firm is planning at this time will also carry the cartoon as a feature with a reprint of *The Billboard* story.

At the present time, the story which appeared in the November 16 issue of *The Billboard* is framed and appears on the walls, the desks and other spots in the export department, repair department, mail department and other departments of the firm.

It is the "prize package of the place," Little Napoleon says.

Reports Record Business

DETROIT, Nov. 23.—Biggest business in the history of the company was reported this week by B. J. Marshall, president of B. J. Marshall, Inc., Detroit coin-machine jobber. The new business is almost entirely in pin games, of which a

total of 237 machines was sold last week alone.

On Monday, when interviewed, Marshall was busy unloading an entire carload shipment from the Rock-Ola factory. The new increase has occurred entirely in the last three weeks, after some of the slowest business in recent seasons. Marshall said, and shows the quick response of the local market when there is ground for optimism.

Marshall has discontinued the use of the name of the Supreme Manufacturing & Distributing Company, which he formerly also headed, as a local manufacturing organization and is doing his entire business under the name of B. J. Marshall, Inc.

Dixie Music Firm Known As Pioneer in Florida

MIAMI, Nov. 23.—Bill Shayne, of the Dixie Music Company, has announced that his firm will handle the Caille line of machines. The Caille firm of Detroit, reorganized as the A. C. Novelty Company, is placing some new and interesting machines on the market.

In relating the history of the Dixie Music Company, Bill Shayne, popular head of the organization, said that "it was established in 1913 and is one of the oldest coin-machine firms in the State of Florida. It covers the entire southern part of Florida from the West Coast and the extreme East Coast. We pioneered this country in the days when it was almost impossible to place coin-operated devices of any sort. We are proud to state that we have built up a clean, upright business and thru our many years of experience have learned the type of service that cannot be duplicated by others. We have developed and built all types of games, some of which are now being used by well known manufacturers."

SPECIAL BARGAINS IN SLOTS

OVER 300 SLOTS FOR SALE  
TERMS, 1/3 DEPOSIT, BALANCE C. O. D.

2% off for cash

MILLS "O. T." VENDERS, 5c Play	\$39.50
MILLS "O. T." VENDERS, 1c Play	36.50
MILLS DIAMOND F. O. K. ESCALATOR FRONT VENDERS, 5c Play	58.50
MILLS EXTRAORDINARY ESCALATOR FRONT VENDERS, Used Two Days and Cost \$96.50. 5c Play Mystery P. O.	89.50
MILLS SKYSCRAPER SIDE VENDERS MYSTERY P. O. 5c	49.50
MILLS SKYSCRAPER SIDE VENDERS MYSTERY P. O. 1c	44.50
MILLS SKYSCRAPER SIDE VENDERS STANDARD P. O., in Both 1c and 5c Play	40.50
MILLS SKYSCRAPER BELL, 5c Play	48.50
MILLS WAR EAGLE ESCALATOR BELL, 5c Play	39.50
MILLS GOLD AWARD BLUE FRONT BELL, 10c Play	62.50
MILLS SINGLE J. P. FRONT VENDER AS IS, 1c Play	15.00
JENNINGS GOSENECK DOUBLE J. P. CENTURY VENDER, 5c Play	47.00
JENNINGS LITTLE DUKE VENDER (Like New), 1c Play	20.00
JENNINGS VICTORIA DOUBLE J. P. FRONT VENDER, 25c Play	14.50
WATLING DOUBLE J. P. VENDER (Like New), 1c Play	37.50
WATLING DOUBLE J. P. VENDER (Like New), 5c Play	38.50
ADVANCE CIGARETTE MACHINES (Like New)	21.50
1934 ELECTRIC HOISTS	100.00
MOTOSCOPIES (Like New) (Black Stained)	135.00
ROLLET 3-BALL SLOT GAME	6.00
MILLS BELLS AS IS	8.00

ALL MACHINES ARE LIKE NEW EXCEPT THOSE MENTIONED "AS IS".  
LIBBEY VENDING MACHINE COMPANY  
136 ARLINGTON STREET HAVERTHILL, MASS.



Distributors for GENCO'S  
Lucky Stars \$44.50

READY FOR IMMEDIATE DELIVERY  
We also handle the best and latest in all New Games. Write for Prices.

Paces Races, \$300 Ea.

We are offering 5 (almost new) PACES RACES at \$300.00 each. These are the latest model, black cabinet, serial numbers over 1,700. All of these have been purchased from the factory since September 10, 1935. Will be shipped in original cases. Guaranteed to be in perfect working order.

WE OFFER SUBJECT TO PRIOR SALE THE FOLLOWING USED MACHINES

THEY CAN'T LAST LONG AT THESE PRICES!!!  
All of our Used Machines are put in good condition. New Balls were necessary. Batteries tested and machines put in condition, ready to be placed on locations.

Three in Line	\$10.00	Treasure Hunt (G. M. Lab.)	\$15.00	Genco Kingfish (Not Mystery) 1 Ball	\$40.00
Signal, Jr.	7.00	Star Lite	10.00	Automatic Payout, like new	17.50
Signal, Sr.	10.00	Fire Chief	12.50	Tit for Tat	12.50
Dealer	10.00	Genco Baseball	15.00	Hold & Draw (New Model)	12.50
Beam Light	9.00	Angle Lite	14.50	Domino	12.50
Sink or Swim	8.00	Spot Lite	15.00	Mysterious Eye (Like New)	40.00
Cyclone	18.00	Tri-A-Lite	15.00	King Fish (Genco New Model Mystery Payout 50.00)	
Beacon	9.00	Rock-Ola "21"	15.00		
Drop Kick (1c)	4.00	Frisky	15.00		
Action (Large)	12.50	Spiffire	20.00		
Action (Small)	9.00				

In ordering used machines state whether 1c or 5c slot is desired and method of shipment preferred. All orders must be accompanied by 1/3 deposit in cashier's check, cash or money order. Prompt service guaranteed. Our central location means a saving to you on freight or express charges.  
MORRIS NOVELTY CO. 4505 Manchester, St. Louis, Mo.

HERE'S WHY "GENERAL" LEADS THE FIELD  
Mills TICKETTES \$9.00 Each

(Latest Improved Model) Twins (new) \$19.00  
Naturals (new, improved model) \$10.00  
Silver Street (new) \$21.00  
—SUPPLIES—  
Ball Gum . . . . .15c  
Eveready Batteries . . . . .20c  
Collection Books . . . . .10c

WRITE FOR BRAND-NEW COMPLETE PRICE LIST  
GENERAL AMUSEMENT GAME CO. 837 Albany Ave., HARTFORD, CONN. Tel.: 5-0908

**SCREAMO**  
10 DAYS FREE TRIAL!  
Thousands fill the theaters to play Screamo . . . everybody plays it.  
Now Rock-Ola gives you Screamo in a light-up pin game!  
Start the show! Order a sample SCREAMO. If you don't collect \$42.50 the first 10 days, return your sample to us and we will refund your money in full! Order now—\$42.50.  
(1/4 deposit, balance C. O. D.)

**42.50**

**GENERAL COIN MACHINE CORP.**  
821 W. Jackson Bldg., Dept. B, Chicago, Ill.



# More GREAT BUYS

Here's more of those startling bargains in Electro-Ball quality reconditioned games. Buy them with complete confidence.

**NEW ORLEANS  
BRANCH NOW OPEN  
VIRGINIA BLDG.  
517 Canal St.  
J. FRED BARBER, Mgr.**

—RECONDITIONED—  
PUT 'N' TAKE . . . . . \$22.50  
DO OR DON'T . . . . . 22.50  
RODEO . . . . . 35.00

—TRADE OFFER—  
Our International market for reconditioned equipment enables us to offer liberal trade-in allowances on the best new Pin Games, Phonographs, Vending Machines, Scales, etc., for used games and slots. Write us about what you want to trade.

—BRAND NEW—ORIG. CRATE—  
STAMPEDE . . . . . \$47.50  
INDICATOR . . . . . 37.50  
EQUITY . . . . . 35.00  
Terms: 1/3 with order, bal. C. O. D.

## ELECTRO-BALL COMPANY, Inc.

DISTRIBUTORS DALLAS, TEXAS  
1200 CAMP

### Shipments of 50-50 Game Now Going Out to Trade

CHICAGO, Nov. 23.—A. G. Bradt, of the G-M Laboratories, announces that the first shipments of his firm's 50-50 game have been shipped to distributors and jobbers all over the country. Floods of congratulatory letters and telegrams have been received by the G-M firm complimenting it on the new game.

50-50 is an especially clever game with many innovations introduced for the first time in the price class of the game. The first important feature is the Vender counter. This device automatically records, on a small register located right above the cash box in the interior of the game, the number of free games won by the player for skill. Thus the necessity of the merchants recording the amounts paid out for skill games won by players is eliminated. When the operator comes to check up on the game he merely looks at the meter recording and compares it with the last meter reading.

The automatic shuffle board, made exclusively by the G-M Laboratories, is again used in 50-50. Every time a winning score is made on the playing field all balls in scoring holes are returned for further play automatically without manipulation by the player. Thus, even the 50-50 game is a five-ball game, the player has a chance of shooting over and over again until he loses all balls. This feature lends itself to the 50-50 slogan, "Five balls or more—it depends on your skill."

Another important feature introduced in the 50-50 game is the new pick-proof Duo lock. This new safety device protects the cash box from marauders and thieves. The lock is made on the cylinder and bolt idea, as these are the most important burglar proof safes. The G-M firm has added this lock to the new game at an added expense without increasing the cost of the game to the operator.

A brand-new idea, presented for the very first time in 50-50, is the new "Games Won Lite-Up Device." This new device records the winning games on a lite-up device that is visible for about 30 feet or more. Thus, even the big lite-rack is eliminated, the merchant can check the winning games from behind the counter.

50-50 is packed with many other important features such as a new electrical tilter device that cuts off lights and action when the table is tilted . . . an exclusive, new richly trimmed de luxe cabinet designed especially for the 50-50 game . . . a beautiful playing field of bright colors superimposed on a glossy black ground . . . feather touch plunger . . . chromium hardware and others.

### Master Merchandiser Is Commended by Lazer Firm

PITTSBURGH, Nov. 23.—B. D. Lazer Company is featuring the Master merchandiser, according to reports of the firm. The small merchandiser is said to be one of the best money-makers offered to operators.

The firm has had a great deal of experience with the small vendors and in the past year started many profitable routes of the merchandisers for operators thruout their extensive territory. The firm feels that this machine, in conjunction with the counter games which it is featuring at this time, is certain to bring about real profit operations for many operators.

They explain that the small merchandisers have been gaining in popularity steadily and that there is now a definite trend on the part of a great number of operators thruout the country to return to the profitable counter devices.

Bars and taverns everywhere, they claim, are showing profits for very small servicing overhead to operators. The firm has worked out a plan whereby the Master vendors in conjunction with counter games which it distributes are bound to produce large profits for operators.

Foremost among the counter games it is featuring in conjunction with the Master merchandisers at this time are the Penny Pack, Wagon Wheels, Sport-land, Get-a-Pack and Goal Line. It also expects to have a shipment of new counter games within the next few weeks. The combination of the Master merchandisers and the counter games as featured by the Lazer firm is shown in its three offices. The Pittsburgh, Scranton and Reading offices are reported to be doing a fine business on the counter machines.

## 1936 MODEL BELL



The above machine is the first and only Bell type machine on the market with a coin top showing the last 9 coins, the best protection against slugs.

Built in 3 Models, Bell, Front Vender and Gold Award Built for 1c-5c-10c-25c Play Made Only By

**WATLING MFG. CO.**  
4640-4660 W. FULTON ST.  
CHICAGO, ILL.  
Est. 1889—Tel.: O'Lumbus 2770.  
Cable address "WATLINGITE" Chicago

**Get a Gobbler!**  
Select Your Favorite Girl's Name and Get a 10 Pound Turkey  
Numbers 1 to 10 FREE  
Numbers 11 to 25 Pay What You Draw—Over 35 Pay

1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30
31	32	33	34	35	36	37	38	39	40
41	42	43	44	45	46	47	48	49	50
51	52	53	54	55	56	57	58	59	60
61	62	63	64	65	66	67	68	69	70
71	72	73	74	75	76	77	78	79	80
81	82	83	84	85	86	87	88	89	90
91	92	93	94	95	96	97	98	99	100



Non-breakable center fold. Fits coat pocket. Produced in full colors. Exclusive trouble-proof name registry.

**HAMILTON MFG. CO.**  
MINNEAPOLIS - MINN.

On all orders for Turkey cards, full payment must be sent with order. State take-in that you desire. Add 10% govt. tax to all prices.

We furnish Turkey Cards with take-in as follows: "Numbers 1 to 10 Free—Numbers 11 to 25 Pay What You Draw—Numbers over 25 Pay only 25c." Also, "Numbers 1 to 10 Free—Numbers 11 to 35 Pay What You Draw—Numbers over 35 Pay only 35c."

Size	1c to 25c Cards with 10 Free Numbers	1c to 35c Cards with 10 Free Numbers	Per Doz.	Per 100.	Per 500.	Per 1000.
60	\$11.45	\$14.50	\$0.84	\$5.87	\$23.84	\$44.01
70	18.95	18.00	.98	6.44	26.09	48.14
75	18.20	19.75	.98	6.71	27.21	50.19
80	18.45	21.50	1.01	6.99	28.34	52.26
100	21.45	28.50	1.17	8.12	32.83	60.51

**EAT AND SMOKE**  
1,200 Holes.  
Sells 85 Pounds of Poultry and 20 Packs of Cigarettes. Takes In \$60.00, Pays Out \$28.50.

**GLOBE PRINTING CO.**  
MAIN OFFICE AND FACTORY  
1023-25-27 RACE ST. PHILA., PENN.  
16-18 WEST 22ND STREET, NEW YORK, N.Y.  
418 SOUTH WELLS STREET CHICAGO, ILLINOIS. 272-274 MARIETTA STREET ATLANTA, GEORGIA.

Price \$1.65 Plus 10% Tax.

3502 1/2 McKinley St. 477 Third Street, Tacoma, Wash. San Francisco, Calif.  
1352 N. E. 1st Ave. 227 So. Presa Street, Miami, Fla. San Antonio, Tex.

### GET THE TURKEY

**EAT AND SMOKE**  
1,200 Holes.  
Sells 85 Pounds of Poultry and 20 Packs of Cigarettes. Takes In \$60.00, Pays Out \$28.50.

**GLOBE PRINTING CO.**  
MAIN OFFICE AND FACTORY  
1023-25-27 RACE ST. PHILA., PENN.  
16-18 WEST 22ND STREET, NEW YORK, N.Y.  
418 SOUTH WELLS STREET CHICAGO, ILLINOIS. 272-274 MARIETTA STREET ATLANTA, GEORGIA.

Price \$1.65 Plus 10% Tax.

3502 1/2 McKinley St. 477 Third Street, Tacoma, Wash. San Francisco, Calif.  
1352 N. E. 1st Ave. 227 So. Presa Street, Miami, Fla. San Antonio, Tex.

**CATALOG** GLOBE 124 PAGE NEW CATALOG IS READY NOW AND IS YOURS FOR THE ASKING

**BARREL OF FUN**  
Reach In And Win  
10¢  
100-100 104-107  
100-103 107-108  
100-104 108-109  
100-105 109-110  
100-106 110-111

Gets results where others fail—lightning fast returns.

**SAMPLE BARREL** . . . . . \$2.50  
Refills . . . . . \$2.25  
**TAKES IN** . . . . . \$144.00  
**PAY OUT** . . . . . \$120.00  
Nets . . . . . \$24.00

Agents Wire for Open Territory.

**INDEPENDENT NOVELTY CO., 110 N. 5th St., Springfield, Illinois**

### FAIR PLAY—FOUR WAY

**JACKPOT TIP BOOK**  
Biggest Sales Stimulator Ever Made.  
21 JACK POT SEALS  
Containing 3 Accumulating Pots to Build up the Play and 5 Trade Pots to Give Dealer an Extra Profit and Give Player an Extra Play. Also Tip and Consolations.  
ANOTHER GAM ORIGINAL IDEA—  
Look for Registered Trade Mark.

**\$ 2.00 Per Dozen \$20.00 Per Gross Sample Book 25c**

This Deal made in 120-136-153 Combinations. Shows prices for 120 Combination only

Descriptive Circular upon Request

**GAM SALES COMPANY**  
1321 S. Adams St., Peoria, Ill.

**PEO'S LATEST PIN GAME**  
**1 - 2 - 3**  
Ready for Delivery!  
JOBBER AND OPERATORS WRITE FOR PRICE

**D. ROBBINS & CO.** 1141-B De Kalb Ave., BROOKLYN, N. Y.

### WANTED PACE RACERS

Must be in good condition and price right. J. E. PRIDE, 27 Preston St., Halifax, N. S., Canada.

### The LAW DEMANDS

WRITTEN records on your earnings and location's earnings. See your jobber for the New Triplicate COLLECTION BOOKS. See page 113.

BALTIMORE SALESBOOK CO.  
120 W. 42d St., New York City.

# Tops 'em all

## ELECTRIC BAFFLE-BALL

### ONE BALL

**Automatic Payout with MYSTERY JACKPOT and SIGNAL LIGHT**

Yes, sir, it tops 'em all in beauty in appeal in playing action . . . and in profits. No wonder Chicago operators are clamoring for more Electric Baffle-Balls. This giant game has the greatest of all play attractions. **MYSTERY JACK-POT with SIGNAL LIGHT!** 23 by 46 inches crammed full of tantalizing action and suspense. Watch the added excitement when the Signal Light flashes on. . . it means any payout hole filled releases the **Mystery Jack-Pot.** Also pays out extra Silver Awards on **TWO Pockets.** See for yourself. Get Electric Baffle-Ball today.

**GIANT SIZE**  
**\$89.50**

Tax Paid, F. O. B. Chicago.  
**MINT VENDOR & CHECK REPAIR-TOR, \$10.00 Extra**

**IMMEDIATE DELIVERY**

**YOUR JOBBER OR**  
**D. GOTTLIEB & CO.**  
 2736-42 N. PAULINA ST.  
 CHICAGO, ILLINOIS

**Appoint Modern Vending To Handle G-M Machines**

CHICAGO, Nov. 23.—One of the most important deals was made recently here with the appointment of the Modern Vending Company as the metropolitan New York distributor for the pin-table products of the G-M Laboratories of Chicago.

A. G. Bradt, of the G-M firm, said that he is especially proud to have his firm represented by such a widely and favorably known firm as the Modern Vending Company. He also states that his firm feels especially flattered inasmuch as it is commonly known that Modern Vending is extremely "choosy" in the selection of lines it represents.

Besides being the metropolitan New York distributor, the Modern Vending Company will be the exclusive distributor for G-M in several neighboring States.

Several carloads of G-M's new game, 50-50, have gone forward to Modern and will be on display immediately at all of Modern Vending's jobbers.

**Report Operators Want Chute for Bigger Coins**

NEW YORK, Nov. 23.—Jobbers and operators are reporting here that due to the tremendous success which the merchants are having with Penny Pack machines there has been a demand by many of them that the coin slot be increased in size to accommodate larger coins so that players can be given the opportunity to try for greater awards than the single pack now offered.

It was also reported by one New Jersey operator that one of the smaller tobacco store chains in his State has become interested in the game and has decided to place one in every store. They have learned that the game helps to bring about a greater sale of cigarettes.

One Connecticut operator stated that he has been approached by certain merchants for score cards on one brand of cigaret so that these cigarettes could be

introduced to the public in this fashion. This operator reported that the merchant who made the suggestion is of the belief that such a machine would be sponsored by the cigaret company interested in getting a larger sale for its cigarettes to the public.

**Opens in Columbus Nov. 30 State Coin Machine Corp.**

COLUMBUS, O., Nov. 23.—State Coin Machine Corporation, newly formed jobbing and distributing firm, will have its official opening November 30.

Tom G. Murray, head of the new company, says arrangements have been completed with the leading manufacturers and everything is in readiness to display the very latest in coin machines at all times.

He stressed the importance of the firm's repair department, where all operators can obtain quick and satisfactory service on all types of machines.

**WHOLESALE MERCHANDISE DEPARTMENT**

*In This Issue*

Immediately preceding Amusement Machine Section

**SAVE MONEY BY BUYING THRU THIS DEPARTMENT**

**KICK-OFF**  
 YOUR SIGNAL FOR BIGGER PROFITS

A Real Football Board That Will Score Plenty Profit Points for You  
**Jumbo Board—Extra Thick, with Fraud-Proof Winners.**

1000 HOLES—5c PLAY  
 Takes In . . . . \$50.00  
 Payout-Average - \$19.15  
 Profit-Average - - 30.85



**No. 1189 \$3.83 Plus TAX**

**FOR BIGGER AND BETTER SALESBOARD PROFITS . . .**

**SEND FOR OUR NEW CATALOG OF PROFIT MAKERS**

*Write, Stating Your Line or Business to*  
**HARLICH MFG. CO.** 1417 W. JACKSON BLVD. CHICAGO, ILLINOIS

**Turkey Push Cards**

Holes.	Takes In.	Per Doz.	Per 100.
60	\$11.45	\$0.80	\$8.00
70	12.95	.90	8.75
75	13.20	.95	7.25
80	16.45	1.00	7.50
100	21.45	1.12	7.75

These Prices Include Government Tax.

**ORDER FROM THIS AD**  
 Send 25% with Order, Balance O. O. D.  
**USE AIR MAIL**

**Our 1935-'36 General CATALOGUE IS READY**  
 172 Pages of the *Latest* and *Fastest Selling* Items at *Lowest Possible Prices*....  
 Write for your (catalogue Today) Be Sure to Mention your Line Of Business.....  
**MIDWEST MERCHANDISE CO.**  
 1026-28 BROADWAY, KANSAS CITY, MISSOURI.

**QUICK TURNOVER**

What everybody wants today!  
 Sells out in one day in average spot.

250-Hole 5c Six Cutout Board complete with six giant size Two-Blade Pearly Knives. Sells to location for \$6.00. Special price, sample \$3.50, ten or more \$3.00 each.

**H. G. PAYNE CO.**  
 312-14 Broadway, Nashville, Tenn.

**HOLIDAY BOARDS CARDS AND HEADINGS**

Special Decorative Gummed Labels for the Holidays

Make up your own Deal and typewrite the payout wanted. Christmas and other Holiday Headings measure 7"x3" and fit all wide 64 to square inch Boards from #200 Hole to #2,000 Hole.

Typewrite or Print Your Heading Here.

**CHAS. A. BREWER & SONS,** Largest Board & Card House in the World, 6320 Harvard Ave., Chicago, U. S. A.

**BALLY'S NEW SCRIMMAGE—\$44.50—Immediate Deliveries GUARANTEED USED MACHINE BARGAINS**

Jennings Win-a-Pack (New) . . . . . \$15.00	Cavalcade . . . . . \$10.00	Split Second (New—Floor Samples) . . . . . \$12.50
Beamite . . . . . 10.00	Griss Cross-A-Lite . . . . . 9.00	Star Lite . . . . . 12.50
Beacon . . . . . 8.00	Major League, Sr . . . . . 8.50	Three-in-Line . . . . . 12.00
Gannon Fire (Large) . . . . . 10.00	Score-A-Lite . . . . . 10.00	
Castle Lite . . . . . 8.00	Sink or Swim . . . . . 12.00	
	Spot Light . . . . . 12.50	

TERMS: 1/3 Deposit, Balance O. O. D.  
 These Games have been overhauled from top to bottom. The Cabinets are washed and polished. All batteries are tested for voltage. Playing fields are trim and clean. No dirt rins around runways. No bent pins. Legs are strong and firm. Coin chutes smooth.

**MILLER SALES CO., 4404 Manchester Ave., St. Louis, Mo.**

**WE ARE MANUFACTURERS OF PUSH CARDS**

With no salesmen on the road and no commissions to pay, we offer **MOST ATTRACTIVE DISCOUNTS**

**CENTRAL PRESS** 425 MARKET STREET PHILADELPHIA, PA.  
 HOLT'S AUTOMATIC SALESBOARDS.

**CLEAN UP YOUR SURPLUS STOCK OF PREMIUMS**



\$2.00 BUYS BIG

**VARIETY STORE DISPLAYS and 175 EMPTY PREMIUM BOXES**

If you have an accumulation of odds and ends in premiums, here's how to sell the whole works—at a big profit. Box up this surplus premium stock and dispose of it through "The Big Variety Store," a blind sale stunt that goes over big through the holidays.

Now you can get "THE BIG VARIETY STORE" display fronts, lithographed in four brilliant colors, and the necessary 175 empty cartons in which to pack your premiums. Clean up your stocks of odds and ends—and clean up plentiful profits.

175. 10c sales take in \$17.50. Cost of 4-color display complete with Empty Gift Boxes Shipping Carton, \$2.00, F. O. B. Chicago, Ill.

**GARDEN CITY NOVELTY COMPANY**

4929 Ravenswood Avenue, CHICAGO, ILL.

**MR. OPERATOR! GET WISE! THE DUETTE 2-IN-1 VENDER**

WILL MAKE BIG MONEY FOR YOU

DUETTE, our new penny two-column merchandiser, will double your money with the same amount of effort you are using in the operation of amusement machines. DUETTE has two compartments, each holding 3 1/2 to 4 pounds of Candy or Nuts. Its modernistic design and beautiful color scheme of two-tone baked enamel makes it the most attractive vender on the market; rust-proof construction thruout, sanitary and very rich looking.



DUETTE will vend a big variety of Candy and Nuts from Spanish Peanuts to Pistachios. DUETTE takes in 50% more than other penny nut or candy venders by actual location test, because it vends two kinds of nuts or candy.

Write for price and descriptive circular. **AD-LEE COMPANY, INC.** 827 South Wabash Ave., Chicago, Ill. BUILDERS OF AUTOMATIC MERCHANTISERS FOR MORE THAN FORTY YEARS.

**FOR SALE**

Selective Electric Photographs several types \$50.00 and up. Cigarette Machines, \$75.00 and up. Now on location. No junk. Must sell. **GENTER & BRENON, Brownville, N. Y.**

**R. W. "Dick" Hood On Way South**

CINCINNATI, Nov. 23.—En route to join his family in the South and enjoy a few weeks of Florida sunshine at his southern home in Fort Lauderdale, Fla., R. W. (Dick) Hood, of H. C. Evans & Company stopped in Cincinnati long enough to transact business with the Sicking Manufacturing Company and visit the home office of *The Billboard* with Ben Goldberg, president of the Sicking firm.

Altho Mr. Hood has been making frequent trips to his Florida home, it was the first time he has visited *The Billboard* offices in Cincinnati in more than 10 years.

He was very enthusiastic over the success of Tango, the new H. C. Evans 10-ball table game on which the factory is now in full swing on production.

The length of Mr. Hood's stay in Florida is indefinite at this time, but coin-machine operators can rest assured he will be on hand to entertain them during the coin-machine show in January. Operators will recall the hospitality of the H. C. Evans & Company organization at last year's convention in the Bull Fight Room of the Hotel Sherman.

**Tango Production Goes Up as Popularity Jumps**

CHICAGO, Nov. 23.—With production now in full swing at the H. C. Evans & Company plant, it is reported that their latest game, Tango, is ready for immediate delivery. Tango is meeting with instant success and its popularity bids fair to compete with the movie screen game craze.

The playing action of Tango is based on the action of keeno or lotto games as played on movie screens all over the country. Ten balls are played onto a field resembling a keeno or lotto card. Twenty-five holes make up this card, each of which is numbered. A light-up rack on the back of the cabinet has a similar card-shaped field. Corresponding numbers to those on the playing field are on the rack, altho not in the same position. The purpose of the game is to light up numbers on the rack so that they will form a straight line, either horizontally, vertically or diagonally five numbers across. A skill hole enables the player to recover all "out" balls.

One of the outstanding features of Tango is the use of Electropak. This device does away with the use of batteries and is a great help to operators.

**Guaranteed Bargains**

**Another Marshall Special!**

Brand new games in original manufacturer's cartons:

- ROCK-OLA'S:**
- Squadrons ..... \$39.50
  - Gold Rush ..... 44.50
  - 21 ..... 22.50
  - Screamos ..... 42.50
  - Trade Old Game on Screamo ..... 7.00
  - TNT ..... 19.50
  - Juggle Ball ..... 3.95
  - Wings ..... 5.50

Complete Line of Used Games, in A-1 Condition, 50-75% Off List.

Write for Quotations Now. If Not Satisfied Within 7 Days Money Refunded.

**B. J. MARSHALL, Inc.**  
2947 Woodward Ave., Detroit, Mich.



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**SALESBOARD OPERATORS!!! READ! THINK! ACT! UNIVERSAL'S NEW RED HOT FAST MONEY-GETTER**

38 LBS. OF CANDY—50 WINNERS

THE WORLD'S MOST POPULAR CANDY NAME

**OH HENRY!**

**Candy Deal—Fast Sales—Big Profits The Hottest Deal Out!**

**50 WINNERS**

38 LBS. of QUALITY CANDY

COSTS YOU

**\$5.75**

BRINGS THE DEALER

**\$15.00**

COMPLETE DEAL CONSISTS OF:

- 14 1 lb. Boxes Oh Henry! Creamy Caramels (cellophane wrapped)
- 24 1/2 lb. Boxes Oh Henry! Creamy Caramels (cellophane wrapped)
- 12 1 lb. Jars Oh Henry! Sunites
- 1 300-Hole 5c Salesboard (50 Winners)

COSTS YOU COMPLETE, ONLY . . .

**\$5.75**

OH HENRY! CANDY DEALS ARE GOING LIKE WILDFIRE

Operators everywhere are cleaning up on this BIG, FAST MOVING DEAL. Imagine it! Fifty winners on a small, attractive 300-Hole Salesboard. Dealers and their customers are clamoring for this deal. Here's a bank roll expander par excellence! A NATURAL! Get in on this profit scoop today. Order as the "BIG 50" deal. Don't wait . . . Order from this ad. A \$3.00 deposit required on C. O. D. orders.

EXCLUSIVE TERRITORY IF YOU CAN STAND PROSPERITY

**UNIVERSAL THEATRES CONCESSIONS**

4701 ARMITAGE AVE.,

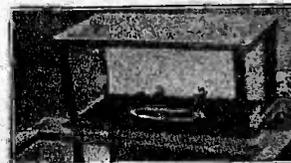
CHICAGO, ILL.

**PRICES SLASHED!!!**

ON NEW AND RECONDITIONED MACHINES

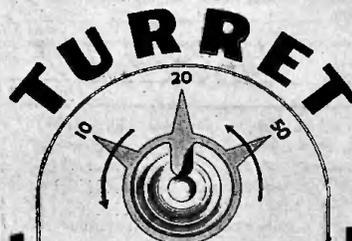
For FREE BARGAIN LIST NOW—

**WRITE CHICAGO VENDING CO.** 233 E. 95th Street, CHICAGO, ILL.



**PIN TABLE OPERATORS INCREASE YOUR PLAY**

By displaying your prizes in beautiful display case attached to or near machine in five minutes. Chromium Fittings—Colored Plush Bottom—Tumbler Lock—Some With Electric Lights. Money refunded if it doesn't increase your play. Sample as shown, \$3.00. Other sizes and models. Literature and prices on request. **Nicholson-Shaw Co., Stafford, N. Y.**



THE FIRST 1-BALL AUTOMATIC PAY TABLE WITH ANIMATION.

MAMMOTH

Size: 21"x44", Patented Corporation, No. 1802521.

**\$79.50**  
F. O. B. CHICAGO

1/3 With Order, Balance C. O. D. CHECK SEPARATOR, \$5.00 Extra. RUSH YOUR ORDERS FOR IMMEDIATE DELIVERY.

**GAYLORD COIN MACHINE CORP.**  
1227 Washington Blvd., Chicago, Ill.

**SELLING OUT All Used Pin Games and Slot Machines**

Be Smart—"Pay Cash" and "Pay Less"  
Sensations . . . \$8.00 Dealers . . . \$12.50  
Jig-Saws . . . 3.50 Turf. Flash . . . 16.50  
Subways . . . 6.00 Mills J. P. . . 17.50  
Cannon. Fires. . . 5.50 5c Play . . . 23.50  
Oris-Cross . . . 7.50 Mills Q. T. . . 23.50  
Rebonds . . . 9.50 Mills Q. T. . . 23.50  
Score-a-Lite . . . 9.00 1c Play . . . 23.50  
All Machines Guaranteed Good Condition. Terms: 1/3 cash with order, balance C. O. D. **OHIO SPECIALTY CO.**  
128 W. Central Parkway, CINCINNATI, O.

**100 PENNIES into DOLLARS**  
**STOK-A-TAIRE**  
AMERICA'S GREATEST PENNY CIGARETTE VENDOR  
Compartment holds 100 cigarettes. Money refunded 1,000 pennies. Two different locks and keys. Protected against tampering. (Class 414) 714 1/2 West Federal  
NEW BUSINESS OPPORTUNITY BY PROFITABLE, UNEXPLOITED FIELD  
Own and operate a chain of STOK-A-TAIRE. Establish a steady, permanent income. Locations available everywhere. Start with large or small capital. Devote full or spare time. Extra profit available by selling four ads on detachable slide wings.  
Financially responsible to sell operators and merchants. Exclusive territory available. Write or wire. **GENERAL METAL PRODUCTS CO. (Est. 1889)**  
1121 Postoffice St., Dept. 120, St. Louis, Mo.

HUNDREDS OF OPERATORS ARE TAKING ADVANTAGE OF OUR

**FREE TRIAL**

THIS IS YOUR OPPORTUNITY TO CASH IN ON YOUR PIN GAME OR OTHER COIN OPERATED EXPERIENCE AND STEP INTO THE CLASS OF BIG STEADY MONEY EARNERS!

WRITE OR WIRE TODAY FOR OUR FREE 10 DAY TRIAL OFFER WHICH WILL ENABLE YOU TO

**COMPARE THE EARNING POWER**

OF "THE CRANE" WITH ANY COIN MACHINE EQUIPMENT YOU ARE NOW OPERATING!

For years we have been hammering the greater EARNING POWER of the Crane—the fact that it is a permanent Money-Making Investment and stays on location year after year! Now we invite you to PROVE to yourself by actual trial that YOU PERSONALLY would be better off operating Cranes. ACT IMMEDIATELY, AS THIS OFFER IS GOOD FOR A LIMITED TIME ONLY!

SEE BILL RABKIN AT THE N. A. A. P. P. B. CONVENTION, HOTEL SHERMAN, CHICAGO, DECEMBER 2-6

The CRANE and several other NEW Machines of Great Interest will be Displayed.



INTERNATIONAL MUTOSCOPE REEL CO. INC. NEW YORK CITY  
THE HOME OF THE WORLD FAMOUS "ELECTRIC TRAVELING CRANE"

**SCOOP UP THESE BARGAINS FINAL FACTORY CLOSE-OUT.**

THERE ARE NO MORE. BRAND-NEW KICKER AND LIGHT-UP Games Originally Priced \$39.50 to \$44.50. NOW WHILE THEY LAST:

AT THE SIGN OF THE SPHINX

- |   |                          |
|---|--------------------------|
| ROCKELITE . . . \$14.50                       | SKYSCRAPER . . . \$11.50 |
| SIGNAL, JR. . . 10.00                         | ACTION, JR. . . 12.00    |
| FRISKY (late model) . . . \$22.50             |                          |
| ALL BALLY PROVEN WINNERS                      |                          |
| Shipping Dept Chicago or Minneapolis.         |                          |
| BE A WINNER—DEAL WITH "THE HOUSE OF WINNERS." |                          |
| SILENT SALES COMPANY,                         | Minneapolis, Minn.       |

**DEAL WITH CARL—ALWAYS A SQUARE DEAL**

Here's wishing you a Merry Xmas—a Happy New Year and everything else that is nice.

- | NEW MACHINES                  |                            |
|-------------------------------|----------------------------|
| Prospector . . . \$89.50      | Scrimmage . . . \$44.50    |
| Ace . . . 79.50               | Battle . . . 47.50         |
| Mammoth . . . 67.50           | Screamo . . . 42.50        |
| Gold Rush . . . 98.50         | Pippin . . . 44.50         |
| Rocky's Deluxe 48 . . . 89.50 | Lucky Stars . . . 44.50    |
| Mill's Ten Grand . . . 99.50  | Mill's Balance . . . 39.50 |
| Gold Rush . . . 47.50         | William Tell . . . 39.50   |
| High Pockets . . . 67.50      | Penny Pack . . . 17.50     |
| Carloca . . . 77.50           | Ticketeer . . . 17.50      |
| Ivory Golf . . . 67.50        | Draw Poker . . . 27.50     |

- | USED MACHINES           |                               |
|-------------------------|-------------------------------|
| Red Arrow . . . \$20.00 | LATE Rockets . . . \$12.00    |
| Put 'n Take . . . 30.00 | Merry-Go-Round . . . 7.00     |
| Gold Rush . . . 38.00   | Contact Master . . . 7.00     |
| Sportsman . . . 25.00   | Banker . . . 15.00            |
| Match Play . . . 30.00  | Leland (Big Size) . . . 10.00 |
|                         | Lightning . . . 10.00         |

TICKETS for TICKETEE \$1.35 per 1,000  
NEW ALL MILL'S SLOTS FOR IMMEDIATE DELIVERY  
1/3 Deposit, Balance O. O. D.

UNITED AMUSEMENT COMPANY 3411-15 MAIN ST., KANSAS CITY, MO.

**A BRAND NEW LIST OF BARGAINS**

Used Pin Games of all types—with and without automatic payout. Every machine comes to you ready to set on location and carries the regular CAROLINA NOVELTY CO. GUARANTEE TO GIVE SERVICE. Write or wire your order now. Instant shipment.

- |                                   |   |
|-----------------------------------|---|
| 15—C. O. D. . . . \$ 9.50         | 4—Wattling Twin Jackpot Venders, Serials Over T. . . \$24.50                                |
| 10—Signal, Jr. . . . 5.50         | 1—Mills Escalator Bell Eagle Front, 25c Play . . . 37.50                                    |
| 10—Traffic Model C . . . 12.50    | 1—Mills Skyscraper Model, Serial 301,982, 25c Play . . . 32.50                              |
| 1—Trafmo Model A . . . 29.50      | 2—Single Jackpot Jennings, 25c Play . . . 15.00   |
| 1—Exhibit Whirlpool . . . 35.00   | 5,000 Popular Phonograph Records, consisting Victor, Brunswick, Etc. Slightly Used . . . 10 |
| 2—A. B. T. Marblejax . . . 8.50   |   |
| 2—Red Arrow, Bat. Mod. . . 24.50  |   |
| 2—Rockets, Late Model . . . 22.50 |   |
| 1—Blue . . . 22.50                |   |
| 1—Rocket, Late Type . . . 12.50   |   |

TERMS: 50% Certified Deposit with Order. We Ship O. O. D. for Balance Due.  
CAROLINA NOVELTY CO., 216 N. Martin St., Elizabeth City, N. C.

**FOR SALE Twenty-one Just-Rite, Monarch One Ball Payout Tables**  
Brand new, in original cases. Best machine on the Market.

**\$49.00 EACH**

Reference: Dun, or Cont. Ill. Bank. **ELMAN** 308 W. Madison St., CHICAGO, ILL.

**First Showing of Daval Game Reported in East**

NEW YORK, Nov. 23.—A new five-ball table game, called Under-and-Over, was introduced to the trade here this week by Modern Vending Company. The machine is made by Daval Manufacturing Company, of Chicago, and the New York distributor reports that "it clicked immediately with operators and jobbers who were present at the showing."

This game adapts an old pastime which has been popular in pin-game play by causing the player to shoot for either over or under the number 18. There are holes on the board from one to six, three of each, these being well designed in the general layout of the game. The same holes are repeated in the light-up backboard. There is a center wheel which, upon the insertion of the coin, turns the dial to either over or under 18. The player then shoots for the mark set for him. He must make the number outlined on the score card exactly as shown so that he can bring home a winner. The play of the game is very fascinating because of this feature and holds suspense to the last ball.

The play of the game is designed for five balls and the action is very fast. A new time clock has been installed and the game uses a minimum number of batteries.

Other features are the new-type cabinet. The neo-classic legs which are side mounted and which have been proven to be unusually sturdy. Also featured is a duotone shade on the cabinet which is very attractive. The game has been accorded much acclaim here and it is believed that the first carloads will immediately be gobbled up by the jobbers.

**NEW PAY TABLES**

**\$59.50**

**BRAND NEW IN ORIGINAL CARTONS**

- |   |               |
|---|---------------|
| Aces  | Put 'n' Takes |
| Do or Don'ts  | "7-11"        |
| Carriocas   | Rockets       |
| 1 of Each Kind for \$300.00                                     |               |
| WRITE FOR MONEY-SAVING PRICES ON NEW OR RECONDITIONED MACHINES. |               |
| Prospectors   | Main Street   |
| Aces  | Rodeos        |
| Champions   | Rockets       |
| Do or Don'ts  | Put 'n' Takes |
| Traffics  | Sportsmen     |
|   | Sparkplugs    |

Write for Prices of  
Jumbos | Mammoths  
De Luxe 46 | Ivory Golf  
Penny Packs  
Warehouse Stocks Maintained All Over the South.  
**AUTOMATIC AMUSEMENT COMPANY**  
883 Linden, 1304 Throokmorton, Memphis, Tenn., Fort Worth, Tex.

ATTENTION MINNESOTA!  
Pamco Parlay, Sr. Keeney's Mammoth Electric Game Ball, ready for delivery. DRIVE IN! Used Bargains. Minneapolis License for sale of 250 good Games. Beamites, \$8.50, etc.  
**LEARY, MANGOUN & JENSEN COMPANY,**  
58 East Hennepin Ave., Minneapolis.

It Helps You, the Paper and Advertiser to Monitor The Billboard.

**SPORTLAND**

A.B.T. PRODUCT NUFF SAID!

BOYS IT'S THE GREATEST AND MOST SENSATIONAL MONEY MAKER EVER MADE

Yes, Sir! We have seen them come and go—the good ones with the bad ones. Never before have we seen a machine to equal SPORTLAND. It is positively the most SENSATIONAL MONEY GETTER ever made. Sections from Sportlands look like box car figures—Guaranteed to pay for itself in 7 days—Sold on money-back guarantee.

NOTE: Sportland is legal and can be operated in all territories. Figures on reels are animals. Pays awards according to animal combinations.—Also furnished with bell fruit reels.

ORDER SAMPLE NOW \$19.75

**HUBER Coin Machine Sales Co.**

600-610 W. VAN BUREN STREET, CHICAGO, ILLINOIS, U. S. A.



**RECONDITIONED GAMES AT BARGAIN PRICES**

- |                           |                               |                             |
|---------------------------|-------------------------------|-----------------------------|
| Jack Rabbit . . . \$ 5.00 | Signal, Jr. . . . \$ 7.00     | Kelly Pool . . . \$11.00    |
| Crack Shot . . . 5.00     | Cris Cross (Plain) . . . 7.50 | Cris Cross Alto . . . 11.50 |
| Lightning . . . 5.00      | Beacon . . . 7.50             | Dealer . . . 12.50          |
| Merry-Go-Round . . . 8.00 | Major League, Jr. . . . 8.00  | Split Second . . . 15.00    |
| Drop Kick . . . 8.00      | Sink or Swim . . . 11.00      | Beam Light . . . 12.50      |

These machines are in excellent condition mechanically and appearance. Specify method of shipment preferred. One-third deposit required, balance O. O. D.

**CENTRAL NOVELTY COMPANY**  
12 YEARS AT 3124 CALIFORNIA AVE., ST. LOUIS, MO.

**LOOK AT THESE BARGAINS—THEN BUY NOW WHILE WE HAVE THEM IN STOCK FOR PROMPT DELIVERY**

- |                                 |                            |                                   |
|---------------------------------|----------------------------|-----------------------------------|
| Action, Sr. . . . \$12.50       | Par Golf . . . \$22.50     | Whirlpool (Ticket) . . . \$42.50  |
| Ball Fan . . . 17.00            | Push Over . . . 5.00       | Gateway (Ticket) . . . 37.50      |
| Big Game . . . 15.00            | Rebound . . . 8.00         | Autoflash (Ticket) . . . 32.50    |
| Banker . . . 22.50              | Rock-Ola 21 . . . 19.00    | Playball (Ticket) . . . 50.00     |
| Beamite . . . 9.00              | Signal, Jr. . . . 7.00     | Red Arrow (Payout) . . . 20.00    |
| Cris Cross (Slide) . . . 7.00   | Signal, Sr. . . . 10.50    | Carloca (Payout) . . . 27.50      |
| Cris Cross Lites . . . 10.50    | Spotlite . . . 18.00       | Rapid Fire (Payout) . . . 22.50   |
| Cross Roads . . . 19.50         | Score-A-Lite . . . 9.50    | Gold Rush (Payout) . . . 32.50    |
| Genco Baseball . . . 15.00      | Sink or Swim . . . 10.50   | Rocket (Payout) . . . 19.00       |
| Golden Gate . . . 5.00          | Subway . . . 5.00          | Champion (Payout) . . . 17.50     |
| Flying Trapeze, Sr. . . . 10.50 | Sensation . . . 8.00       | Wahoo (Payout) . . . 17.50        |
| I. O. U. or C. O. D. . . . 8.00 | Split Second . . . 10.00   | Fairway (Payout) . . . 35.00      |
| Kings . . . 15.00               | Tik for Tik . . . 18.00    | Put & Take (Payout) . . . 22.50   |
| Major League . . . 8.00         | Treasure Hunt . . . 18.00  | Do or Don't (Payout) . . . 32.50  |
| Merry-Go-Round . . . 5.00       | Rodeo (Ticket) . . . 45.00 | Mills Equity (Payout) . . . 27.50 |

TERMS: 1/3 Deposit, Balance C. O. D. COMPLETE LINE OF NEW MACHINES. Be Smart! Get on Our Mailing List. Bargain List Every Month.  
**MONARCH COIN MACHINE CO., 2306-88 ArmHaze Ave., (Our New Home) CHICAGO, ILL.**

ROCK-OLA'S

## TROJAN



*The first*  
**1<sup>or</sup> 5**  
 BALL BALL  
 PAY TABLE

**\$89<sup>50</sup>**

*... 1 or 5 Balls with the "Changing Pockets!"*

TROJAN is the table that will open the door for you in old territories and in new territories. It's the only table that can be played with either 1 ball or 5 balls. Just as your needs demand. A quick turn of two small screws and—in less than a minute—you are all set! Then you have the four "changing pockets" at the top of the field. The four pockets guarded by Trojan spears. Spears that automatically open

and shut and actually magnetize the players into playing and playing and playing. And, then, there is the new style ball action: slow, lazy, drowsy. And there are the new action-springs. And the brilliant sky blue playing field. Yes, TROJAN is an exciting, modern miracle. It's THE table for today. So see your nearest Rock-Ola Distributor today. Be first. Act now. Get into real money.

**ROCK-OLA MFG. CORPORATION**

800 North Kedzie Avenue



Chicago, Illinois, U. S. A.

# BIGGER HITS ARE BALLY HITS

Not only a catch phrase, but AN ABSOLUTE FACT. ASK THE SMART OPERATOR! A BALLY game is the operators' tip-off to games that EARN MONEY. For every BALLY game is designed, manufactured and priced for the operators' success. Continuing to serve the operator, BALLY MFG. CO. advances with

## BATTLE

The Greatest 10-Ball High-Score Action Game ever devised.

"Battle" is exciting—thrilling to play. SEE the light-up flash—HEAR the shells explode. ACTION—EXCITEMENT CALOREI! Players will "fought to the front" to play Battle. Get in on the "clean-up." ORDER BATTLE TODAY!

IMMEDIATE DELIVERY! WRITE! WIRE! PHONE!

Eastern Operators: Free "The Bally Coin Chute," 16-Page Magazine.

## FITZGIBBONS DISTRIBUTORS

INC.

(Eastern Factory Representatives)  
453 West 47th Street  
NEW YORK, N. Y.  
Tel., Loc. 4-9472-3



### Here's A New One To Make You A Mint of Money

Beautiful 5-color picture background creates a new flash to this salesboard. Big display of awards, including two \$5.00 hits and 42 other awards.

1,000 TG—Takes in \$50.00  
Pays out 21.50

Profit . . . \$28.50

1000 TG, Price \$1.75  
Plus 10% U. S. Tax

WRITE for New, Big 64-Page Color Catalog showing over 200 Other Fast Selling Money-Making Numbers, as well as the largest assortment of plain boards on the market. Kindly state business.

### GARDNER & COMPANY

2309 Archer Avenue, CHICAGO, ILL. 44 N. 4th Street, PHILADELPHIA, PA.  
417 Market St., SAN FRANCISCO, CALIF. 24 W. Connecticut, SEATTLE, WASH.

### "TURF FLASH"

THE MOST PROFITABLE GAME IN COIN MACHINE HISTORY.

TURF FLASH makes each one of your locations a "Bookie"—earns for you sensational profits from Horse Racing.

TURF FLASH is a Horse Race Counter Game with 30 Coin Slots—8 for each horse. One to ten players can play at the same time. Players can pick their horses to "Win, Place or Show," or "Across the Board," just like on the track. Several horses can be bet on at the same time.

Three horses line up as "Win-Place-Show." Odds change every Race—they range from 20-8 to 2-1-1. Payout accurately determined at 60 and 80%—easily changed. Equipped with Gum Vender.

Get into the Big Money with TURF FLASH. Three or four coins taken in every race. Nickels, Dimes or Quarters. On good locations—Hotels, Cigar Stands, etc. TURF FLASH will pay for itself easily the first day—Players come back time after time, they get more interested the longer they play.

Territories are going quickly—write us for name of your jobber.

PRICE, \$32.50, F. O. B. CHICAGO.

### GROETCHEN TOOL CO., CHICAGO, ILL.

ATTENTION—FOREIGN OPERATORS  
TURF FLASH will accept any foreign coin up to the size of the American 25c piece, without any change in mechanism.



### SALESBOARD OPERATORS

WHILE IT LASTS: Make a \$17.65 profit on an investment of \$2.85 by buying this 2,000-hole, 1c a sale premium assortment complete with 7 valuable premiums for only \$2.85.

Limited Quantity on Hand, So Order NOW!

Takes in \$20.00 and pays out 18 packages Cigarettes.  
TERMS: 25% Money Order Deposit, Balance C. O. D.

### NOVELTY SALES COMPANY

806 Walnut St. Philadelphia, Pa.  
WRITE FOR OUR NEW ILLUSTRATED CATALOGUE

### FLASH! FLASH! FLASH! FLASH!

LIQUIDATION SALE QUANTITIES LIMITED ACT QUICKLY

Beacon \$4.85	Electro	Score-A-Lite \$9.85	Fire Chief	Manhattan	Frisky
Cannon	Imback	Chico Express	Star Lite	Tit for Tat	Autocount
Contact, Jr.	Kelly Pool	Cris Cross-A-Lite	Tick-A-Lite	Kings	Autobank
Rebound, Jr.	Lightning	Angie Lite	Three in Line	Rock-Ola 2'	Autowin
Drop Kick	Skycraper	Roti Lite (2 slot)	Beam Lite	Sink or Swim	Batter Up
Fleece	Majik Keys, Sr.				
Golden Gate					

BRAND-NEW MACHINES—(In Original Cartons)  
4 ROCK-OLA 21 (Original Cost, \$39.50) . . . . . \$25.00 each  
2 SINK OR SWIM (Original Cost, \$39.50) . . . . . 20.00 each  
2 EXHIBIT-MANHATTAN (Original Cost, \$39.50) . . . . . 25.00 each  
Terms: One-Third Cash, Balance C. O. D.

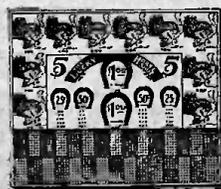
### BIRMINGHAM VENDING COMPANY

2117-3rd AVENUE NORTH • BIRMINGHAM, ALABAMA • PHONE 3-2327

### CANDY SALESBOARD DEAL

100% PROFIT  
24-Hole Salesboard with 24 One-Boxes of Chocolate. (Every punch gets a 1-lb. box.) Numbers run from 1 to 39. Takes in \$8.00

RED HOT! GOING OVER BIG! Send for Sample Deal! It Will Amaze You! Deposit With All Orders, Balance C. O. D. DELIGHT SWEETS, INC. 50 EAST 11TH STREET, NEW YORK CITY



### TURKEY BOARD 1500 HOLES

Takes in \$75.00. Pays Out 10 \$2.50 Turkeys and \$9.50 in Cash. A Flashy and Good Playing Number.

PRICE \$1.86 PLUS 10% U. S. Government Tax

AJAX MANUFACTURING CORPORATION  
119 N. 4th St., Philadelphia, Pa.

### PENNY PACK



The Greatest Counter Game in all Coin Machine History. Merchandise Unconditionally Guaranteed for Two Years! Rush Your Order Today! Enclose 1/8 Certified Deposit—We Ship Balance C. O. D. With Register, \$2.00 Extra.

## \$17.50

each

THE VENDING MACHINE CO.  
FAYETTEVILLE, N. CAR.

### ATTENTION! MILLS TICKETTE OPERATORS

New Type Tickets for Mills Tickette Machines. Figured to pay out about 42% and guaranteed to work better than any tickets made for this machine to date. In lots of 1,000, \$1.50; in lots of 5,000, \$1.40; in lots of 10,000, \$1.30; in lots of 25,000, \$1.15. 1/8 Deposit, Balance C. O. D. Be sure and send for Our Big Bargain List. Bargains plenty. Pin Games from \$1.50 Up.

MILLS TICKETTE MACHINES, New Mechanism \$8.50  
WANTED—500 BABY BELLS AT \$2.50 Ea.  
SPECIALS IN USED MACHINES:  
Prospectors . . \$50.00 Put & Take . . \$30.00  
Gold Rush . . 40.00 Red Arrow . . 30.00  
Carload . . 35.00 Beamites . . 15.00  
Stampede . . 50.00 Par Golf . . 32.50  
Rapid Fire . . 30.00 Criss Cross-A-Lite . . 17.00  
Do or Don't . 40.00 Kings . . 20.00

GREAT STATES MFG. CO.  
1605-07-08 E. 38th, Kansas City, Mo.

READY TO BALL PAY TABLE

# DAILY DOUBLE

WITH DOUBLE ACTION

PAGE 127

### FOR SALE

5 Mutoscope Crane Diggers, A-1 condition. Will trade for late Phonographs or Escalator Stots. Auto Dark Table, Model 8, \$20.00; Autobank, Autocount, Winner, \$15.00; 9-in-Line, \$12.00; Tickette, Beamites, Cannonfire, Contact, Criss Cross, Rock-Ola, Scorpille, \$8.00; Action, Jackrabbitt, Lightning, Fleet, Showboat, \$4.00. Send one-third, balance C. O. D.

A. & M. Amusement Company  
SHELBYVILLE, MO.

TAKEN FOR DEBT—Must sell: Caphart Orchestrope, 28 records; cost \$1,200, price \$196. Aristocrat Showcase Slot Machine Cabinet, \$22.50. INDIAN KETTLES CLUB, Hague, N. Y.

## WHOLESALE MERCHANDISE DEPARTMENT

In This Issue

Immediately preceding Amusement Machine Section

SAVE MONEY BY BUYING THRU THIS DEPARTMENT

# HOLIDAY SPECIAL

COIN MACHINE OPERATORS WE CAN MAKE YOU PLENTY OF MONEY. WRITE FOR PARTICULARS

ALL LATEST HITS

BEST MONEY MAKERS — FACTORY GUARANTEE

TACKLE \$44.50 PIPPIN \$44.50 ZOOM \$44.50

50/50 PAY OUT REGISTER \$39.50 LUCKY STARS \$44.50 CHEER LEADER \$44.50

PEO'S 2-3 \$39.50 BATTLE \$47.50 MATCH THE DIAL \$47.50

TICKET GAMES and AUTOMATIC PAY OUTS

PROSPECTOR \$79.00 ROCKOLAS '46' \$89.50 RODEO \$72.50

EXHIBIT FOOTBALL \$97.50 ONE SHOT BONANZA \$72.50 EXHIBIT PLAYBALL \$97.50

DISCOVERY \$97.50 JUMBO \$89.50

REPLACEMENT BOARDS FOR TICKET MACHINES  
EVERYTHING IN THE LINE OF COIN MACHINES

NEW AND SLIGHTLY USED—WRITE FOR PRICES—SATISFACTION GUARANTEED

FREEDMAN NOVELTY CO. 1025-27 S. SALINA ST. SYRACUSE, NEW YORK



## SALESBOARD OPERATORS

cash in with the Joe Louis all-metal (bronzed) Coin Bank, Autographed by the "Brown Bomber" himself. Millions of Joe Louis fans everywhere want them.

Takes in (1,000 holes @ 5c) ..... \$50.00  
Board with 12 large and 12 small Coin Banks, each with key ..... 19.50  
Profit.....\$30.50

Takes in (300 holes @ 5c) ..... \$15.00  
Board with 4 large and 3 small Coin Banks, each with key ..... 6.00  
Profit.....\$ 9.00

ORDER NOW 25% WITH ORDER. BALANCE C. O. D.  
This sensational, timely Coin Bank and ornament can be placed through clubs, lodges, societies, cigar stores, beauty and barber shops everywhere. OPERATORS, send for quantity prices and arrange own sales plans. One Sample of each bank sent postpaid. \$2.00.

NATIONAL COIN BANK CO. Charlevoix Bldg., Dept. 65, DETROIT, MICH.

Protected—Copyrighted—Exclusive Contract  
MOST SENSATIONAL SELLER IN YEARS

## Guaranteed Penny Cigarette Venders That Work, \$9.90 Sample Machine

JOBBER AND DISTRIBUTORS WRITE FOR QUANTITY PRICE. One-Third Deposit, Balance C. O. D.  
BEER AND CIGARETTE MACHINES, TAVERNS AND PENNY SMOKES, \$13.75 Each. Write for Quantity Price.  
BRAND-NEW SLOT MACHINES, ONLY \$97.50 EACH.  
LEHIGH SPECIALTY CO., S. W. COR. 2d & Green, PHILADELPHIA, PA.



## MAKE BIG MONEY

From Now Until Christmas Selling JUMBO TURKEY BOARDS  
A Real Flash that Readily Sells at \$1.00 Each. 150 Holes. No numbers over 150  
BRINGS \$21.45 and SELLS  
1 Turkey, 1 Goose, 1 Duck and 2 Chickens.  
Price \$3.00 per Doz. \$22.50 per 100.  
Sample, \$1.00.  
Remittance With Order, or 50% on C. O. Ds.  
Arcade Novelty Co., 327 Walton Ave., St. Louis, Mo.

## BUY YOUR NEW AND USED MACHINES FROM

KENTUCKY'S OLDEST DISTRIBUTOR. ESTABLISHED IN 1915.  
A. B. T. AUTO WHIRL \$12.50 A. B. T. WINNER \$10.00 CRISS CROSS-A-LITE \$10.00  
BATTER UP..... 12.50 FORWARD PASS..... 5.00 SIGNAL, JR..... 5.00  
ROTO LITE..... 12.50 SIGNAL, SR..... 5.00 JACK RABBIT..... 5.00  
WRITE FOR OUR NEW PRICE LIST—JUST OFF PRESS  
KENTUCKY SPRINGFIELD SCALE CO., INC.  
514-616-518 S. 2ND ST. P. O. BOX 936 LOUISVILLE, KY.



## DAVAL PROUDLY ANNOUNCES DAILY DOUBLE

★ The most sensational One Ball Pay Table in the world. DAILY DOUBLE is America's first DOUBLE-ACTION One Ball Pay Table incorporating every feature of horse racing with the thrilling WIN, PLACE and SHOW odds of from 2 to 1, to 40 to 1 . . . \$2.00 top payout. Made in 2 popular sizes:

Standard 20" x 40" at only . . . . . \$77.50  
DeLuxe 23" x 45" at only . . . . . \$89.50

Several distributors have already re-ordered in large quantity after severely testing their first shipments in the toughest locations they could find. These tests have swamped us with orders. All orders will be filled in rotation as received.

## OVER AND UNDER

★★ A new straight play pin game with a back light-up board whose novel thrilling action and unique player appeal offers the very newest idea in pin-game play. A pin game which is bound to revive locations everywhere. OVER AND UNDER brings a universally known popular pastime to the pin game industry in the \$50.00 quality class at only \$39.50.

FOR COMPLETE DETAILS SEE, WRITE, WIRE PHONE YOUR NEAREST JOBBER OR . . . .

## DAVAL MANUFACTURING CO.

200 SO. PEORIA ST. CHICAGO



## Peo's Sensational Game "1-2-3"

The Most Sensational 5-Ball Game of the Year! A new kind of thrill-play scoring action that instantly captures the play on any location. It's Better! It's Different! It's Original! Rush Your Order Today!

JOBBER... OPERATOR'S PRICE  
Write Today for Special Price and Territorial Proposition.  
**\$39.50 EACH**  
F. O. B. FACTORY

COMING DEC. 1st.  
**EAST RIVER \$39.50**  
ANOTHER PEO SENSATION

PEO SALES CORP.  
50 COURT ST., BROOKLYN, N. Y.

IT'S A HIT!

International Sales Offices for Peo Corporation Games.

## SENSATIONAL USED MACHINE SALE

Every machine guaranteed to be in perfect condition, and sold on a five-day free Trial Offer.

Mills 12-Record Selective Phonograph (Model 101) \$90.00	Cris Cross..... \$ 6.00	Starlite..... \$10.00
Seeburg Model E Selective Phonograph..... 87.50	Cross Roads..... 25.00	Three-in-Line..... 15.00
Seeburg Selectophones..... 125.00	Kelly Pool..... 10.00	Sportman..... 35.00
Acton, Jr..... 5.00	Major League..... 7.50	Traffic (Model A)..... 35.00
Beecon..... 5.00	Signal, Jr..... 6.00	ABT Five Jacks..... 9.00
Cavalcade..... 10.00	Signal, Sr..... 11.00	Turf Flash..... 15.50
	Split Seconds..... 15.00	Put 'N Take..... 28.50

Terms: One-Third Deposit, Balance C. O. D.  
W. B. SPECIALTY CO., 2507 MARQUIS AVE., ST. LOUIS, MO.

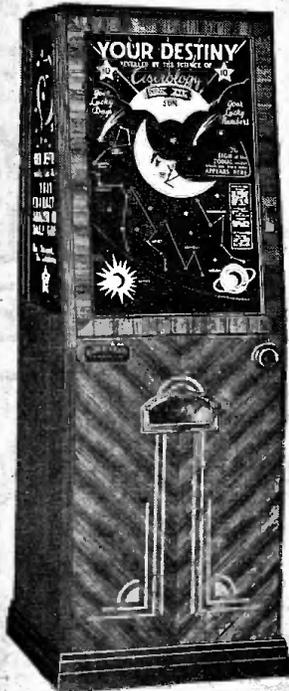
## OPERATORS!—JOBBER—DISTRIBUTORS WHY PAY MORE?

We specialize in the REPLACEMENT BOARDS Manufacture of FOR ANY TYPE OF PIN GAMES.  
WANTED—Used BEAM LITES and SCOR-A-LITES, Any Quantity. Best Prices Paid.  
Write or Call for Complete Details. NEW YORK DISTRIBUTING CO. 544 West 125th Street, NEW YORK, N. Y. Tel.: Monument 2-6225.

Thank You for Mentioning The Billboard.

# Astrolograph

**ACTUAL PROOF OF BIG PROFITS!**



"Enclosed, please find checks for the following theatres, as per the enclosed statement.  
 State—Cleveland . . . \$103.30  
 State—Boston . . . 74.62  
 Fox—Washington . . . 112.20  
 Century—Baltimore 118.88  
 "We trust that you will find these reports in order.  
 "Very truly yours,  
**I. B. SCHLOSSBERG**  
 IBS:BS  
 Enc.

**WRITE OR WIRE FOR DETAILS!**

Here's an investment that yields phenomenal returns. The ASTROLOGRAPH has been tried and proven for over 11 months in the leading theater lobbies in the East and Middle West. Exclusive territories are now available. Actual proof of ASTROLOGRAPH earnings will be sent upon your request.

**VENDS A COMPLETE HOROSCOPE FOR EACH ASTROLOGICAL PERIOD**

The ASTROLOGRAPH has been on test locations in the leading theaters in the East and Middle West for the past 11 months. Actual photostatic copies of the tremendous receipts will be furnished to you upon request. Write or wire us now! We will inform you as to the correct method of operating the ASTROLOGRAPH and, also give you more detailed information.

**J. P. SEEBURG CORPORATION**  
 1510 DAYTON ST. CHICAGO, ILL.

## Electropak! Eliminates Batteries In Pin Ball Games!



**SAVES** Enough to Pay for Itself in a Month's Time

**The Only Power Unit In World-wide Use!**

When you buy a power unit, make sure that you get one that works! Beware of contraptions that look like the real thing, but may give out the very first time you use them!

Only by getting an ELECTROPAK can you be certain of dependable service. It's the old and original—the only power unit that has been tested and proven by world-wide use. Not just a catch-penny imitation, but a highly scientific device, made by specialists in electronics, and designed to give years of service.

Easy to install. Economical to operate. Plugs into any light socket. Safeguarded against fire hazard. Sufficient power for both kickers and lights. Eliminates necessity of rewiring game to provide extra light circuit. Unconditionally guaranteed. Send for a sample today. Money back if not satisfied.

Thousands In Use the World Over!

### Widely Endorsed!

Used as standard or optional equipment by such leading manufacturers as A. B. T., Exhibit, H. C. Evans, Genco, International, Telescope, Peo, etc. Stocked by jobbers and distributors everywhere.

Send for Sample \$4.95  
 Money Refunded if Not Satisfied

**Electrical Products Co.**  
 6527 Russell St. Detroit, Mich.

# ROCHESTER NEWBURGH

347 NORTH CLINTON AVE.,

22 CHAMBERS STREET,

THESE ARE THE TWO NEW OFFICES OF

**HENRY W. SEIDEN & CO. INC.**

**IN ADDITION TO:**

61-67 HUDSON AVE., ALBANY, N. Y.  
 550 SO. SALINA, SYRACUSE, N. Y.

**Come In And Get Acquainted!**

## Coin Machine Profits..

... are only as safe as the lock that protects them. That's why leading coin machine builders and operators use ACE LOCKS. ACE gives the maximum protection at low cost. Keep your profits secure with a dependable ACE LOCK.



No. 4032... Actual size  
**CHICAGO LOCK CO.**  
 2024 N. Racine Avenue, Chicago, Ill.

Chicago Locks are standard equipment on the better coin machines, or can be furnished upon request, replacing any standard make. Ask your dealer.

*Save*

**MONEY — WRITE FOR OUR NEW PRICE LIST ON ALL NEW AND USED GAMES! GREATEST BUYS IN AMERICA.**

**Royal Distributors, Inc.**  
 1125 Broad Street, NEWARK, N. J.  
 Tel.: B'klow 3-3508.

**WATCH FOR OUR WEEKLY SPECIAL! THIS WEEK'S SPECIAL PAR GOLF \$20.00**

**WRITE FOR OUR COMPLETE PRICE LIST UNITED OPERATORS SERVICE CORP. (MANAGED BY "DINGY" HOFMAN) 2330 N. Western Avenue, Chicago, Ill.**

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

## LEAP FROG!

**TAKES IN THE MONEY FASTER AND GETS MORE OF IT.**

This New, Sensational Counter Dice Game with the SIX-WAY SLOT PLAYS PENNIES, NICKELS, DIMES AND QUARTERS. 6 PEOPLE CAN PLAY AT ONE TIME OR ONE PERSON CAN PLAY SIX COINS AT ONE TIME. Beautiful natural wood cabinet any merchant will be glad to have on his counter.

Player presses button and the dice leap forth from a concealed compartment on to a green felt playing field. Dice go back into compartment for each following play. Machine will not operate unless one or more coins are played.

**PRICE \$14.50**  
 1/3 Deposit Required on C. O. D. Orders  
**THE AD-LEE CO., INC.**  
 825 So. Wabash Ave., Chicago, Ill.  
 Builders of Coin Machines for More Than 40 Years.



SIZE 10x7 x15

## "THE MAN'S CRAZY" — That's What You'll Say

BECAUSE I'M CELEBRATING OUR 4TH ANNIVERSARY BY GIVING YOU MY PERSONAL CHECK WORTH UP TO \$25.00 AS A BIRTHDAY GIFT. NO RED TAPE. WRITE TODAY.

**UNION NOVELTY CO.**

JACK ROSENFELD, President, 4459 OLIVE ST., ST. LOUIS, MO.  
 Missouri and Southern Illinois Distributors for Pacific Amusement Manufacturing Company and Western Equipment & Supply Company.





**JUNIOR**

A pull of the Plunger sends 5 balls zig-zagging down the field to a pocket. Fast — PROFITABLE! **\$19.50**



**PENNY PACK**

Modernistic Cigarette Machine with Gum Vender. Big money maker (\$2 extra if Register is wanted.) **\$17.50**

**GERBER & GLASS**  
914 Diversey Blvd., Chicago

**BIG PROFITS for Salesboard Operators**

Handling Our New **CANDY BOARDS**

Complete Deal of 21 Boxes Costs Only **\$5.75**  
Brings the Dealer **\$15.00**

Here's a Wonderful Opportunity for Salesboard Operators to Cash in on Some Extra Good Profits. Every item in the deal is well known and a prime favorite. Order right now and get the business. Deal consists of the following:

- 12 Half-Pound Boxes Schall's Chocolates,
- 8 Full Pound Boxes Chocolates,
- 3 Three-Pound Boxes Mrs. McLean's Fanny Chocolates,
- 1 Three-Hundred-Hole Salesboard,
- 21 Winnituk Numbers.

Your Cost Complete Only **\$8.75**.  
Deposit of \$8.00 is Required on C. O. D. Orders.

Send for complete list of Turkey Cards and New Salesboards. Xmas edition of the Hustler Catalog is now ready. When requesting copy mention your line of business.

**LEVIN BROTHERS** Terre Haute, Indiana

**POST CARD**  
Greeting Card, Magazine, Newspaper, Packet Seed Displays, all Styles, Popular Metal. Catalog on request.  
**DAVIS METAL FIXTURE CO.** LANSING, MICH.

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

**THERE IS A SANTA CLAUS!**  
EDDIE AND MORRIE GINSBURG GIVE YOU DOLLARS AND CENTS PROOF IN THESE **CHRISTMAS SPECIALS!**

The Best Used Games in the Country From the LARGEST DISTRIBUTORS IN THE MIDDLE WEST!  
ORDER NOW — SUPPLY LIMITED!

COUNTER GAMES		EXHIBIT TICKET GAMES	
Horse Shoes . . . . .	\$ 6.00	Whirlpool-Bonanza-	
Turf Flash . . . . .	\$14.50	Rodeo . . . . .	\$40.00
Silver Streak . . . . .	\$ 9.00	Homestretch . . . . .	\$22.50

**ATLAS NOVELTY CORP.**  
2200 N. WESTERN AVE. CHICAGO, ILL.



**Why Pay More?**  
**CENT-A-PACK \$12.00**

IN STOCK — IMMEDIATE DELIVERY. 1/3 DEPOSIT, BALANCE C. O. D. JOBBERS WRITE!  
EXCLUSIVE DISTRIBUTOR **EASTERN MACHINE EXCHANGE**  
350 Mulberry St. Newark, N. J.

**RECONDITIONED MACHINES**  
QUICK SILVER (Practically New) . . . \$18.50  
Drop Kick, Signal, Jr.; Electro, Golden Gate, Contact, Master, Crisis Cross, \$4.90  
Castle Lite, Flying Trapeze, Sr., I. O. U., Rebound, Beacon, Major League, Sr.; Signal, Sr.; Kelly Pool, Cannon King, Jr. \$8.90  
WRITE FOR BABE'S BARGAIN BUYS.

**EASTERN DISTRIBUTORS**  
J. H. KEENEY'S **MAMMOTH SENSATION**  
NEW YORK STATE DISTRIBUTOR  
★ PACE'S RACES ★  
Eastern States Superior Representative: **SALESBOARDS**

**BARBE KRAUTMAN INC.** 455 West 42<sup>nd</sup> St. Tel. MEdallion 3-0468  
NEW YORK CITY

**DROP KICK, SIGNAL, TURN TABLE, LIVE P-O-W-E-R, CRISIS CROSS, GRIDIRON, FLYING TRAPEZE, REBOUND, SUBWAY SPECIAL** \$4.95 Ea.  
**RANGER** \$90 (Like new) list price \$124.50. Sacrifice at . . . . .

**KINGS OF THE TURF** . . . . . \$18.50  
WRITE FOR PRICE LIST OF OTHER USED MACHINES and prices of all the latest models.  
**FIVE STAR BALL GUM** (Froight Prepaid). Per Case of 100 Boxes . . . . . \$12.00  
**No. 11 PEANUT GLOBES**, Dozen \$6.00 • **MODEL D BALL GUM GLOBES**, Dozen \$4.50  
1/3 Deposit on all C. O. D. Balances C. O. D.

**BUDIN'S SPECIALTIES, Inc.** 174 South Portland Ave., BROOKLYN, N. Y. Tel.: NEVins 8-7528.

**1936 MODELS NOW READY FOR THE TRADE**

**GLOBE TROTTER RADIOS**  
METAL TUBES—WORLD BAND—24 HOUR SERVICE

**Balkeit Radio Corp.** 549 WEST RANDOLPH STREET, CHICAGO

**SEND FOR NET PRICE CATALOG**

**FOR ECONOMY'S SAKE PATRONIZE AMERICAN COIN MACHINE COMPANY**

Beacon . . . . .	\$ 8.00	I. O. U. . . . .	\$ 8.50	Super "S" . . . . .	\$ 5.00
Castle Lite . . . . .	7.50	Quik Silver . . . . .	14.00	Traffic A . . . . .	27.50
Chicago Express . . . . .	10.00	Rebound . . . . .	7.50	Travel . . . . .	12.50
Gross Country . . . . .	17.50	Star Lite . . . . .	13.00	World Series . . . . .	3.00
Hockey . . . . .	7.50	Spot Lite . . . . .	14.00	Subway . . . . .	4.00

**OPERATORS—WRITE FOR OUR LIST OF NEW AND USED MACHINES.**  
All Orders Subject to One-Half Deposit, Balance C. O. D.  
**AMERICAN COIN MACHINE COMPANY**  
558 Clinton Avenue, N., ROCHESTER, N. Y. BRANCH OFFICE: 989 Main St., BUFFALO, N. Y.

**THE GREATEST SUCCESS**

IS ASSURED ONLY WITH THE BEST MACHINES. WE ENDORSE NO OTHERS.  
Jackpot Bells—Vendors—Counter Size Machines—Amusement Table Games—All Sizes.  
ALWAYS FIRST WITH LARGE STOCK OF THE LATEST CREATIONS.  
**BANNER SPECIALTY COMPANY, 1530-32 Parrish St., Philadelphia, Pa.**

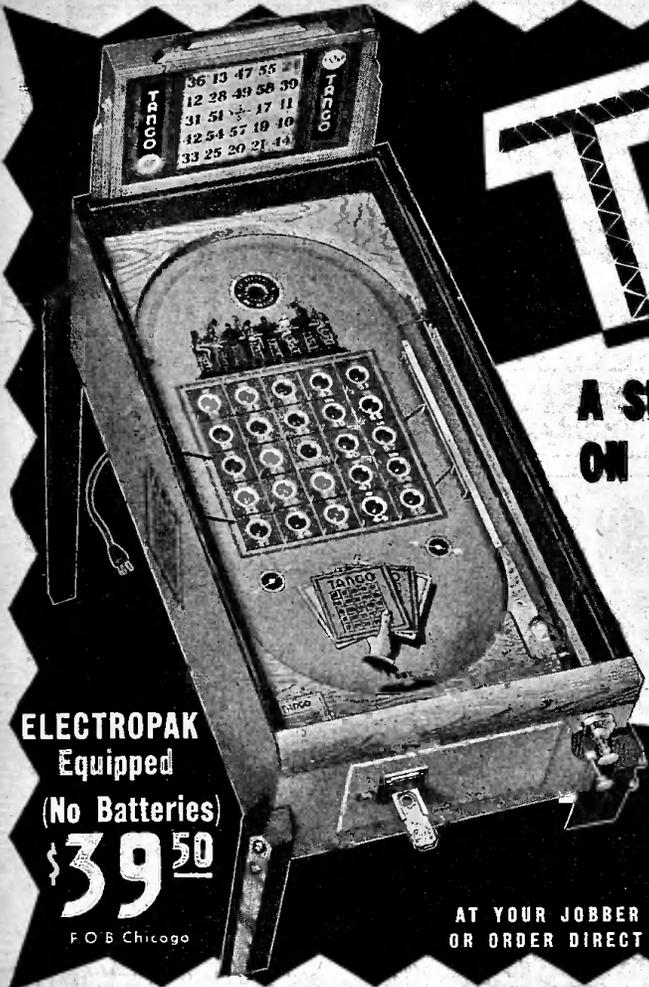
**OPERATORS JOBBERS OF NEW YORK NEW JERSEY AND CONNECTICUT—WIRE IMMEDIATELY FOR SPECIAL OFFER ON THE WORLD'S BEST COUNTER GAME**

**PENNY PACK**



**MODERN VENDING COMPANY**

**"WORLD'S LARGEST COIN MACHINE DISTRIBUTORS"**  
**MODERN VENDING COMPANY**  
656 BROADWAY NEW YORK



# TANGO

**A SUPER FASCINATING MACHINE BASED ON THE MOVIE SCREEN GAME CRAZE!**

EVANS again scores a hit! TANGO cashes in on the popularity of keno or lotto games as played on movie screens from coast to coast. Ten balls are played, with a Skill Hole for recovering "out" balls. Play is fast, exciting and possesses an unusual degree of suspense. Results are registered on Lite-Up

Rack with unflinching accuracy and without bugs or breakdowns. Last, but not least, TANGO is equipped with an Electropak—the only low priced game with this unit. Abolishes battery nuisance, "weak" action and "dead" machines. Swing to TANGO and cash in on the new craze!

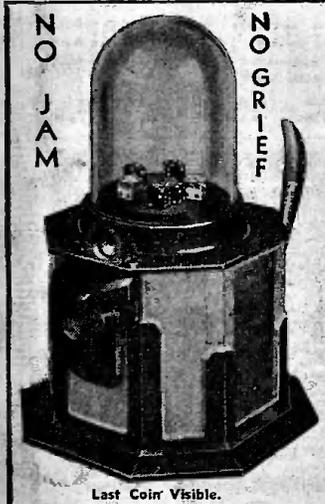
**ELECTROPAK Equipped (No Batteries)**  
**\$39<sup>50</sup>**  
F O B Chicago

**AT YOUR JOBBER OR ORDER DIRECT**

*Engineered by Evans*  
YOUR ASSURANCE OF PERFECT PERFORMANCE

Remember **KINGS OF THE TURF**  
**5 BALL**  
AUTOMATIC PAYOUT  
**\$79<sup>50</sup>**

IF IT'S MADE BY EVANS—YOU KNOW IT'S GOOD  
**H.C. Evans & CO.** 1522-28 W. ADAMS ST. CHICAGO, ILL.



## Announcing

A complete new line of "LITTLE JOE" Dice Machines. Now built in three models. 1c, 5c and Combination 1c, 5c, 10c.

**10 Days Free Trial**

Money refunded if not satisfactory.  
Combination  
1c-5c-10c Play...\$6.50      5c Play...\$6.50  
1c Play Only...\$5.00.

**Size 8 x 12 Overall**

Positively fool proof mechanism, small and compact, all aluminum, equipped with suction pads. Shipping weight, 2 1/2 lbs. When sitting on show case it hardly takes up the space of a cigar box. Dropping coin in slot and pushing down lever tosses dice to top of globe for the play. Pays out 40% and really holds the locations. Each machine furnished with four sets of reward cards: Cigarette, Beer, Point and Cash.

**FORT WAYNE NOVELTY MFG. CO.**

423-425 E. Washington Blvd.

Fort Wayne - - - - - Indiana

1/3 with order, balance C. O. D. Prices F. O. B. Fort Wayne.

Last Coin Visible.

## OFFICIAL OPENING

NOVEMBER 30, 1935

## STATE COIN MACHINE CORP.

36 MAPLE ST. (Phone, Main 1440) COLUMBUS, OHIO

### JOBBERS and DISTRIBUTORS

AMUSEMENT MACHINES

VENDING MACHINES

SLOT MACHINES

PHONOGRAPHS

Complete Repair Department



## SALESBOARD OPERATORS

2,406 1c sales takes in \$24.00, nets \$19.80 after Cigarette payout. You can sell outright to dealer for \$7.75. On 50% commission you collect \$1.65. We carry a large line of Penny and Nickel Boards, complete with Merchandise. We manufacture Blank Boards, a complete line of Cut-Out Boards—in fact, any kind of Board you want, at the right price.

WRITE FOR SAMPLES AND PRICES.

**General Sales Company**  
121 4th Avenue, South, NASHVILLE, TENN.

**Takes in \$24.00**  
**Costs You \$2.90**

One-Third Cash with Order, Balance C. O. D.

## ANY 5 GAMES FOR ONLY \$19.50

Action, Jr.	Cross	Esquire	G. U.	Merry-Go-Round	Signal
Gannon Fire	Drop Kick	Fleet	Lightning	Safety Zone	Subway
Castle Lite	Electro	Golden Gate	Live Power	Super	Super "g"
		Gridiron	Majik Keys	Zip	

**IMPORTANT** No less than 5 games to a customer. All cash or money order must accompany orders shipping C. O. D.—No two games of same kind to any one customer allowed.  
**TAKE YOUR CHOICE FROM GAMES LISTED**

## UPREME VENDING COMPANY INC.

557 Rogers Ave., Brooklyn, N. Y.      1416 Webster Ave., Bronx, New York.      922-8th Avenue, New York, N. Y.

## CANDY for the HOLIDAYS

ALSO CANDY FOR SALESBOARDS

**HOLLY BOX**, With American Mixed Candy, Packed 100 to Carton. Per 100 Boxes **\$4.50**

**5-LB. BOX AMERICAN HARD CANDY**, Per Box. 650

**5-LB. BOX ASSORTED CHOCOLATES**, Per Box. 650

All 5-Lb. Boxes Packed 1/2 Dozen to Carton.

Send for our Free New Illustrated Catalogue and Quantity Prices. 20% Deposit with Order, Balance C. O. D.

**DELIGHT SWEETS, Inc.**

50 E. 11th Street, New York City

## BUYERS EVERYWHERE

DALY'S ROLL & FOLDED STOCK AND SPECIAL PRINTED TICKETS

Union Made—Guaranteed Correct.

## DALY TICKET CO. COLLINSVILLE, ILL.

Thank You for Mentioning The Billboard.

# "V-E-M-C-O"

## BROADCASTING

Guaranteed Used Machines and the World's Best Lines of New Machines. Read!!

### AUTOMATIC PAYOUT MACHINES

Ace one ball machine.....	Each \$64.50	Cartle-Lite.....	Each \$ 8.00
A.B.T. "3-in-a-Row".....	47.50	Crack Shot.....	9.00
Big Leaguer.....	42.50	Drop Kick.....	8.50
Eclipse two ball game.....	42.50	Diaries.....	22.50
Exhibit Rodeo, 10 ball table.....	52.50	Flash.....	18.50
Jennings 50 Sportsman.....	42.50	Golden Gate.....	4.00
Jennings Skyway, 3 balls 5c.....	37.50	Goofy Senior.....	4.00
Kings of the Turf.....	62.50	Hit-Me.....	7.50
Nordlike one ball game.....	47.50	Hit-or-Miss Counter Game.....	9.00
Liberty Bell, 10 balls.....	39.50	Jack Rabbits.....	18.50
Mills Q.T. Play Table.....	47.50	King of the Turf.....	9.00
Mills Equity.....	37.50	Kelly Pool.....	6.00
Plus and Minus.....	27.50	Live Power.....	2.95
Rockets, latest model, Brown Case.....	17.50	Lightning.....	14.00
Rockets, Blue Case.....	17.00	Manhattan.....	8.00
Rockets, Black Case.....	31.00	Major League Junior.....	11.00
Red Arrows.....	27.50	Milk Keys Kickers.....	2.00
Keeney "7-11".....	20.50	Mills Cannon Fire Junior.....	18.50
Tramco, Model "A".....	27.50	Mills Counter Officials.....	11.00
Tramco, Model "B".....	27.50	Mills Cannon Fire, Standard.....	14.00

### TICKET GAMES

A.B.T. Autodarts.....	Each \$24.50	Mills Counter Officials.....	11.00
Exhibit Play Balls.....	47.50	Mills Cannon Fire, Standard.....	14.00
Exhibit Rodeo.....	37.50	Pyramids, with free game feature.....	14.00
Tick-a-Lites.....	11.00	Quick Silver, with free game feature.....	2.00

### MISCELLANEOUS MACHINES

BRAND NEW AD-LEE X-CAVATOR Electric Crane, complete with stand.....	Each \$ 77.50
Boso Dice Machine.....	4.00
Cortex Venders, vend one package for 25c (comes equipped with enough merchandise to pay for cost of machine), used only two weeks.....	17.50
Cherry Jitters.....	7.50
Chicago Club House.....	8.80
Cailla 4-color Ball Gum Vender.....	6.00
Chester Pollard "Play Golf" machines.....	27.50
Dice-O-Wario "Play Golf" machines.....	4.50
Daval Vender, Divider Type.....	6.50
Horse Shoe Dice Machine.....	8.00
I. O. U. Dice Machine.....	8.00
Jennings Vender Scale.....	47.50
Mills 50 Puritan Bells.....	32.50
Mysterious Eye Dice Machine, Automatic Payout.....	9.00
Mills Model 801 Phonographs.....	122.50
Mills Troubadours.....	167.50
Mills Dewey Color Machine, 50 play.....	90.00
Mills Tickettes.....	10.95
Mills Owl Litter (Floor Sample).....	37.50
Mills Confection Vender (Gantzen) Brand New.....	22.50
Nelson-Wiggins Piano with Xylophone, Drum, etc., original cost \$700.00; now.....	77.50
Puritan Confection Vender.....	1.25
Peo Whirlwinds.....	127.50
Radio Rifle, the shots 5c.....	15.00
Spark Plugs.....	8.50
Seeburg Eight Record Phonographs, Selected Model.....	37.50
Temper Gum Venders (the new).....	48.00
Western Electric Horse Race Pianos.....	
Western Electric Slot Machine Piano.....	

### ABSOLUTELY BRAND NEW GAMES

AUTOMATIC PAYOUT AND TICKET GAMES		TICKET GAMES	
Bally Prospector.....	\$79.50	A.B.T. Auto-Flash.....	\$95.00
Bally Jumbo.....	89.50	Bally Jumbo, Ticket Model.....	97.50
Bally Jumbo, Ticket Model.....	97.50	Exhibit Play Ball.....	97.50
Bally Ace.....	87.50	Exhibit Foot Ball.....	97.50
Electric Battle Ball.....	89.50	Exhibit Bonanza.....	97.50
Exhibit Bonanza, 10 balls.....	87.50	Exhibit Sharp Shooter.....	97.50
Exhibit Bonanza, 1 ball.....	77.50	Exhibit Discovery.....	97.50
Exhibit Sharp Shooter, 10 balls.....	87.50		
Exhibit Sharp Shooter, 1 ball.....	72.50		
Exhibit Giant, 1 ball.....	89.50		
Exhibit Foot Ball, 10 balls.....	97.50		
High Pocket.....	87.50		
Ivory Golf.....	87.50		
Jennings Sportsman.....	90.00		
Kings of the Turf.....	79.50		
Mills Pearl Harbor.....	87.50		
Mills Ten Grand.....	98.50		
Mammoth.....	83.50		
Pamco Parlay (20 x 40).....	77.50		
Rock-Ola Gold Award.....	77.50		
Rock-Ola Deluxe "48".....	72.50		
Rock-Ola Stampede.....	67.50		
Varsity.....	67.50		

### USED SLOT MACHINES

Mills 5c FOK Venders with Original Mills Double Jackpot Front.....	Each \$39.50
Mills 1c Blyscaper Jackpot Side Venders.....	42.50
Mills 1c Blue Front Mystery Golden Venders.....	89.50
Mills 1c Regular Golden Vender.....	59.50
Mills 5c Skyscraper Jackpot Side Venders.....	47.50
Mills 2-for-5c Skyscraper Side Venders.....	48.50
Mills 5c Front OK Venders (with or without deferred payout).....	29.50
Mills 5c FOK Venders with Pace Comet Twin Jackpot Front.....	37.50
Mills 5c Regular Side Venders (with or without deferred payout).....	27.50
Mills 5c Side Vender with Pace Twin Jackpot Front.....	34.50
Mills 5c Single Jackpot Side Venders.....	25.50
Pace 5c Bantam Ever-Full Jackpot Bells.....	32.50
Pace 1c Bantam Jackpot Ball Gum Venders with bent coin return head.....	34.50
Wrestling 1c Regular Twin Jackpot Front Venders.....	39.50
Jennings 1c Single Jackpot Little Duke Venders.....	24.50
Jennings 1c Double Jackpot Duchess Vender.....	39.50
Baby Grant 5c Jackpot Bells.....	32.50
"Good Fortune" Ball Gum Vender, 1c-5c play (Pays off on nickels, all pennies go to the cash box).....	32.50

TERMS One-third Post Office or Express Money Order; we make shipment C.O.D. for balance due. Merchandise shipped promptly upon receipt of order.

**The Vending Machine Co.**  
205-215 FRANKLIN ST., FAYETTEVILLE, N. C.

# HARLICH SALESBOARDS

The World's Finest Line  
FIRST CHOICE EVERYWHERE!

### \$50 To Shoot For!

The possible \$50.00 winner makes this board tremendously popular. It's a big beauty, printed in 2 brilliant colors on a metallic front. Takes in \$100.00, average payout \$41.00—average gross profit, \$59.00. Jumbo board, extra thick, with large tickets—comes equipped with easels, and fraud-proof tickets for large winners.

No. 2006 Price Each **\$6.08** Plus 10% Tax



**Positive Payout**  
including a \$10.00 and a \$5.00. The splendid flash and definite payout make this board sell at breakneck speed. Takes in \$50.00, pays out \$24.50—gross profit, \$25.70. Jumbo board—price includes easels and fraud-proof tickets for \$10.00 and \$5.00.

No. 1024 Price Each **\$3.47** Plus 10% Tax



### Two \$5.00 Winners

Another attractive jackpot board with positive payout. Takes in \$30.00, pays out \$15.50—gross profit, \$13.50. Jumbo board, with easels.

No. 630 Price Each **\$2.10** Plus 10% Tax



**Two Jackpot Winners**  
There are 2 shots into the \$5.00 Ace Row on this little board. If it will sell out to the last punch—quickly. Takes in \$12.50, average payout \$5.38—average gross profit, \$7.12. Jumbo board, with easels.

No. 252 Price Each **\$1.19** Plus 10% Tax



### NEW LARGE HOLE 1c CIGARETTE BOARD

The most beautiful cigarette board you have ever seen—flash and color that will catch the eye of every patron in your dealer's store. A big board with large holes—overall size 8 3/4" x 9 3/4". 1,000 holes—takes in \$10.00; can be had in 10 or 20 sections, to pay out 30, 34, 36, 38, 40, 44, 46, 48, or 50 packs. Specify payout when ordering, and mention "Girl Cigarette Board."

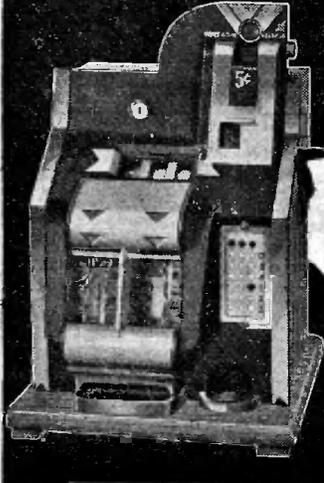
Price Each **96c** Plus 10% Tax



**SEND FOR OUR NEW CATALOG OF PROFIT MAKERS**  
Write, Stating Your Line or Business to  
**HARLICH MFG. CO.** 1417 W. JACKSON BLVD. CHICAGO, ILLINOIS

The Swing is to **BELLS!**

**EXTRAORDINARY BELL**  
 A Bell with Mystery Payout.  
 The finest looking coin machine ever built.



**Q. T. BELL**  
 Light! Portable!  
 Speedy!

We have the world's largest line. A Bell for every need. Let us do business with you and show you the REAL money Bells earn. WRITE FOR BIG COLORED CATALOG!

**MILLS NOVELTY CO., 4100 FULLERTON AVE., CHICAGO**

JOHN P. RYAN, Western Manager • 1182 Market St., San Francisco, California

**"CENT-A-PACK" WITH GUM VENDER**

Hundreds of locations waiting for this new, profitable 20 stop Reel Cigarette Machine. CENT-A-PACK location tested and guaranteed for life of machine against mechanical defects. Average payout 48%.

Double Door and Register are made for the purpose of allowing the operator to leave key with location for lower door. Register keeps track of all plays. Register shows through special window. Operator retains key for upper door. No one can tamper with register.



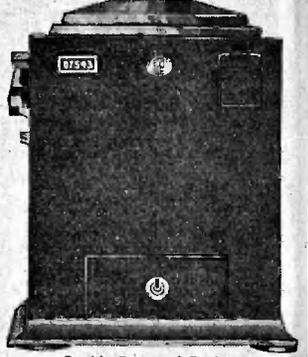
Plain Model, Single Door.

Plain Model, **\$12.00**

With Register and Double Door, **\$1.50 Extra**

Large Sales Volume and Increased Production Makes This Price Possible.

1/3 Deposit With Order.



Double Door and Register

**SICKING MFG. CO., INC. 1922 Freeman Ave., Cincinnati, O.**

QUALITY CONFECTIONS WITH QUICK TURNOVER for All Machines That Vend Bulk Candies

**CHOCOLATES** MINTS PEANUTS RAISINS

Also Complete Line of HARD SHELL CANDIES Let Us Send You Our Price List and Samples

**PAN CONFECTION FACTORY**

(National Candy Co., Inc.)

345 W. ERIE STREET

CHICAGO

**BLACK JACK SERIES**

Operators-Dealers—Deal Yourself in With This Winning Hand—You're in the Cards To Win!

10,000 NUMBERS—0000 TO 9999. 50 Cards—200 Tickets Each. Attractive Colors. Takes in (at 5c per Pull) . . . \$500.00 Pays Out . . . . . 235.00 Profit . . . . . \$265.00

Price, \$5.00 Net, Plus 10% U. S. Tax. Tickets can be had with a colored gum paper band or sewed. All tickets shipped sewed unless otherwise specified. Deposit with order, balance C. O. D.

**GAM SALES COMPANY** Manufacturers Only, 1821 S. Adams St., PEORIA, ILL.

**IMPORTANT! READ THIS!**

The next time you are in the market for SLOT MACHINES—PIN BALL GAMES—COUNTER GAMES—MERCHANDISING MACHINES or COIN MACHINE SUPPLIES, get in touch with us. WE POSITIVELY WILL SAVE YOU MONEY on all machines purchased through us. (Make us prove it.) We carry the largest and most complete stock of New and Used Machines in the country.

P. S.—GET OUR PRICES BEFORE BUYING ELSEWHERE.

**HUBER COIN MACHINE SALES COMPANY, 600-610 W. VAN BUREN, CHICAGO, ILL.**

**GUARANTEED RECONDITIONED GAMES AT REAL BARGAIN PRICES**

Major League, Jr. . . . . \$ 7.00	Sink or Swim . . . . . \$10.00	Quick Silver . . . . . \$17.50
Signal, Jr. . . . . 6.50	Par Golf . . . . . 23.50	Rebound . . . . . 8.50
Walk Keys, Jr. . . . . 6.00	Cavalade . . . . . 8.50	Star Lite . . . . . 10.00
Frisky . . . . . 18.50	Combination . . . . . 18.50	Dealer . . . . . 12.50
Fleet . . . . . 4.00	Action, Sr. . . . . 15.00	Drop Kick . . . . . 5.00
Army & Navy . . . . . 7.50	Beam Light . . . . . 12.00	Beacon . . . . . 7.50
Big Bertha, Jr. . . . . 4.00	Forward Pass . . . . . 6.50	Tri-a-Lite . . . . . 12.50

TERMS: ONE-THIRD DEPOSIT, BALANCE C. O. D. **DELMAR NOVELTY COMPANY, 3977 Delmar Blvd., ST. LOUIS, MO.**

**CIGARETTE MACHINES**

6 column machines equipped with Match Vendors and beautiful Cabinet Base Stand. Packed in Original Cartons Guaranteed to be the same as Now. If not satisfactory in every way money refunded. (Regular Price, \$67.50 each.) Enclose 1/8 with Order—Balance C. O. D. Write for Price List on ALL Latest Games. **HERCULES SALES ORG., 1175 Broad St., NEWARK, N.J.**

SAMPLE **\$42.50** Lots of 5 or More **\$39.50**

COMPLETE

**THE MOST TALKED OF GAME IN AMERICA!**

# 50-50

*Imagine!*

**A GAME WITH ALL THESE EXPENSIVE FEATURES—for only \$39.50**

- **VEEDER COUNTER**  
Register records game as won automatically. Cheatproof!
- **AUTOMATIC SHUFFLE BOARD**  
Automatically returns balls for play.
- **LITE-UP NEW TYPE SCORING REGISTER**
- **HAS THE NEW CHEAT PROOF DUO LOCK**

**5 Balls or More •**

**It Depends on Your Skill!**

See 50-50 at your jobber today! It's the greatest buy you can make in a table today! 50-50 is the game that all America is talking about—and playing!

Your Jobber has 50-50 or can get it for You!

**G.M. LABORATORIES**

1731 Belmont Ave. CHICAGO, ILL.

**50-50 DISTRIBUTORS**

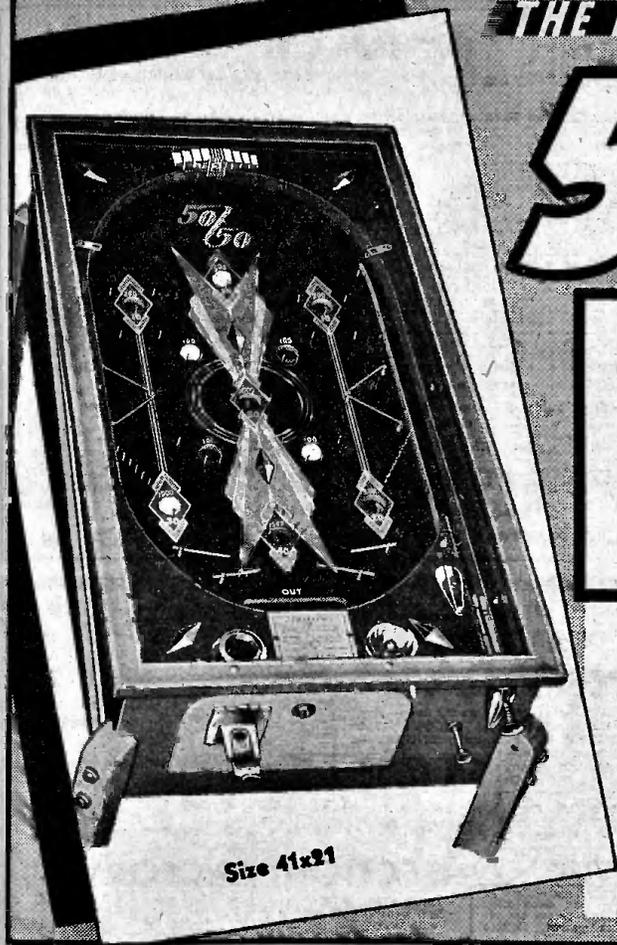
MODERN VENDING CO.  
New York, N. Y.

SILENT SALES CO.  
Minneapolis, Minn.  
BANNER SPECIALTY CO.  
Philadelphia, Pa.  
PIONEER NOVELTY DIST. CORP.  
Washington, D. C.  
A. P. SAUVE CO.  
Detroit, Mich.  
TRIMOUNT COIN MACHINE CO.  
Boston, Mass.

SOUTHERN AUTOMATIC SALES  
Louisville, Ky.  
E. D. LAZAR CO.  
Pittsburgh, Pa.  
WEST TOLEDO MDSE. CO.  
Toledo, O.

THE MARKEPP CO.  
Cleveland, O.  
ADVANCE AUTOMATIC SALES CO.  
San Francisco, Calif.  
WESTERN DISTRIBUTORS, INC.  
Seattle, Wash.

IDEAL NOVELTY CO.  
St. Louis, Mo.  
MONARCH COIN MACHINE CO.  
Chicago, Ill.  
UNITED OPERATORS SERVICE CORP.  
Chicago, Ill.  
ATLAS NOVELTY CORP.  
Chicago, Ill.  
(Southern Ill., Iowa, Ind.)  
MILWAUKEE COIN MACHINE CO.  
Milwaukee, Wis.  
WESTON NOVELTY CO.  
London, England



Size 41x21

**50-50**  
*WE HAVE IT AND HOW!*  
**TO-DAY'S BEST PIN TABLE BUY! \$39.50**

WESTERN DISTRIBUTORS, Inc.  
3126 Elliott Ave., Seattle, Wash.  
ADVANCE AUTOMATIC SALES COMPANY  
1021 Golden Gate Ave., San Francisco, Calif.

WE UNHESITATINGLY ENDORSE AND HAVE A LARGE STOCK

*of* **50-50** WITH THE VEEDER COUNTER

AT ONLY **\$39.50**

**BANNER SPECIALTY CO.**  
1530-32 Parrish St., Philadelphia, Pa.

*We're first with the latest... AS USUAL*

**50-50** IS HERE FOR YOU **\$39.50**

Jobbers, Operators, Wire, Write!  
1/3, balance C. O. D. Don't Delay!  
**WEST TOLEDO MDSE. CO.**  
3605 REVERE DR. TOLEDO O.

*We're first with the latest... AS USUAL*

**50-50** IS HERE FOR YOU **\$39.50**

**MILWAUKEE COIN MACHINE CO.**  
3725 W. CENTER ST., MILWAUKEE, WIS.

Wanted Jobbers and Distributors for RO-WO-BO

1,800 Combinations at 10c brings in	\$180.00
Jack Pot Card and Jar Deal Payout	141.00
Clear Profit	\$39.00

1 Sample Deal RO-WO-BO .....\$4.00  
1 Jack Pot Card .....80  
1 Empty Jar .....50  
1 Sample Deal for Quantity Prices .....\$5.10

**WERTS NOVELTY CO., INC.**  
MUNCIE, INDIANA

CONGEALED COLORS  
600 red  
600 blue  
600 white  
Made up for 5c and 10c play

**DO YOU NEED CASH**

WE WILL BUY FOR CASH MILLS ESCALATOR BELLS, MILLS SILENT DOUBLE JACK-POT BELLS (20 Stop Reels); BLUE FRONT MYSTERIES; EXTRAORDINARY MYSTERIES, in 5c and 10c Play. ALSO MILLS G. T. in 1c and 5c Play. STATE SERIAL NUMBERS, TYPE OF MACHINES AND ROCK-BOTTOM PRICES. We will accept any of the above Slots in Trade for any Coin-Operated Machines you may be interested in. WE CARRY THEM ALL.

**BAUM NOVELTY CO.** 2008-12 ANN AVE. ST. LOUIS, MO.  
(Local and Long Distance Telephone: GRAND 7499.)  
"WHEN IN OUR CITY, PAY US A VISIT."

*We're first with the latest... AS USUAL*

**50-50** IS HERE FOR YOU **\$39.50**

*Largest Distributors in the Middle West!*  
**ATLAS NOVELTY CORP.**  
2200-2202 N. WESTERN AVE., CHICAGO, ILL.

THE WAY ORDERS HAVE BEEN POURING IN FOR LUCKY STARS THIS GAME IS GOING TO BE ONE OF OUR LARGEST SELLERS!

# LUCKY STARS

SEND AT ONCE FOR THIS FASCINATING NEW LITE-UP GAME!

Play it once and you'll be a LUCKY STARS fan, too! The object is to spell the word "STAR" on the lite-rack by making the S-T-A-R holes on the playing field. Then you try and fill the holes that range from 10 to 100 at the top of the board. The last consecutively filled hole starting with 10 is the reward won for skill.

Natural wood overlays on black give the 21x40 cabinet an exceptionally beautiful, modern appearance.

**\$44.50**

F. O. B. CHICAGO TAX PAID

MADE BY GENCO SO YOU KNOW IT'S GOOD!

**GENCO, Inc.**  
2625 N. ASHLAND AVE. CHICAGO, ILL.

## MOSELEY'S SPECIALS

Slightly Used Machines, Mechanically Right, Offered Subject to Prior Sale.

28 Signals	Each 5.50	4 Floots	Each 4.00
48 Subways	6.00	1 Silver Cup	3.00
10 Hunters, Ser. 11,000	12.50	4 Rodos	45.00
5 THT	15.00	5 Beacon Lite	7.50
90 Traffic A	27.50	16 21 Games	17.50
19 Traffic C	12.00	5 Grid Irons	8.50
31 Frisky	19.50	4 Ticketos	10.00
31 Rebounds	6.00	3 Criss Cross	8.00
17 Action	6.00	1 Big Leaguer	40.00
19 Big Games	19.50	1 Cavalcade	5.50
2 Drop Kicks	8.50	3 O U	6.50
6 Suds	11.00	1 Play Ball	47.50
1 Tri-A-Lite	18.00	1 Quick Silver	20.00
2 Rock-a-Lite	10.00	1 Flying Troupe	7.50
11 Beacons	5.00	5 Score Boards	1.75
2 Spot Lites	12.50	5 Whirlpool Inserts	8.00

Write us for prices on the following games: JUMBO, PROSPECTOR, AGE, MAMMOTH, 48, WAGON WHEELS, SCREAMO, SCRRIMMAGE, BATTLE, PENNY PACKS, 668, HIGH HAND, PENNY SMOKES, or anything coin operated.

Ask us to put you on our mailing list. Get our price before buying elsewhere either New or Used Machines.

1/3 CASH WITH ORDER, BALANCE C. O. D.

MOSELEY VENDING MACHINE EXCHANGE, Inc. 80 Broad St., Richmond, Va.

Day Phone 3-4511—Night Phone 5-5328.

WE ARE MANUFACTURERS' AUTHORIZED DISTRIBUTORS.

### JOBBER-OPERATOR-RUSH YOUR ORDERS to LAZAR for PENNY PACK

The SILENT reel counter game with the 2-YEAR UNCONDITIONAL MECHANISM GUARANTEE! Lazar personally ENDORSES Penny Pack as the most beautiful, fastest money-maker in America. Order TODAY! We carry large stock ON HAND ready for INSTANT DELIVERY! Remember: Lazar always has the Best Money-Maker!

**\$17.50**  
EACH

FREE Complete set of new descriptive circulars and prices on all the latest games. Write Today!

With Take-In Register, \$2.00 extra. 1/3 deposit with order, balance C. O. D.



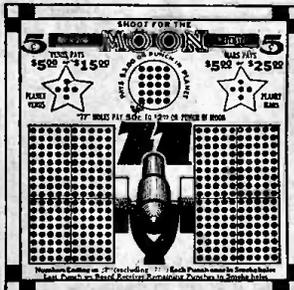
**B. D. LAZARCO** 1340 FORBES ST. PITTSBURGH PA.  
BRANCHES: 136 FRANKLIN AVE., SCRANTON, PA. • 119 PENN. ST., READING, PA.

### SUPERIOR SALESBOARDS WILL DOUBLE YOUR PROFITS SHOOT for the MOON

Takes in (600 Holes at 50) ..... \$30.00  
Pays Out (Average) ..... 13.55

Average Profit ..... \$16.45  
Thick Board—Large Tickets—Easel—Celluloid Protector Over Jack Pots.  
Price \$2.25 plus 10% U. S. Tax

**SUPERIOR PRODUCTS, Inc.**  
2900 So. Michigan Ave., Dept. 7, Chicago  
Supreme Specialty Co., 18 East 17th St., Kansas City, Mo.  
Iowa, Kansas and Missouri, Get in Touch Operators in the Following States: With the Above Company.



**BARGAIN SPOT**  
TRAFFIC Model A  
**\$28.50**

### BEST BUYS ON USED GAMES

Play Ball Ticket, \$47.00; Whirlpool Ticket, \$42.50; Kings, \$16.00; Big Game, \$21.50; Spit Fire, \$29.00; Genco Baseball, \$16.00; Ball Fan, \$18.00; Kings of the Turf, \$24.00; Rodos One Ball Payout, \$35.50; Rocket, \$13.00; Gold Rush, \$39.00; Put 'n' Take, \$27.50; Spolite, \$18.00; Beamite, \$14.00; Oytone, \$19.00; Times Square, \$20.00; Builder Upper, \$14.00; Synches Sr., \$15.00; Banker, \$23.50; Criss Cross Lite, \$12.00; Criss Cross Plain, \$7.00; Action Jr., \$8.50; Rebound, \$9.00; Dealer, \$10.00; Signal Jr., \$7.00; Score-A-Lite, \$10.00.  
1/3 Deposit, Balance C. O. D., F. O. B. Chicago.  
**National Coin Machine Exchange** 1407 DIVERSEY, CHICAGO, ILL.  
First With Latest New Games—Get Your Name on Our Mailing List

### Sales Board Operators

Cash in with the newest 1,000 5c sales —takes in \$50.00, nets \$45.50 after Cigarette payout.

45 Winners  
All Quality Merchandise. Very attractive board on gold foil background.  
SAMPLES SENT PREPAID.  
Rush Your Order Now.

**Victor Specialty Company**  
Kuebler Bldg., Jasper, Ind.

TAKES IN \$50.00  
Costs You \$9.95

One-third Cash with order. Balance C.O.D.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

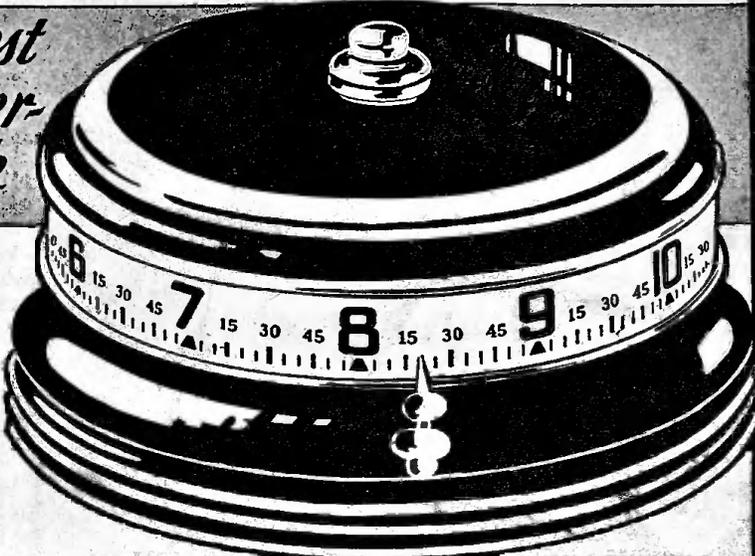
# SWING INTO the BIG MONEY AGAIN!

Sensational NEW Salescard Deal

## "TOPS" EVERYTHING FOR BIG SPREAD and SWIFT PROFITS!



Featuring the world's newest and most popular Time-teller—the famous Rotary Clock



### PYRAMIDS PROFITS! MULTIPLIES LOCATIONS!

# GET IN!

YES, SIR—MEN! NOW'S THE TIME TO GET IN on the biggest money-making deal ever heard of! IT'S A WOW!!!

HERE'S a proposition that not only means the making of more money from the locations you've now got—but of also spreading your business into even wider, bigger fields of PROFITS!

**ACTION GALORE—HUGE PROFIT!** A new salescard deal worth a fortune! Featuring America's liveliest, classiest, newest and most unusual premium prize! **AMAZING LOW COST! ASTOUNDING BIG PROFITS!** ROLLS UP THE PROFITS like a ball of string! If you know how to handle a live-wire deal like this for a big spread—fast action—DON'T WAIT A MINUTE! WRITE US QUICK TODAY!

"A THOUSAND NEW DOLLARS ASK BY CHRISTMAS IS NO DREAM" US GARDEN CITY NOVELTY MFG. CO., 4331 RAVENSWOOD AVE., CHICAGO, ILL.

**BEAUTIFULLY PILLOWS COLORED**

On High Luster \$6.00 | On Quality Satin, Dozen \$3.75 (Size 20x20, including FRINGE.)

FREE CATALOG—LARGE VARIETY DESIGNS—MOTTOES—COMICS—PATRIOTICS—"PROBE-VELT," etc. 25¢ Money Order Deposit Required. Balance C. O. D.

For Quick Action, Wire Money With Order.

**WESTERN ART LEATHER CO.**  
1848 Arapahoe St. (Manufacturers), DENVER, CO.

## The VENDING MACHINE Co.

The South's Largest Distributors for the World's Leading Manufacturers of Coin Operated Devices.

WRITE FOR LATEST LIST OF NEW AND USED MACHINES.

205-215 FRANKLIN ST., FAYETTEVILLE, N. CAR.

## PENNY PACK

IS THE ONLY SILENT REEL COUNTER GAME IN HISTORY WITH A 2 YEAR UNCONDITIONAL MECHANISM GUARANTEE AT SO LOW A PRICE!! THAT'S WHY PENNY PACKS ARE IN DEMAND BY OPERATORS. RUSH YOUR ORDER IMMEDIATELY!

**\$17.50 EACH** With Take-In Register, \$2.00 Extra.

1/3 Deposit with Order, Balance C. O. D.

## JAR-O-SMILES

5c and 10c Deals with Match Play Jack Pot Cards. Wanted Jobbers and Distributors.

1836 Combinations with Jar . . . \$3.25  
Match Play Jack Pot Card . . . . .60

1 Sample Deal Complete . . . . . \$3.85

**WERTS NOVELTY COMPANY, Inc., Muncie, Ind.**

**SICKING MANUFACTURING CO., INC.**  
1922 FREEMAN AVE. • CINCINNATI, O.

### EASTERN DISTRIBUTORS

JACK POT BELLS, Q. T. BELLS, JACK POT VENDERS, BALANCE BLACK JACK, PEARL HARBOR, DIAL, TEN GRAND MYSTERIOUS EYE HOLD AND DRAW.

## TICKETTE

KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts., PHILADELPHIA, PA.

### CANDY FOR THE HOLIDAYS

HOLLY BOXES with SUGAR ROLLED DATES or AMERICAN MIXED CANDY. 100 Boxes. Packed 300 to the Carton. \$4.00

5-Lb. BOX SATIN FINISH AMERICAN MIXED CANDY. Per Box 55c  
5-Lb. BOX ASSORTED CHOCOLATES. Per Box 65c

Send for Sample Line, \$1.50, Prepaid. Write for Illustrated Catalog and Quantity Prices. 25% Deposit with All Orders. Balance C. O. D.

**MARVEL CANDY CO. Inc.**  
101 Wooster St. New York City

★ ★ ★ ★ A REAL XMAS SPECIAL ★ ★ ★ ★

## ★ ★ ★ LUCKY STARS \$44.50 ★ ★ ★

JOBBERS WRITE  
**GEORGE PONSER CO.,** 11-15 East Runyon St., Newark, N. J.

ANOTHER ONE OF THOSE  
"LITE GAMES" THAT HAS  
MADE CHICAGO COIN  
SO FAMOUS!

# WING-LITE

with THE CLEVEREST PLAYING FIELD  
WE'VE SEEN IN A LONG TIME!

Just the kind of a game that players want—the kind of a game that has  
PROVEN most PROFITABLE to you in the past! The Lights are on the  
playing field—Light three of a color across or any row down, make the  
Key light at the top and there you have a winner!

ALMOST A WINNER EVERY TIME YOU PLAY!  
Even if the player does not win he feels satisfied BECAUSE he comes so  
damn close to winning! The player feels that by playing again he can  
win! Wing-Lite is a 100% game of skill!

CLEVER—BUT NOT  
TOO TRICKY!

Wing-Lite is OK from every com-  
parison—Order yours!

Size, 40"x20". Priced Tax Paid  
F. O. B. Factory Chicago.



SUPREME VENDING WESTON NOVELTY  
CO. CO.  
Brooklyn, N.Y. London, England  
Met. N. Y. Distributor European Distributor



# BALLY'S

## XMAS PACKAGE CONTEST

# \$1000.00

## CASH PRIZES

OPEN TO ALL OPERATORS AND JOBBERS

Write at once for full particulars

# BALLY MFG. CO.

2642 BELMONT AVE., CHICAGO, ILL.

Thank You for Mentioning The Billboard.

## OUR MOTTO: "A SQUARE DEAL ALWAYS"

THE LATEST HITS WHICH WE CAN HIGHLY RECOMMEND  
JUMBO (Bally's Giant 1-Shot Payout Table) (Auto Only) \$89.50  
(Combination Auto and Ticket) \$97.50  
SCRIMMAGE (Bally's New Football Game) \$44.50  
GIANT (Exhibit's 1-Shot Auto. Payout) \$75.50

LOOK OVER THIS LIST OF GUARANTEED USED MACHINE BARGAINS

PIN GAMES			
Action, Jr. ....	\$10.00	Impact (Counter Pin Game) .....	\$15.00
Beacon .....	22.50	Jiff-Saw .....	3.00
Beam Lite .....	10.00	Kings .....	20.00
Blue Ribbon .....	5.00	Lightning .....	5.00
Cavalcade .....	10.00	Mail Keys, Sr. .....	4.00
Cannon Fire (Large) ..	10.00	Major League (Batter-up, Jr.) ..	7.00
Crack Shot .....	5.00	Major League, Sr. ..	10.00
Contact Sr. .....	10.00	Manhattan .....	27.50
Cross Country .....	20.00	Marbi-Jax (ABT) ..	5.00
Cyclone .....	15.00	Merry-Go-Round ..	6.00
Drop Kick .....	3.50	Neglect .....	15.00
Fleet .....	5.00	Quick Silver .....	17.50
Frisky .....	20.00	Par Golf .....	27.50
Flying Trapeze, Sr. ..	15.00	Radio Station .....	9.00
Golden Gate, Jr. .....	5.00	Rebound, Sr. .....	20.00
Hockey (Seeburg) .....	15.00	Rebound, Jr. .....	10.00
Hop Scotch .....	27.50	Rookola 21 .....	17.50
Check Target (ABT) ..	4.00	COUNTER GAMES	
Chicago Club House ..	7.00	Hold & Draw .....	17.50
Draw Poker (10) .....	15.00	I. O. U. .....	8.00
Electric Shockers (Ad- vance) .....	3.50	Little Duke (New Model) .....	17.50
Five Jacks (Fields) ..	7.50	Little Merchant .....	10.00
Four Jacks (Rock-Ola) ..	6.50	Marble .....	5.00
Four Stag (Exhibit Dice)	8.00	Mill's Fortune Teller ..	3.50
Game Hunter (ABT) ..	5.00	Mill's Puritan Bell ..	8.50
Capehart Phonograph (Non-Selective) .....	45.00	New Era Vender .....	4.00
Electric Sizzler (Hot Dog) .....	5.00	AUTOMATIC GAMES	
Bullseye (Counter Pin Game) .....	11.50	Champion (10 Ball) ..	17.50
Mysterious Eye (Like New) .....	40.00	Gold Rush .....	32.50
Electric Piano (Wur- ltizer) .....	20.00	Match Play (2 Ball) ..	30.00
4 Some Nut Machines ..	7.50	Red Arrow (1 Ball) ..	27.50
Iron Claw (Model Q) ..	48.50	Put 'N' Take .....	38.50
		Rocket (New Model) ..	12.50
		Rapid Fire (1 Ball) ..	25.00
		MISCELLANEOUS	
		Hot Peanut Machines (50 Play) .....	2.00
		Postage Stamp Vender ..	12.50
		Ing Machine .....	12.50
		Panetellus .....	250.00
		Sportsman (Seeburg Target) .....	
		Steepchase, Sr. (Cost \$98.00) .....	
		15.00	

Terms: 1/3 Cash Deposit with Order, Balance C. O. D.

FOREIGN DISTRIBUTORS: IT WILL PAY YOU TO GET IN TOUCH WITH US

MISSOURI AND SOUTHERN ILLINOIS DISTRIBUTORS

### NORTHWESTERN PEANUT VENDERS

Model 38 Peanut Vender... \$ 5.55  
Penny Pistachio .....

### FIVE STAR BALL GUM

\$6.00  
Per  
Carton  
of 50  
Boxes  
(Each Box Contains 100 Pieces, in As-  
sorted Colors, Highly Polished.)

IDEAL NOVELTY CO., 3003 Lemp Ave., St. Louis, Mo.



# PAMCO PARLAY

## MIGHTY ODDS CHANGING 1-SHOT

### GAME STARTS NEW CRAZE · RE-AWAKENS

*Entire Coin Machine Industry!*

"PAMCO PARLAY" Senior! The Cleverest—Most Exclusive and Exciting Idea in Years! That's what Operators say who are RUSHING "PAMCO PARLAY" into every location. "PAMCO PARLAY" Senior has that "easy to get at" appearance and MORE! It's NEW—It's Utterly DIFFERENT in Principle! Odds CHANGE AUTOMATICALLY on ALL Payout Pockets each time a coin is inserted. The Player SEES what he's shooting for. It SHOWS on the Lite-Up Board. May be 10-20-30-40-50c-\$1.00 or \$1.50! Yes—Mr. Operator: You haven't seen a thing until you've operated "PAMCO PARLAY"!

#### Exclusive State Distributors

ILLINOIS  
CAYLORD COIN MACHINE  
CORP.  
1227 W. Washington Blvd.,  
Chicago, Ill.

NORTH CAROLINA  
THE VENDING MACH. CO.  
205 Franklin St.,  
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TEXAS  
SOUTH COAST AMUSE. CO.  
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SILENT SALES  
204 11th Avenue, South,  
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GENTILICH DIST. CO.  
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KENTUCKY  
KENTUCKY AMUSE. CO.  
226 West Walnut St.,  
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SEE YOUR JOBBER!

Write! Wire!

# PACIFIC

AMUSEMENT MFG. CO.

4923 W. Lake St.      1320 S. Hope St.  
CHICAGO · LOS ANGELES  
ILLINOIS                  CALIFORNIA

ORDER  
THE  
Junior  
Model  
AT

\$89.50

This BIG  
Colorful  
Senior  
Model

SIZE  
50" x 24"  
Priced Low  
At

\$115.00





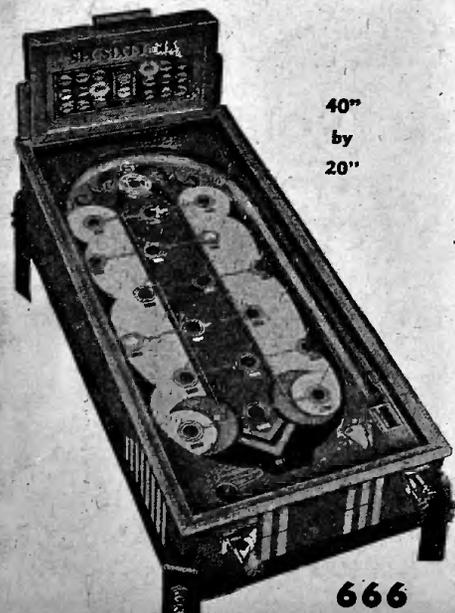
40"  
by  
20"

PROSPECTOR



40"  
by  
19"

SCRIMMAGE



40"  
by  
20"

666

# BALLY

PRESENTS WORLD'S  
MOST COMPLETE  
LINE of PROVEN  
MONEY-MAKERS

## JUMBO GIANT-SIZE 1-SHOT PAYOUT TABLE

Recognized the world over as the greatest hit in pin game history... its Giant Metal Ball roaming over a Giant Extra-Roomy Field... and its \$1.00, \$1.50 and \$2.00 Payouts... give players the biggest nickel's worth of action... and results in record-smashing collections. Get your share!

PAYOUT MODEL \$89.50 TICKET MODEL \$97.50  
CHECK SEPARATOR \$5.00 EXTRA



44"  
by  
22"

JUMBO

## PROSPECTOR

1-SHOT PAYOUT PIN GAME WITH MYSTERY AWARDS

Sensational Double Payout Feature... dime to \$1.50 on the board... and Mystery Winners up to \$5.00! No wonder they stand in line to play this glittering golden game! Plenty of spots waiting for PROSPECTOR... so order yours today!

\$79.50  
CHECK SEPARATOR \$5.00 EXTRA

## SCRIMMAGE

FOOTBALL HIT OF THE YEAR

WITH LIGHT-UP SCORE-BOARD AND ANTI-TILT

Duplicates every play in football... from kick-off to touchdown... and every scoring play is instantly flashed on the Light-Up Score-Board... designed so merchant can check both Score and Anti-Tilt without going near the machine! 10-BALL PLAY.

\$44.50



45"  
by  
20"

BATTLE

## BATTLE IN THE "FRONT LINE" FOR ACTION AND THRILLS!

See BATTLE'S new Double-Hit Scoring System... clever Progressive Score idea... Light-Up Totalizer... and Kicker-Action Light-Up Back-Board! Hear the rat-tat-tat of machine-gun Sound Effect! You'll understand why operators everywhere are rushing to join the BATTLE army! If you aim for bigger profits, shoot in your BATTLE order today!

\$47.50

## HIGH-HAND

THE DIAL DEALS A POKER HAND

Dial spins when coin is deposited. Player shoots 5 BALLS to beat the Poker Hand "drawn" by the Dial! Fast play and powerful Poker appeal insures juicy profits for you! Order from your nearest Jobber.

\$44.50

## 666 LIGHT-UP SCORE-BOARD LIGHT-UP ANTI-TILT

No dizzy tricks on 666... just plenty of smooth, speedy ball action, obtained by the clever use of good old-fashioned pins (gosh, how the public loves 'em)! 666 is easy to understand, easy to play, easy to add up, and easy on the player. And the 3-WAY AWARDS give you a different game every time you change the score-cards! Immediate delivery... order today!

\$46.50



40"  
by  
20"

HIGH-HAND

## BALLY MFG. CO.

2640 BELMONT AVE. CHICAGO, ILL.

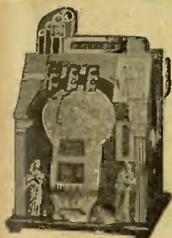
Bally Pin Games Licensed by Consolidated Pat. Corp. (No. 1,802-521), Bally Payout Pin Games also Licensed by Ace Pat. Corp. (No. 2,010,966).

JOHN A. FITZGIBBONS, INC., Eastern Factory Rep.  
453 WEST 47TH STREET NEW YORK, NEW YORK

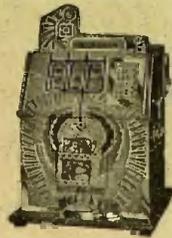
# PROFITS for OPERATORS

## TICKETTE

1 or 100 **\$10.95** New Mechanism — Used Only 1 ea. Week. New Machine Guaranteed.



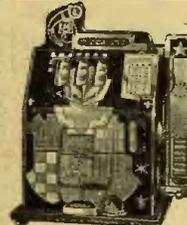
**SILENT GOLDEN BELL.**  
The Original Gold Award Machine; perfect condition.  
5c Play ..... \$71.50



**SILENT JACKPOT BELL.**  
Double visible jackpot feature.  
5c Play ..... \$68.00



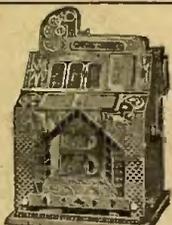
**MILLS JACKPOT F. O. K.**  
An excellent machine for ordinary locations. Good appearance and in good condition. With Reserve Jackpot.  
1c Play ..... \$29.50  
5c Play ..... 34.50



**MYSTERY GOLDEN VENDER.**  
The most popular machine in the entire Mills line.  
1c Play ..... \$69.50  
5c Play ..... 74.50



**SILENT JACKPOT FRONT VENDER.**  
Has just the right amount of flash to get the play.  
5c Play ..... \$81.50



### EXTRA SPECIAL

- 8—ABSOLUTELY BRAND NEW MILLS CANNON FIRE. Never Uncrated ..... \$22.50
- 1—BRAND NEW MILLS IMPACT (COUNTER CANNON FIRE) ..... 14.00
- 3—BRAND NEW ROCKLITE ..... 22.00

#### SUPPLIES

- EVER READY BATTERIES, 25 to Case. Per Case ..... \$ 5.00
- ADAMS FIVE STAR BALL GUM. Per Case. . . 11.75
- PHONOGRAPH NEEDLES, 2,000 Plays. . . 2.50
- 5 for TICKETTE TICKETS. Per 1,000. . . 1.40
- TRAFFIC—WHIRLPOOL SLOTS. Each. . . 2.15
- TRAFFIC—WHIRLPOOL TICKETS. Per Roll. . . .85
- COLLECTION BOOKS. Per Dozen. . . 1.50
- CANVAS MACHINE COVERS. . . .75

There is more to this business of jobbing than just selling machines—dependable service reliable counsel and a helpful attitude are a major part. *You* get all that and more at Calcutt's.



The South's Largest Distributors for the World's Leading Manufacturers of Coin Operated Devices. WRITE FOR LATEST LIST OF NEW AND USED MACHINES.  
205-215 FRANKLIN ST. FAYETTEVILLE, N. CAR.

### GUARANTEE

We guarantee full value for your money—whether you purchase now or next year.

**BRAND NEW MACHINES—ALL LATEST RELEASES**

**MILLS BALANCE \$39.50** Immediate Delivery

**WAGON WHEELS \$19.75** Immediate Delivery 1/3 with order, bal. C.O.D.

**"JUNIOR" \$19.50 New** The Sensational Counter Game  
ORDER YOUR SAMPLE TODAY!

## THE BEST YET



World's greatest Horse Race Game earns \$30.00 per hour. Exclusive distributors for North Carolina, South Carolina and Virginia. Operators in States mentioned write us for complete details and Color Circular on Races. "VEMCO."

**BARGAINS IN USED MACHINES—IMMEDIATE DELIVERY**  
ORDER FROM THIS LIST—WRITE FOR CATALOG

### NEW LOW PRICES

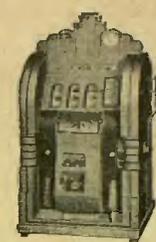
GUARANTEED USED GAMES AT THE LOWEST PRICES IN THE HISTORY of this business. Every machine comes to you cleaned and ready to put on location. We have no competition when it comes to **QUALITY** and **PRICE** on used Games. Why shop around when you can buy dependable used Games at prices below? And remember every Game is guaranteed to satisfy you.

#### AUTOMATIC PAYOUT PIN GAMES

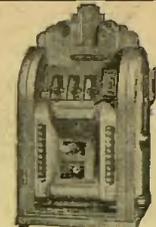
- |  |   |
|--|---|
| 14—BALLY PROSPECTORS. . . . . Each \$59.50 | 6—KEENEY "7-11". . . . . Each \$27.50                     |
| 7—BALLY ACE. . . . . 54.50                 | 6—A. B. T. AUTODARTS. . . . . 24.50                       |
| 5—BALLY RED ARROW. . . . . 31.00           | 11—JENNINGS SPORTSMAN (Visible Coin Chute). . . . . 42.50 |
| 9—BROWN CASE ROCKETS. . . . . 17.50        | 2—JENNINGS TURF FLASH. . . . . 44.50                      |
| 8—BLUE CASE ROCKETS. . . . . 12.50         | 5—PACIFIC BIG LEAGUERS. . . . . 42.50                     |
| 3—BALLY CHAMPIONS. . . . . 26.50           | 4—EXHIBIT RODEO TEN BALL. . . . . 52.50                   |
| 14—"A" MODEL TRAFFICS. . . . . 29.50       | 3—EXHIBIT RODEO ONE BALL. . . . . 57.50                   |
| 16—"B" MODEL TRAFFICS. . . . . 27.50       | 6—ROCK-OLA GOLD AWARD. . . . . 57.50                      |
| 8—MILLS "10 GRAND". . . . . 91.50          | 8—VEMCO WITH LEGS. . . . . 2.00                           |
| 7—MILLS PEARL HARBOR. . . . . 59.50        | 16—MAJIK-KEYS KICKERS (Perfect). . . . . 2.95             |
| 2—MILLS "QT" PAY TABLES. . . . . 39.50     |   |
| 1—MILLS OLD STYLE PAY TABLE. . . . . 18.00 |   |

## TEN GRAND

Mills Latest for Live Operators. **\$98.50** First come—first served. ea.



**EXTRAORDINARY BELL.**  
In new only, \$79.50.



**EXTRAORDINARY VENDER.**  
The machine for that unusual location. Guaranteed condition.  
5c Regular Model. . . \$81.50  
5c Mystery Model. . . 84.50



**A. B. T. CHURCHILL COIN OPERATED POOL TABLE.**  
The most popular game of its kind ever built. Regulation in everything but size. Good condition and appearance.  
Price Complete \$7.50



**Mills Scale.**  
New. . . \$54.50  
Carolina Scale, Used, \$22.50



**JENNINGS 10 LITTLE DUKE VENDER.**  
Perfect mechanical condition. While they last.  
Each \$29.50

### ABSOLUTELY BRAND NEW SLOT MACHINES

- |  |                       |
|--|-----------------------|
| MILLS BLUE FRONT MYSTERY VENDER, With or Without Gold Award. | 5c Play ..... \$81.50 |
|  | 10c Play ..... 84.50  |
|  | 25c Play ..... 87.50  |
| MILLS SKYSCRAPER JACKPOT SIDE VENDER, Regular Payout.        | 5c Play ..... \$59.50 |
|  | 10c Play ..... 62.50  |
|  | 25c Play ..... 65.50  |
| MILLS GOLDEN VENDER, Regular Payout.                         | 5c Play ..... \$76.50 |
|  | 10c Play ..... 79.50  |
|  | 25c Play ..... 82.50  |
| GLASS FOR PIN GAMES, Per 5c. Ft. S. 40                       |                       |
| ELECTROPAKS, for Pin Games. . . . .                          | 4.75                  |
- WRITE FOR QUANTITY PRICES.

## PENNY PACK

**\$17.50 WITH REGISTER \$2.00 EXTRA**

The New Beautiful Modernistic Cigarette Machine With Gum Vendor. Here's the machine that's getting all those "tax pennies." Players can get from 1 to 10 packages of cigarettes for a cent and how they are going for it! Positive stop reels . . . cannot be changed by shaking. Mechanism unconditionally guaranteed for 2 years.

## WANTED SLOTS for CASH

Mills Escalators, Silent Double Jackpot Bells (20 Stop Bells), Blue Front Mysteries and Extraordinary Mysteries, in either 5c, 10c, or 25c Play. Also Mills Q. T.'s in 1c and 5c Play.

State serial number, type of machine and rock bottom prices. We will accept any of the above Slots in trade for any coin-operated Games that you may be interested in.

We Carry Them All



**THE VENDING MACHINE CO.** 205-15 FRANKLIN ST. FAYETTEVILLE, N. CAR.

TERMS: One-Third Deposit with Order — We Ship C. O. D. for Balance Due.

REFERENCES: Dun & Bradstreet, or wire any Bank in Fayetteville.

# AN AMAZING FAST SELLER

**SENSATIONAL NEW IDEA**  
BIG PROFITS SELLING TO  
DEALERS EVERYWHERE  
NO CREDIT

No. D168—A fast seller to dealers—an ideal grab bag—it attracts the crowds, brings in new customers, stimulates trade. It's new, novel, different. A wonder money maker for you.

**WHAT IT CONTAINS**  
The "Big V a l u e Store" gives you a variety of merchandise, such as stationery supplies, smokers' articles, cosmetics, ladies' lingerie, shaving needs, camera sets, men's haberdashery, etc. Every one a big value.

130 packages can be stocked in numbered order, as the shelves are easily accessible from rear.

**HOW IT WORKS**—Every purchaser gets something. Each package bears a number. Purchaser pulls off one of the "tabs" in front of cabinet at 10c each. There is a number on back of tab—this same number appears on the package in the back of the cabinet and identifies the package to be given for the number pulled. The strong, sturdy display cases, pull-out card and 130 items can be shipped by express or freight only.

**COSTS YOU \$6.90 SELL TO DEALER FOR \$9.95 BRINGS IN \$13.00**



**Eight Piece Dresser Set**

No. V214—A gift that always pleases—possesses lasting beauty. Attractively designed, very decorative. Black, ivory or green enamel, chromium finish trim, combine to make this an attractive set. Consists of 12 1/2-inch fancy shaped mirror with 8 1/2-inch beveled glass; 10-inch brush with 14 rows of bristles; nail file; 2 cream jars; one 7 1/4-inch comb; 1 powder or puff box and 1 tray. Each set in fancy rayon lined box. Selling price \$5.95.

**WHOLESALE SAMPLE SET \$3.95**

No. V204—Three-piece celluloid boudoir set. Assorted shapes and patterns. Attractive colors. Consists of mirror, 12 3/4 in. long, 7 3/4 in. brush with 9 rows of bristles; 7 in. comb. Each set in a gift box. Selling price \$8c. Sample 68c. Dozen \$7.98.

# 2000 ITEMS

## HIGH QUALITY TIE SET

No. C128 1/2—Consists of three beautiful, different colored Men's Ties in the latest patterns and colors. A smart-looking Tie Clasp and Collar Holder. All items packed in an attractive box. Sells for 59c.

**Sample 29c, Dozen \$3.36**

No. C209—Rayon Ties. Beautiful and attractive patterns, Sample 8c. Doz. 78c. Gross \$8.95.

No. C80—Serviceable Low Priced Ties that are washable. Each cellophane wrapped. A big value. Dozen 33c. Gross \$3.45.

## SHAVING DEAL

No. D73—Consists of 10 Gillette type Blades, 1 Tubo of Shaving Cream, 1 Styptic Pencil and 1 Genuine Goodrich Mono, all wrapped together with cellophane. Sells for 49c.

**Sample 20c Dozen \$2.28**  
**Gross \$23.04**

## GEORGEOUS POWDER PERFUME DEAL ONLY 4 1/2c

No. D10—A quality bargain combination consisting of 1 bottle perfume, 1 bottle face powder in black square box. Good looking and high quality. Sample 6c.

**Dozen, 5c Each Combination. Gross, 4 3/4c Each. 5 Gross, 4 1/2c Each Combination.**

## PERFUME

No. T280—A better quality Perfume sold at a low price. Pleases the most discriminating. Comes in Christmas Delight, Le Orient and Narcisse odors. Sample 5c. Doz. 48c. Gross \$3.98.

No. T82—Perfume in vials. Comes in assorted colors and odors. Put up in glass vials with label, plain cork stopper. Sample 3c, Doz. 21c, Gr. \$1.75.

## CIGARETTE LIGHTER

No. M243—Octagon-shaped Lighter. Dependable, nothing to get out of order. Easily serviced.

**Sample 6c, Dozen 48c**  
**Gross \$4.60**

## SLEEPING DOLL

No. J251—Her eyes closed placed in a reclining position. real quality and so sweet you just to cuddle her. She has an attractive figured dress with ribbon bow, pair imitation shoes and socks. Head, legs, body and movable. Height, 7 inches. Each in box, selling price \$1.50.

**Sample 12c. Doz. \$1.15; Gro. \$12.**

## BEACON TOBA INDIAN DESIGN BLANKET

No. C343—With Hem m o d edges. Size, 60x90. A very popular Blanket, which comes in bright attractive colors and distinctive designs and patterns. Sells for \$2.49.

**Sample \$1.40. Case lots of 30 Blankets, Ea. \$1.35.**

## LADIES' KIMONO OR NEGEE

No. C201—Chio, flatter rich looking. Made of beautiful broadway rayon with pretty embroidered flower designs on back. Front, back and sleeves are made with band of delicate silk in contrasting color. Sleeves are full out, flowing style and kimono has tie belt of self material across front. Made in one size and will fit average figure. Colors, red, black, blue, white, rose, green and maroon. Selling price \$1.75.

**Wholesale Sample, 95c. Dozen \$10.88.**

## 220 NEEDLE MEN'S FANCY SOCKS.

No. C338—Here is one of the best values in men's socks. 220 Needle construction, firmly knitted and guaranteed to give double service. Latest fancy patterns in grey, brown and assorted colors. Size 10 to 12. Selling price \$1.75.

**Wholesale Sample, 95c. Dozen \$10.88.**

## CIGARETTE SET.

No. D80-BU—A set which consists of one Octagon Cigarette Case that will hold 25 Cigarettes, one fancy Cigarette Holder, and Pen and Lighter with Clip. This is a big bargain.

**Sample Set, 18c. Dozen, \$1.75. Gross, \$19.98.**

# FOR CONCESSIONERS-OPERATORS-SALESMEN. SEND FOR THE NEW WHOLESALE CATALOG TODAY

## THIS DEAL CLICKS WITH A BANG

No. D153—This is a new deal that we believe will be the biggest selling sensation that has ever been put on the market, as it is an exceptional value for the money. Consists of sugar and creamer set with tray that looks like a \$1 value; 2 pair fine quality hoses; 1 package of gorgeous face powder and perfume wrapped together; total, 7 pieces. An outstanding super-value. Money back if it isn't the biggest seller you ever tried. Looks like a \$3 value. Sells for 89c.

**Wholesale Sample Deal, 59c, Dozen \$6.96**



**PEN, PENCIL AND KNIFE SET**

No. 68—All three articles matched perfectly. Self-rolling fountain pen fitted with durium stainless point, latest fillmore band and lever filler. Pencil has compartment containing extra leads and eraser. Both blades in the knife are made of high-grade tempered steel that will hold its edge. Each set packed in an attractive gift box. Sells for \$1.00.

**Sample Set, 55c, Doz., \$4.65, Gr. \$54.00**

## 6-PIECE MEN'S TRAVEL KIT

No. M194—Useful and attractive. Case is made of imitation leather and has snap fastener. Contents, comb, nail file, 4 container for tooth brush or straight razor, 4 container for safety razor, 1 bottle for shaving lotion, 1 hair brush with excellent quality bristles. Selling price \$1.75.

**Wholesale Sample Set, 95c. Dozen, \$10.80.**

## 4-PIECE Deal

No. D125—A useful set. Consists of 24 sheets of high quality, ripple-like finish white writing paper, 24 envelopes to match; 1 box of face powder which is non-irritating to the most delicate skin; 2 quarter-ounce bottles of pleasing perfume, each a different odor. All items are placed in an attractive box. Selling price, 79c.

**Sample Deal, 35c, Dozen, \$4.08**

## 7-Piece Lady Alice Deal

No. D35—A combination that has eye appeal, possesses quality and yet is priced low. A big value deal, which consists of the following: 1 padded top box containing fine quality face powder; 1 half-ounce bottle of perfume; 1 1/2-ounce bottle of almond lotion; 1 rouge compact; 1 cake powder compact, and 1 lipstick. Each set packed in an attractive box. Looks like a \$3 value. Sells for 99c.

**SAMPLE DEAL 89c. DOZEN LOTS, 35c EACH. GROSS LOTS 37c EACH.**

## FOLDING CAMERA

No. W10—Takes clear cut pictures. Has an adjustment for either instantaneous or time pictures. Also three adjustments for bright, medium or dark days. View finder is adjustable for either upright or crosswise shaped pictures. Takes picture size 1 1/2 x 2 1/4 in. Each in a box with complete instructions. Sells for \$3.50.

**Sample \$1.79**  
**Dozen \$20.88**

## REPRODUCTION PEARL NECKLACE AND EAR BUTTON SET.

No. 71X—Possesses a delicate sheen and a luster which resemble the genuine. Consists of one 18 in. large size graduation pearl reproduction necklace and button ear wear to match. Comes in flash, cream, tan and 8 other colors. Each set in attractive box. Selling price 49c.

**Sample Set, 26c. Dozen \$2.28. Gross \$34.80.**

## HIGH QUALITY INHALANT.

No. T123—Recommended relief of Headaches, Catarrh, Asthma, Sinus and similar Nasal Complaints. Made of high quality herbs and purest oils. Satisfaction guaranteed or money back.

**Sells for 25c. Sample, 12c. Dozen 98c. Gross \$9.98.**

## GUARANTEED 3 YEARS.

No. V236—Watch. A smart looking and accurate timekeeper. Has a non-breakable crystal and a non-tarnishing case. Size—suitable for ladies or men. Fitted with a metal or leather wrist band. Money back if not pleased.

**Sample, \$4.98. Dozen, \$1.35 Each.**

## NEEDLE BOOKS

No. N345—Language of Needle Book, contains an assortment of 75 Needles of high quality. Sells for 20c.

**Sample 4c. Dozen 39c. Gross \$3.95.**

## HOT OFF THE PRESS - LATEST 1936

No. N395—Air-Mail Needle Book, contains a variety of silver eyed Sewing Needles; also darning, cotton and button Needles. Dozen 17c. Gross \$1.79.

**WHOLESALE CATALOG SHOWING LATEST FAST SELLERS. SEND FOR A FREE COPY TODAY.**

**TERMS**  
All prices are F. O. B. Le Center, Minn. 20% deposit required with C. O. D. orders.

# SPORS CO. 1135 SMITH AVE., LE CENTER, MINN.