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The Billboard

The World's Foremost Amusement Weekly



ANTHONY TRINI
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and His Music

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Management: Sol Tepper

... Jack Shannon presents

Freddy
KAY

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The Billboard

Vol. XLVII
No. 3

The World's Foremost Amusement Weekly

January 19,
1935

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FIVE MAJORS ARE INDICTED

Ringling-Barnum Toying With Russian Acts; "Exchanges" On

NEW YORK, Jan. 12.—When the Ringling-Barnum Circus opens its 1935 season here early in April a couple of more acts from Soviet Russia will probably be found in the program. Negotiations are on with the USSR government for a few of its choice acrobatic and animal turns. This is indicated, at any rate, in the report that Alex Basy,

head of the Amsov Agency, theatrical representative for the Stalin country in U. S., is scheduled to depart for Russia in two weeks to close several deals for acts wanted by enterprises locally. It is also understood that Basy has been authorized to offer American acts to the Russian government and, in fact, such (See RINGLING-BARNUM on page 53)

30 Per Cent Employment Jump Reported by Weber

Union musicians get sizable job gains in past year, tho larger cities lag behind others—stabilization of club and cafe field held to be biggest factor

NEW YORK, Jan. 14.—President Joseph N. Weber of the American Federation of Musicians is optimistic as to the economic situation, especially as it affects the musicians. He sees a decided upward trend in show business, and says he estimates that employment for union musicians has increased around 30 per cent over a year ago. He says recovery has been much slower in the big cities than in the smaller communities. Cincinnati, Philadelphia and New York, for example, have shown only slight gains in employment, altho Chicago is an outstanding exception. Chicago has been recording a steady gain, probably due to the impetus of the World's Fair.

Weber sees much hope in the cafe and beer garden field. Altho prohibition repeal has not brought the music and talent boom many showmen had hoped for, Weber says the cafe field is coming along nicely. The first year of repeal saw a mushroom growth of beer gardens, many run by irresponsible and shoe-string operators. A great percentage of these have folded, leaving the field to the more reliable operators.

In the cafe field a great number of the cafes last year were former speak- (See 30 PER CENT on page 16)

Largo Fair Gives Big Midway Gross

LARGO, Fla., Jan. 12.—Royal American Shows opened their season here this week at the Pinellas County Fair.

The fair opened Tuesday, featuring Children's Day. All schools in Pinellas County were given optional privilege of closing for the day to permit children to attend. The attendance was checked at (See LARGO FAIR on page 53)

Theater Authority Campaigns For Actor Support in Drive

NEW YORK, Jan. 12.—The Theater Authority, Inc., this week started a campaign to teach actors and local theater operators that the organization is seeking to end the benefit racket and that it needs their support. The campaign is aimed at the actors. In particular, as they have been the ones usually caught in the middle by unscrupulous promoters.

The letters going to actors will also be posted backstage in all local vaudeville and legit houses. The letters, signed by Alan Corelli, assistant secretary, tells the actor that the recognized theatrical organizations have banded together "for the purpose of stopping unauthorized benefits which, in many cases, prey upon the actor and the public."

"There is no intention on the part of the Theater Authority," it adds, "to make legitimate charitable benefits onerous, but to see that the purposes of a benefit are legitimate and that a percentage of the gross receipts be allotted to the Theater Authority, with the Actors' Fund of America as repository for all moneys collected. This fund is for the benefit of actors thru their well-established charitable organizations."

The circular urges actors not to play benefits not authorized by the Authority. Dr. Henry Moscowitz, second vice-president of the Authority and also ad- (See THEATER AUTHORITY page 16)

St. Louis Grand Jury Finds Violation of Anti-Trust Act

Findings will have far-reaching effect—expect grand jury of Los Angeles to repeat—exhibs expect to see producers eliminated from exhibition—indies happy

ST. LOUIS, Jan. 12.—The Federal Grand Jury here yesterday indicted Warner-Film National, RKO, Metro-Goldwyn-Mayer, Paramount and Universal on charges of "unlawfully engaging in a conspiracy in restraint of trade." The indictment was no surprise to observers who expected the action of the Grand Jury. The action grew out of a complaint by Allen Snyder, operator of the Ambassador, Missouri and Grand Central theaters, that none of the above-named companies would sell him film. He claimed that the Warner houses, Shubert and Orpheum, were given first chance at all major product.

Altho this specific case is named, it is understood that the government investigation is the result of numerous complaints from exhibitors from all parts of the country claiming violation of the Sherman anti-trust act.

In Washington the report is current that the producers have been warned repeatedly concerning certain acts and yet they have believed that political influence would make them immune, but the latest move by the government proves that if the producers had any political drag, it has been lost.

The opinion prevails that before the investigations are over, the government will order the producers to divorce themselves from theater holdings and abandon any monopoly that might exist.

Just what action the government will take after this indictment remains to be seen. The punishment for this act (See INDICTMENT NO on page 19)

Sponsor - Skits Newest Wrinkle

Dramatic sketches, to play nabe houses under commercial tieups

NEW YORK, Jan. 14.—Sponsored dramatic sketches playing the movie houses at small cost to the exhibitor is the newest wrinkle. The William Goodwin Agency, 1947 Broadway, is promoting the idea, basing it on radio's commercial programs.

Idea is to present dramatic or comedy (See SPONSOR-SKITS on page 18)

SLA Plans Its Greatest Event In Combined Theatrical Night

CHICAGO, Jan. 12.—A gigantic combined Theatrical Night which is expected to be by far the biggest event ever staged by the Showmen's League of America will be held on the night of March 4 at the College Inn of the Hotel Sherman. A mammoth show such as has seldom been seen in Chicago is being planned. The cream of all theatrical nights held in this famous Loop night spot will be presented in a manner that will give the league prestige that cannot be measured in dollars.

The College Inn theatrical nights are famous from Coast to Coast and draw the greatest stars from every field of entertainment. On the night of March 4

the regular College Inn show, plus scores of stars from stage, screen and radio, will make up the bill and it seems certain that more than 25 headline acts will appear and lend their efforts to make this show by show people for show people an outstanding success. The entire proceeds go for the benefit of the Showmen's League hospital and cemetery fund.

The show will start at 7 p.m. and continue into the wee small hours of the morning. The entire College Inn (See SLA PLANS page 53)

Chapman to Replace Ackerman, Syracuse

SYRACUSE, Jan. 14.—Confirming The Billboard's exclusive story last November, The Syracuse Herald last week ran a three-column spread declaring that J. Dan Ackerman is to be ousted as secretary of New York State Fair and that John E. Chapman, Syracuse business man, will replace him.

The Herald declared William H. Kelley, local Democratic leader, has been given permission to name Ackerman's successor. Chapman had been chairman of the fair's Industrial Exhibit Authority. He has been active in the plan to get \$500,000 from federal funds for new fair buildings.

As soon as Democrats reveal plans for reorganization of the Department of Agriculture and Markets and the beheading of Commissioner Charles H. Baldwin, last remaining Republican in the State administration, the changes will go into effect.

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SAG OKEHS EQUITY TIE

Members Vote To Affiliate With Stage Organization and the AFL

Decision causes no furor among producers—outcome of mailed ballot was expected—final ratification next week—actors now present united union front

HOLLYWOOD, Jan. 12.—More than 70 per cent of the membership of the Screen Actors' Guild has voted approval of the affiliation with the Actors' Equity Association and so with the AFL, according to returns received thus far this week on a mailed ballot. Kenneth Thompson, secretary of the guild, notified Frank Gilmore, Equity president, by wire. The vote had originally been scheduled to take place at a meeting, but many guild members were away on location or in New York, so the mailed ballot was sent out. It is expected that, before all the ballots are in, the percentage will rise to at least 90.

Official action, it is expected, will take place at the meeting of the guild's board of directors next Wednesday, at which time ratification will be made official and the agreement between the two organizations will then go into effect. Under the terms of the agreement, the Screen Actors' Guild gets AFL jurisdiction over the film field, which is now held by Equity, and the latter organization agrees to petition the Four A's, actors' international, for a charter to be issued to the guild.

The agreement may be abrogated on four months' notice by either party, or immediately if its provisions are breached. In that event, jurisdiction would immediately revert to Equity.

Among the provisions is one creating a joint advisory board. In the event of a strike in either field, members of the non-striking organization would, of course, be prevented from scabbing in the other's field. It means a unified front of actors, with the two organizations holding a virtual monopoly of all acting talent.

It is possible that the guild may ask for space in Equity headquarters, since it is certain that it will have to establish some representation in New York. The agreement allows the guild a New York office, with the personnel subject to the approval of Equity.

There has been no reaction from producers since the result of the vote was announced, since the affiliation was a foregone conclusion. It does, however, lend far greater strength to the guild should its members decide to strike on March 1, as has been threatened.

Sunday Bill Introduced

Berg in Senate and Neustein in Assembly offer measures for local option

ALBANY, Jan. 12.—What is expected to be the finish fight on the Sunday show question in New York State began this week when bills were introduced in both the Senate and the Legislature allowing for local option on the much-discussed question. As reported here

(See SUNDAY BILL on page 15)

Page W. S. Gilbert

NEW YORK, Jan. 12.—An interesting angle in the injunction proceedings of the ticket brokers, to prevent the Legit Code Authority from enforcing the ticket provisions of the code, is the fact that Morris Rosenstein, head of the Theater Ticket Brokers' Association, is also a member of the Code Authority. He therefore figures in the suit as both a plaintiff and a defendant and is in the unique position of suing to get an injunction to stop himself from putting thru measures that will injure his own business. It all sounds a bit like the Lord Chancellor in "Idianthe."

French Santa Mixes Dates

PARIS, Jan. 7.—French theater and picture house owners were promised a nice Christmas present in the form of reduced taxes, but just before adjourning the French Parliament decided an "April fool" joke was in order and sent the project back to the commission for "further study." They've been studying the project for several years, so draw your own conclusions.

B&K Managers Switched

CHICAGO, Jan. 12.—Ben Bloomfield, manager of the Apollo Theater, moves a few doors east on January 18 to become manager of the Oriental, where he formerly was stationed for several years. Charles Cottle goes from the Oriental to the Marbro and Benny Feldman comes in from the Marbro to take over the Apollo Theater.

Chi Relief Units Resumed

500 actors and musicians to be put on rolls—more may be added later.

CHICAGO, Jan. 12.—With a new theatrical project in effect many of the 400 actors and musicians formerly on the Illinois Emergency Relief project that was disbanded the later part of November, 1934, are finding their way back to the pay rolls.

The new plan of operation differs somewhat from the previous one inasmuch as everyone must be on the relief list. While entailing a great deal more red tape, those who are fortunate enough to be accepted are more sure that their jobs will last. So long as relief exists in the county the performers who are on the rolls will be taken care of. The old project called for the people to be paid \$1 an hour with 20 hours or \$20 a week guaranteed. If a man and wife were teamed they still only get \$1 an hour between them. Under the new scheme of things they would each be paid alike. Actors are still paid \$1 an hour but work only four hours a day, two to five days a week and make \$8 to \$30 per week. The general average will amount to around \$50 per month per person. Performers with families are to be given preference as to the number of hours worked.

The idea calls for the employment of 500 actors and musicians, but the new budget relief plan is so flexible that more can be added as needed. At present there are 60 people on the rolls and they gave their first show on Thursday night. Nina Collier, of the federal government section for professional projects in Washington, is much interested in the project, and Dr. Simeon Wall, who heads the project, is hopeful that federal money can be obtained to expand the activities. H. H. Schueller is Dr. Wall's assistant; Walter S. Hawley is a director and Emory Ertelson is booker.

London Has 21 Pantos

LONDON, Jan. 7.—London has 21 pantomimes this season. The three principal ones are Julian Wylie's *Cinderella*, at Drury Lane, where Phyllis Neilson Terry, June (Lady Inverlyde) and the Three Sailors play the chief roles; Melville Bros.' *Diak Whittington*, at the Lyceum, where Elsie Prince, in the title role, scores a great success, and comedy comes from George Jackley, Naughton and Gold and Dick Henderson, and at the King's, Hammersmith, where, in Ernest Mulholland's *Cinderella*, Frank and Warren Lamster, American comedy team, and Iris Kirkwhite are the major hits. Will Mahoney is a comedy riot in pantomime at the Palace, Manchester.

ANTHONY TRINI

This Week's Cover Subject

ANTHONY TRINI followed in his father's steps as a musician, Trini pore devoting his life to that cause and at one time serving as bandmaster aboard the U. S. S. Brooklyn. Altho born in Florida, Trini, as a youngster, traveled considerably with his family, winding up eventually in Brooklyn, where he was educated. After mastering the violin, he studied the guitar, saxophone and drums. When he was 15, Trini toured the country as a concert artist, appearing among other places at the Brooklyn Academy of Music. In 1929 he entered the orchestra field and soon was playing at leading hotels and night spots. He recently opened at the Hotel Cornwall, Clinton, where he is currently appearing, and before that enjoyed a long run at the Village Barn, New York City. Now heard on WOR regularly, he has also been on the air over NBC, CBS, WHN and WMCA.

New 802 Execs Cut Pay; Start on Policy Changes

Officials cut own wages as starter—end squabble with Walter Damrosch over pay for benefit—appoint Harry Sacker as new counsel—after burly producers

NEW YORK, Jan. 12.—Recently elected board of governors of Local 802, American Federation of Musicians, in office since the first week of this year and representing the choice of the members under the autonomy grant to the local, are already causing the fur to fly. At the same time the trial board of the local is sitting in long sessions and the results of the election, according to statements by many musicians, are amply satisfying to the members. Some officers have already taken salary cuts. One of the first actions of the local in the new year brought about a squabble with Dr. Walter Damrosch. The conductor had been giving concerts for unemployed musicians, but, it is stated, none of the local's members got any of the receipts, altho they had been playing at the concerts without pay. Local told Damrosch that either the musicians were to share in the gate or receive full pay, else not play. After some difficulties, the musicians now working on the job are getting scale.

Another action of the local has been to change attorneys. Friedman & Mandel, New York law firm, had represented 802 for some time. Now, however, the new attorney is Harry Sacker, who, while the autonomy fight was on, represented the members seeking local rule. Sacker served in the autonomy fight without pay.

The pay of several of the officials has been reduced to a great extent. The biggest in point are secretary and treasurer, who, up to the new regime, drew \$166 weekly. It has been cut to \$65 weekly. Sam Suber is secretary and Jack Rosenberg treasurer, both men having earned more than that paying.

The local is also getting after the burlesque producers and is on the war-path to make them pay scale rates. (See NEW 802 on page 16)

Actors Form Own Producing Unit, The Stage Associates

NEW YORK, Jan. 12.—Using as a nucleus the group of young actors who were formerly associated under the name of the Theater Unit, the Stage Associates has been formed. The organization, formed in association with D. A. Doran, plans to present its members in several plays each season, with the possibility that a permanent repertory group may be the eventual outcome. Arthur Hanna is acting as general manager. Doran and Hanna and a committee composed of Charles Leatherbee, Joshua Logan and Bretaigne Windust have begun to read scripts.

The new organization, according to its announcement, "is not founded upon any dogma of either foreign or domestic origin, is devoted to no particular set of aesthetic principles, has no program of propaganda for or against anything, no revolutionary message for mankind, and has, in fact, no other aim than that of

Globe Poster Buys Triangle

CHICAGO, Jan. 12.—Following several weeks' negotiations, Phil and Mike Shapiro, of the Globe Poster Corporation, of St. Louis, have bought the Triangle Poster and Printing Company of Chicago. Deal was made in order to enable Globe to service its Chicago customers better, this being the production center for innumerable units. Phil Shapiro has moved here from St. Louis to take active charge of the local plant. Jake Shapiro, who was in charge, will be connected with one of the Eastern Triangle plants. The Triangle name here will be retained for the present. Globe Poster Corporation will continue its local offices in the Woods Building with "Sunny" Bernet in charge.

Box-Office Benefit Set

NEW YORK, Jan. 12.—March 5 is the tentative date for the Treasurers' Club benefit, it was decided at a meeting of the board of directors of the organization. It's an annual affair.

presenting stimulating plays in the most professionally competent manner and with the most efficiency."

In other words, in the Stage Associates we seem to have, at long last, a theatrical group that is primarily interested in the theater.

The original roster of the Stage Associates includes Leslie Adams, Frieda Altman, Alfred Dalrymple, Katherine Emery, Henry Fonda, Alecta Freel, Bernard Hanighen, Norris Houghton, Helen Huberth, Leatherbee, Logan, Myron McCormick, Byron McGrath, Burgess Meredith, Mildred Natwick, Barbara O'Neil, Merna Pace, Eleanor Phelps, Cynthia Rogers, Kent Smith, James Stewart and Windust. Margaret Sullivan was added several days after the original announcement.

Headquarters are at the St. James Theater.

Alien Bill Is in Again

Reported that Dickstein measure will be pushed in this session—no hearings

WASHINGTON, Jan. 12.—Death, taxes and the Dickstein Bill seem to be inevitable. Announcement was made here this week that the bill, which provides for placing foreign actors under the provisions of the immigration laws (barring all except those with exceptional or unique talent), would be pressed for action during the present session of Congress.

The bill has had a checkered career. Originally it was one of several bills introduced by Dickstein to regulate the importation of stage talent. A similar bill relating to musicians was passed, but the actors' measure died that first time in committee. It has been reintroduced at every session since.

Many hearings have been held on it, with the managerial forces of the amusement field lining up to oppose it. Legit had led the fight in the hearings, with picture interests also lobbying and campaigning against it. Last year Representative Samuel Dickstein, its sponsor, said that it was specifically designed to prevent occurrences such as the buying of an unknown foreign actress and then building her up, thru publicity, to great American importance. He pointed to the Goldwyn buildup for Nana.

Equity has always been officially in favor of the bill, despite that fact that Equity already has its own rulings which effectually regulate the use of foreign talent in legit. In a survey made by a New York daily last year, however, it appeared that many actors were opposed to the bill's passage.

Representative Dickstein said this week that his bill was reintroduced at the opening session of the present Congress, but that hearings on it will not be held, since he felt that the situation had been covered thoroughly in last year's hearings. The report on the bill will be made as soon as possible to the floor of the House by the Immigration Committee, of which Dickstein is chairman.

New York Agency Bill Hearing Moved to Jan. 30

NEW YORK, Jan. 14.—The hearing in the Senate chambers in Albany on the proposed bill for State regulation of free-charging employment agencies has been postponed from this Wednesday (January 16) to January 30. Ralph Whitehead, executive secretary of the American Federation of Actors, will confer with Paul Duizell, executive secretary of the Four A's, on the advisability of having actor representation at the hearing.

For details see story in the vaudeville section of this issue.

New Rate Card for Southwest System

DALLAS, Tex., Jan. 14.—The Southwest Broadcasting System has effected a new rate card with the new year, the 12-station network now charging \$1,734 for its full use. SBS also offers a 13th alternate station, sight being basic and five supplementary stations. Eight of the total use Columbia Broadcasting System features. SBS basic stations are KTAT, Fort Worth; KRLD and WRR, Dallas; KTSA, San Antonio; KTRH, Houston; WACO, Waco; KNOW, Austin, all in Texas, and KOMA, Oklahoma City. Supplementaries are KGKO, Wichita Falls; KGRS, Amarillo, and KPDM, Beaumont; KWEK, Shreveport, La., and KLRA, Little Rock, Ark.

Orelg, Blair & Spight are national representatives of SBS, with Lee Armer, of Fort Worth, the web's president. Network has Class A rates from 6:30 p.m. to 10 p.m., and Class B time other periods, subject during the day to time-clearing conditions. Class B time is \$1.10 hourly.

SBS has also changed its publicity setup, opening special contact offices in each city where a member station is located, this following enlarging the territory covered to four States.

NBC Set To Explain Compensation Plan

NEW YORK, Jan. 14.—By the end of the week the National Broadcasting Company will have completed its new station compensation plan and a 36-page presentation will go out to NBC affiliated outlets telling each on what basis the new compensation has been arrived at and a map showing the station its number of radio families and all other information that formulated its status and its estimated field strength.

Each station will have a complete story on its area survey, and it is planned to follow up the presentation with a personal visit by a man from the station's relations department, who will be ready to explain any disputed point to the satisfaction of the station's management. New agreements between NBO and stations will be short and in everyday language instead of being couched in legal terms. Story will also show each station exactly upon what basis the new rate cards are based.

Dallas Stock's Bad Start

DALLAS, Jan. 12.—Unwise choice of the opening play dulled the prospects for John B. McKee's Players, the first company Dallas has had in nearly a year, when they opened this week at the Uptown Theater. Sidney Kingsley's *Men in White* got off to only a walking start. The second week's offering will be *Goodbye Again*.

McKee, who has assembled a competent company, is tackling a hoodoo house. The Uptown, at one time or another the Showhouse and the Circle, has been dark since last spring. It was open only a week or so then, and it had been dark for nearly 18 months prior to that brief reawakening. The Hayden Players, who fared well for a season and a half, finally succumbed.

Virginia Stevens, leading lady, and Kirk Lucas, leading man, had little opportunity to display their talents in the opening play. Dr. Richard Mandell, recruited from Dallas amateur ranks, played the role of Hochberg.

Biz Booms in South

CHARLOTTE, N. C., Jan. 14.—The return of the spoken stage is a reality in this section and flesh is drawing them in as the house managers smile. *Green Pastures* is underlined at the Carolina Theater for February 14, with another capacity house assured. Girl shows and small vaudeville acts are appearing in great numbers in all the theaters of this section.

Walter Griffith, of General Talking Pictures, Inc., reports an increase in business, with many theaters reopening.

John R. Van Arman was a visitor here and reports healthy bookings for his minstrel show, with the street parade greeted by hundreds daily.

The walkathon on the edge of the town, now in its sixth week, has had an old-time B. R. O sign painted which is displayed almost nightly. The county authorities threatened to close the derby, but evidently the trouble has been straightened out to the satisfaction of all.

Wrestling has taken a great hold on the public and packs them in at the Armory.

Vaudeville, circus and carnival folks make the Selwyn Hotel their headquarters and a lot of money is out up nightly.

The holiday season established new attendance records in all theaters, with midnight shows held almost weekly.

The Jesters' Club, an organization of film and theater men, took excellent care of the needy during the holiday season with no flare or publicity, attending to the needs of the worthy and the sick. Charity with this organization is sincere, with practically no one knowing of its great work.

Finestone on Leave

NEW YORK, Jan. 12.—David R. Finestone, Shubert executive, left for Florida this week on a two months' leave of absence. Finestone was ill recently but resumed his duties. His doctor, however, has ordered a rest.

FRANK HERMAN is being sought by his mother. She asks that he call his Poughkeepsie home at once and reverse charges.

ABS Shifts to WNEW as N. Y. Outlet When WMCA Quits

Entire personnel of ABS offices gets sudden midweek notice as WMCA lessee ends owner agreement—permanent WNEW deal pending—Flamm running WMCA

NEW YORK, Jan. 14.—Probably the most hectic few days in local radio history reveals George B. Storer as the stormy petrel of the industry fighting to keep alive his "third network," which now seems assured of a new lease of life, with WNEW as the outlet for the New York area. This switch was made overnight from WMCA, which originally was the New York key station. It is understood that Storer has been successful in closing contracts with the majority of the stations that comprised the American Broadcasting System of 24 outlets. Not more than one or two stations are expected to drop out as a

result of the new company being formed, now called American Broadcasting Company.

That Storer has acquired ample backing is indicated in the fact that at least one of the big money men interested in the Federal Broadcasting Corporation has gone with Storer. Federal held the lease relinquished last week on WMCA.

Associated in the new company are John Hay Whitney; William Cherry, executive of Cherry & Webb Company, operating department stores in Providence and Station WPRO; Benedict Gimbel Jr., president of Radio Station WIP, Philadelphia, owned by Gimbel Bros.; Store, George Schott, owner of Station WFBE, Cincinnati; George E. Storer, owner of Station WVVA, Wheeling-Pittsburgh; WSPD, Toledo; WMMN, Fairmont, W. Va.; WUPA, presently as-

(See ABS SHIFTS on page 8)

Cafe Workers Out in Unionization Battle

NEW YORK, Jan. 14.—The long-announced unionization campaign in the cafe field broke out dramatically Saturday when 600 union waiters and other food workers in four major cabarets walked out at the height of the rush at 10 p.m.

The workers of the Casino de Paris, Manhattan Music Hall and French Casino resumed work the same night. The Congress restaurant finished the night without the workers, chorus girls filling it at the bar and the tables.

Richard M. Decker, owner of the Congress, said 800 were dining when the strike occurred, most guests walking out without paying. The Congress food workers resumed work at 4 p.m. Sunday. Owners of the four cabarets will confer with Local 16 of the Restaurant Workers and Bartenders' Industrial Union, which called the strike, tonight.

The union is demanding complete unionization of cooks, bartenders and bus boys in addition to the waiters already organized. It is asking for a \$12 weekly minimum for waiters instead of \$7.50, also weekly payment of wages, shorter hours, better food and improved locker conditions. Meanwhile Paul N. Coulcher, union secretary, is conferring with officials of the actors', chorus girls', checkroom attendants', musicians' and stagehands' unions Wednesday to cooperate in organizing local cabarets.

Playgoers Quiescent

CHICAGO, Jan. 12.—There are no immediate prospects of another play by the Playgoers, Inc., who sponsored the *Woo & Levanthal* production of *The Pursuit of Happiness*, and the Eugenie Leontovich revival of *Romance*, which closes at the Blackstone Theater here last week. The organization owns the United States rights to a Paris drama called *Non Crime*, which may be produced here yet this season. Luther Greene, young producing impresario of the Playgoers, Inc., is jussing himself at present with the Circuit Theater group, which is putting on plays in high schools, etc.

Chicago Publicists Announce Officers

CHICAGO, Jan. 12.—The CAPA, Chicago Amusement Publicists' Association, which has been modeled along the lines of the Wampas group in Hollywood, held the first of a series of invitation luncheons at the Congress Hotel this week. At a recent meeting the following officers were elected: A. W. Sobler, of the Medinah Club, president; Herb Ellisburg, Essaness Theaters, vice-president; Lou Abramson, Allied Theaters, treasurer; Cal Hermer, *Box Office Weekly*, scribe; Ted Weber, *Chicago Daily Times*, sergeant at arms; L. E. Stein, Warner Bros. Theaters, publicity chairman, and Fred Bartow, Metro-Goldwyn-Mayer Pictures, CAPA ball committee chairman. The purpose of the organization is to make the city of Chicago the leading amusement center of America.

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YVONNE
"PSYCHIC WONDER"
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WALKER THEATRE, BALTIMORE, MD.

JIMMIE HULL PLAYERS
WANT Musicians, Leader and Pianist, who can out it with Pop, others write State if double stage or vaudeville. Salary low but sure.
JIMMIE HULL, Bay City, Tex.

WANTED
Young General Business Actor that Doubles Bard. State Age, Height, Weight and Instrument You Play; also Salary. Write don't wire.
RAY HOWELL PLAYERS, McGregor, Tex.

Wanted Musical Act
Single or Double. Year round work. Change for 2 weeks. No tickets, pay own wires, salary low but sure.
M. GODWIN, Rosenberg, Tex.

Wanted Sex Lecturer
To open January 19. Salary and commission. Wire
ROTHSCHILD, Maxfar Theatre, Dayton, O.

WANTED—Med Show People, All Lines. Organizing two units. Make till first of May, then platform. Ex-managers, Boozers and Trouble makers need. Give People Who Double Orchestra. OR. COV. D. HAMMACK, this week and next. Charleston, Ark.

WANTED Young M. P. Operator
With Tent Show Experience, that can do Small Line of Parts. State all and make salary low. I pay all after joining. BERT RUSSELL, Sumner, Ga.

TAB PEOPLE
In All Lines Write, Don't Wire. Tell All, Bertha
Utric wire JACK ALFRED, Boone, Tex.

\$\$\$ FOR PENNIES!
LINCOLN HEAD PENNIES over 10 years old are worth as high as \$2.00 each. INDIAN HEAD PENNIES as much as \$20.00 each! Cash them in! Send 10c (coin) for BUYING CATALOG to determine value of your pennies. 119 Third Nat. Bldg. Room 505. GODDOW COIN EXCHANGE, 210 W. 50th St. (Dept. B. S. 405), N. Y. City.

THRU SUGAR'S DOMINO

BETTER to honor the living than the dead. The scent of flowers, the sweet ring of eulogies and one of the most welcome human noises—applause—these are not for the delectation of the dead. So do we show our pleasure over the plans being made by the Saturday Nite Boys of the Friars to honor "Jake" Lubin with a dinner and typical Friars' doin's on January 26 at midnight in the grillroom of the club.

"Jake" is one of the sweetest characters in all of the show business. He is one of the few personalities who has stood the gaff for more than 40 years and can say without fear of being contradicted that he hasn't a single enemy—but an army of friends and admirers.

"Jake" is of the old school, but he has, as the years have passed, shaped and reshaped his outlook and methods to fit the times. It is without the slightest fear of being contradicted that we state "Jake" is the best liked vaudeville booking man today. There were many fine, charming characters in the days that have gone; many of them have passed on, and the others are in retirement. With a fine record of achievement behind him, "Jake" isn't merely holding on for dear life. He is as steady and as sure of what he is doing today as in the days when he worked for his pal, Marcus Loew.

"Jake" doesn't devote himself to as much detail as he used to, but this does not mean that he is slumbering in a sealed pigeon-hole. He has prepared himself for the day when he would want to take it more easily and has built up a splendid organization. Loew, as a vaude booking entity, used to be regarded as an also-ran in the halcyon days of the Keith, Keith-Albee and Keith-Albee-Orpheum circuits. Today Loew represents in its booking activity a healthy, vital and moving factor. Only those who are actually connected with Loew's sixth floor realize to the fullest extent how much Lubin is responsible for Loew's predominant position in the vaudeville field today.

The Friars should feel honored that "Jake" Lubin permits them to try to honor him. A man whose word is his bond, who hasn't a bad word for the worst vermin in a business that is a breeding place for them, a man whose personal life has been exemplary in the midst of the greatest temptations conceivable, a man who has a monopoly on goodness but is never hesitant about dispensing

it lavishly—such a man do the Friars honor both as a guest at a shindig and as a member.

"Jake" Lubin deserves, at least, that the night chosen to ring with his praises until the cows come home be the best attended Saturday Niter affair since the custom was started. We wish "Jake" well and we know that there goes with our salutation the blessing of everybody that he has ever met in the show business.

PROGRESSIVE theater owners cannot afford any longer to ignore the trend toward so-called music halls or—to be more precise—spots that give to eager patrons a splendid combination of show, dinner, drink and dance. The music hall idea is not, technically speaking, here to stay. It is merely coming back. So it was in the days before the automobile and other modern inventions jogged up living and blood pressure, and so will it be again. The music hall proposition is economically sound; it is the materialization of a showman's dream. Think of it in terms of showmanship psychology: A place where the patron is cajoled into the best of moods by good food and drink; where there is eliminated automatically every undesirable feature of pop-priced theaters, such as crowding, constant interruptions and frightening bigness; where the entertainment is informal, friendly and of feathery lightness; where he may spend an entire evening without worrying about the added expense involved in making three places a night—a restaurant for dinner, a theater for a show and, perhaps, a club or hotel grill for supper—and where he may dance, too, thus eliminating a possible fourth stop from his old routine.

The growth of the music hall idea is pumping new blood into certain important vessels of performerdom. It means a new lease on life to the distracted theater operator. It is bringing the public—via a beautiful scenic route—back into the show habit. It will continue to grow and, unless certain measures are taken to sustain interest in other channels, it will soon represent serious opposition to the movie houses and lower priced legit houses, and even to vaudeville.

There's a wonderful opportunity for the showman who knows the restaurant business to make a fortune in the music hall field. But he must know the restaurant business; or at least grab an honest man who does. There are plenty of gyms, we regret to confess, in the show business. And the restaurant business has its share of the shady boys, too. Be that as it may, the successful music hall must be operated by a man or men who know the show business, the dining room and the kitchen. Knowing one of these alone will get a music hall management nowhere and will cause plenty of trouble.

The successful music hall doesn't weigh on food or show. It gives the patron a fair break. It does not concentrate its service on transients. It seeks to build up a steady trade because the clip joint run on a grand scale has seen its best days. It is on the way to the ashcan.

We who shall fight for "flesh" until the last actor has been replaced by a talking, singing, smelling and feeling can welcome the music hall, because it means a revivification of living entertainment, a new channel for the exchange and building up of talent and an agency for the rehabilitation of mass interest in the living actor.

The Broadway Beat

By GEORGE SPELVIN

GUY WONDERS says Mrs. FDR is a swell person. . . . When she went backstage at the Earle, Washington, recently, to visit her friend, Mayris Cheney, she wanted to know all about backstage mechanics. . . . And then she went into the theater via a fire-escape so as not to cause any commotion in the house. . . . An item that may start a long war: Betty Russell is the best-dressed woman in the Palace Building—or so one of Mr. Spelvin's myrmidons reports. . . . Ike Rose's Midgets headlined the Harlem Opera House with Nina Mae McKinney last week. . . . Only storm or snow can keep Eddie Sherman away from the golf links. . . . That puts him two strokes behind the Post Office Department. . . . It wasn't so long ago when Baby Sylvia Froos, aged seven, gave an audition at the Palace. . . . Philip Moeiler left by train a week ago last Thursday for the Coast. . . . Starts his Radio Pix contract as soon as he arrives, his first probably being a Hepburn vehicle. . . . Bob Broder made a hurry-up trip to the Coast on one-day notice, even tho he was ailing. . . . Pix, legit and de luxe houses might watch Eddie Court, floor-show producer. . . . He's got the right stuff. . . . One Broadwayite recently cracked that he spent a month in Philadelphia last Sunday.

In the 40th Anniversary Number (you know, that book that dwarfs your encyclopedia) a 1917 article was reprinted telling of the then current craze for dancers with jazz bands backing them. Mabel Elaine writes in to say that she started the vogue. "I was," she says, "the first girl to have a jazz band on the stage. It was in a show called *Town Topics*. Ned Wayburn put it on, and later the Shuberts bought it. I had a colored band, called the Original Creole Band, and they only played for my dancing in a levee scene where I did blackface. Later on, after the run, I went into vaudeville with the band. The show was about 19 or 20 years ago, and my dancing, with them playing for me, was a sensation. Jake Shubert will verify my statements."

Forty-second street has gone sideshow in a big way. . . . Last week, on a single block, here's what some of the marquee read: *Should a Virgin Tell?* and *Loudspeaker*, at the Selwyn; "Daring Jungle Nudists—Wild Women—Bare Facts—Inside Information," at the Sam H. Harris, and "Bare Facts for You To See—Protect Your Daughter," at the Lyric. . . . Add the three burly houses, the penny arcade and the flea circus, and you have an idea of what the street looks like now. . . . The layoffs around 48th street are still buzzing about the sensational cold-blooded shooting of a musician in the Tango Palace holdup last week. . . . The Actors' Emergency Association threw a party Saturday night. . . . Reason: the rent was due. . . . Form of criticism: a producer interviewed a young actor for a part in his show and wound up with: "Okeh, I know your work; I think I'll give you a walk-on." . . . What with Eddie Bromberg playing a part that they claim should be enacted by a big, blond Nordic, some of the boys are calling it *Gold Eagle Gop*.

The deal whereby Stanley Walker, city editor of *The Herald-Trib*, shifted to Hearst's red-ink-stained *Daily Mirror* as managing editor had been pending a long time. However, it was held up for the meeting Wednesday (9) of the New York City News Association, at which Walker voted to give *The Mirror* that press group's city coverage, which the paper hadn't had since it started. Walker's vote was important for *The Mirror*—and then he shifted. Lots of newspaper men knew about it, but those who didn't nearly fell off their stools when they heard. . . . Incidentally Wednesday was a big day: Heywood Brown was married; WMCA, key ABS station, was dumped back to Donald Flamm, and the Walker thing broke.

Chicago Chat

By NAT GREEN

PROBABLY you have never heard of a "hinny." . . . Neither had we until a letter arrived recently from a man interested in placing "hinnies" with shows and amusement parks. . . . From his letter we gleaned that a "hinny" is a diminutive burro, a sort of "reverse English mule." . . . First ones in this country were brought over by R. W. Green (no relation to the Chat writer) of Somerville, N. J., who conceived the idea of securing a number of small burros with a view to establishing a small breeding herd. . . . He imported from Sardinia and Corsica the smallest animals available, and his breeding efforts were very successful. . . . Many of the animals are now in parks and zoos, where they are ideal for the children's pony track. . . . They weigh as little as 130 pounds; and up to 275. . . . Most of the dams came from Corsica, while all of the sires are from Sardinia—just how come, we don't know.

Whom but our old friends Fred A. Chapman, Ionio (Mich.) and International fair man, and his partner, the former Michigan governor, Fred Green, of the same town, should we spy having an early breakfast at a Loop hotel the other day. . . . It was an easy guess that their presence in Chi was due to the opening of the semi-annual National Furniture Show—the two Freds being big furniture manufacturers of the Wolverine State. . . . Ina Ray Hutton, young blond band leader now playing spots around Chi, has been signed for a full-length Paramount picture. . . . She and her Melodians have already appeared in Para shorts. . . . What a contrast between the curtain appearances of George M. Cohan and Dennis King! . . . The latter takes his bows in solitary grandeur while George M. Cohan shares honors with his entire company. . . . *The Mighty Barnum* has proved rather disappointing here, being neither flesh, fish nor fowl. . . . The lovely Ina Claire will be in our midst some time during the winter season. . . . Originally set for January 21, the Chi premiere of *Ode to Liberty*, in which Miss Claire is appearing in New York, has been postponed until early in February and will be seen at either the Grand Opera House or the Selwyn.

The new Montgomery Ward air show, previewed early last week, looks like a winner. . . . Lloyd Lewis, eminent drama critic, has done a workmanly job of the script so far. . . . Armin F. Hand, ork conductor, has been made a colonel on the staff of Governor Horner. . . . Midget auto races continue to grow in popularity here. . . . Jimmy Van Cise has just started a series of Thursday night races at the International Amphitheater with some of the star racers from the West Coast entered. . . . James Struthers and Eugenie Woodruff, sophisticated ballroom dancers, who have just opened at College Inn, recently concluded successful engagements at the Shoreham Hotel and the Hi-Hat Club in Washington, D. C., and the Pierre Hotel in New York. . . . Warnesson's (cosmetic dealers) celebrated the 50th anniversary of their founding January 8. . . . Originally located in New York in the days of Tony Prator's and Wallick's, they moved to Chicago 43 years ago, and for many years Victoria Warnesson has been the guiding spirit of the firm.

Sale of WDSU Appears Sure

Huey Long would have to get clear channel before watt boost

NEW ORLEANS, Jan. 12.—Sale of Station WDSU to Louisiana State University "will probably go thru, but there has been no sale yet," said P. K. Ewing, commercial manager of the Uhalt Broadcasting Company, owner of the station. He refused to discuss the sale further than to say that it would be outright. Price is rumored to be in six figures, but Ewing would not admit this. Senator Huey P. Long stated that he believes "everything has been settled," but that President James Monroe Smith of L. S. U. must still give his ok. Dr. Smith is reported to have said, "We have agreed on the terms and will take over the station some time in the near future." He said the university is not ready at this time to make announcement of its plans. Senator Long said payment will be made over a 10-year period and that the Columbia affiliation will be continued, with the present staff. Long also said the WDSU headquarters will be maintained in New Orleans and that remote-control studios will be operated at the university.

Senator Long also stated that it is hoped to raise the power of the station from 1,000 watts to 50,000 watts. The Federal Communications Commission in Washington must give permission before the power can be increased, and this permission would not be given unless a clear channel could be found. WDSU is now sharing 1250 k. c. with several other stations.

Money required for the purchase of WDSU will be raised from the additional 50 cents a thousand corporation tax recently imposed by the State Legislature for use by Louisiana State University. It is believed Senator Long will use the station to lambast the city administration and the newspapers of the State when he secures control, being able to demand almost unlimited time.

New Biz, Renewals

NEW YORK, Jan. 12.—Columbia Broadcasting System has one new account. It is:

STEWART-WARNER CORP. (Alemite), thru Blackett-Sample-Hummert, Inc. (Chicago); starting February 19, 1935, Tuesdays and Thursdays, 10:30-10:45 p.m. on WABC and 50 Coast-to-Coast stations. Program is *Captain Dobbs's Ship of Joy*.

National Broadcasting Company has several new clients and one renewal. They follow:

GENERAL ELECTRIC CO., thru Maxon, Inc., starting January 13, Sundays 12:15-12:30 p.m. on WEAF and 15 stations. Program will be *What Home Means to Me*—guest speakers, orchestra.

SWIFT & CO. (Vigoro), thru J. Walter Thompson Co., Chicago, starting February 10, Sundays 2:30-3 p.m. on WEAF and 20 stations. Program is a musical with Mario Chamlee.

PORHAN CO., thru McCann-Erickson, Inc., starting January 21, on WEAF and 21 stations, Monday, Wednesday, Friday, 7:15-7:30 p.m. Program will be a script show by Tom Curtin, *Stories of the Black Chamber*.

GENERAL FOODS CORP., thru Young & Rubicam, starting January 11, on WEAF and 39 stations, Fridays, 2:30-3 p.m. Program is *Frances Lee Barton's Kitchen Party*, with James Wilkinson, Al and Lee Reiser, Warren Hull.

H. J. HEINZ CO., thru Maxon, Inc., starting January 21, on WJZ and 16 stations, Monday, Wednesday, Friday, 10:10-10:15 a.m. and rebroadcast two hours later on 27 stations. Program is Josephine Gibson giving food talks, with organ and violin.

PROCTER & GAMBLE (Camay soap), thru Pedlar & Ryan, RENEWS, effective January 14, its Monday, Wednesday, Thursday spot with Barry McKinley and Ray Sinatra in *Dreams Come True*. On WEAF and 18 stations, 3:30-3:45, re-

(See NEW BIZ on page 9)

Quitting Day at WMCA

NEW YORK, Jan. 12.—The American Broadcasting System's local climax mid-week, when the short let-out notices went into effect because of the WMCA difficulties, brought the usual commingled comedy and tragedy gags. One high-priced exec (a v. p.) not retained, bemoaned the fact that his phone number was private and not listed in the directory.

An artist set forth that on Monday he sang the old Bert Williams number, "I'm Getting Thru on Saturday," and it actually went into effect. The last time he sang the same song was three years ago and he forthwith lost his commercial. It will never be sung a third time by him, but his copy of the song will be framed, safely behind glass, and plastered to the wall.

Local 802 Admits Ray Noble to AFM

NEW YORK, Jan. 12.—Ray Noble, English conductor and arranger who came here last fall all set to wield the baton before an orchestra on a commercial program and then met with difficulties, has been admitted to membership in the American Federation of Musicians, Local 802 having given its ok. officially on Thursday. New regime in Local 802 may have facilitated matters. Noble has signified a willingness to become an American citizen and has taken out his first papers. This clears the way for the w.-k. conductor to lead an orchestra here without hindrance from native musicians. Altho not generally known, Noble never did lead an orchestra of his own, even in England, and his procedure here was never meant to be anything but along the same lines. No American musicians were ever intended to be displaced by a so-called Ray Noble band from abroad. His speciality is really that of a guest conductor.

Rockwell-O'Keefe, Inc., is handling Noble and an audition arranged for early next week may result in a commercial radio program for Noble in short order. The more prominent American directors have not come out against Noble at any time, but on the contrary favored him and expressed admiration of his work.

Rudd Again Seeks 25% Time Allocation Aim

WASHINGTON, Jan. 12.—Representative Stephen Rudd, of New York, has once again introduced his measure seeking 25 per cent allocation of radio time to educational and non-profit groups. Rudd lost his battle for that objective in the last Congressional session, and this time overlooks the fact that the Federal Communications Commission has been asked by Congress to present a report on this topic in a month. The FCC worked on the allocation problem extensively, holding three weeks of hearings to obtain data.

Rudd is quoted as saying he would do everything possible to push his bill.

Officers Elected and Policies Set at MBS Directors' Meeting

CHICAGO, Jan. 12.—Directors of the Mutual Broadcasting System met here this week, set various policies and elected officers. Attending the meeting were Alfred McCosker, president of WOR and chairman of the board of MBS; Theodore Streibert, general manager of the Newark station; W. E. MacFarlane, of WGN, president of MBS; E. M. Antrim, MacFarlane's assistant and MBS secretary; John Clark, of WLW; George Trendol and Allen Campbell, of WXYZ; George Isaacs and Ed Wood, of WGN, and Carl Meyer, engineer of the Chicago station. All directors and officers were re-elected, except Isaacs, who was succeeded by Ed Wood. WGN's New York representative, and who becomes commercial manager of WGN January 20, Isaacs goes to Lord & Thomas.

Streibert was elected treasurer of the new network, while James Cotey, of WGN, was named auditor, and Quin A. Ryan, also of Chicago, was elected a director.

MBS directors okehd a contract with

Reorg. Plans of NBC Artists Service Virtually Completed

With few exceptions, all Trade Ways recommendations are carried out—numerous switches in personnel and assignments made since recent setup

NEW YORK, Jan. 12.—With but one or two exceptions the National Broadcasting Company has set everything concerned with the recent expansion of its Artists Service as outlined and executed according to the Trade Ways plans. Those exceptions mainly concern personnel. In the new setup several members of the department have been assigned new duties, while others have been brought in from other NBC departments. As outlined by the Trade Ways report, the artists' bureau was to be rebuilt to further NBC sales to agencies and other talent-buying fields, there being several broad sub-departments created. These were to cover talent sales to agencies, talent management and sales promotion of talent.

NBC Option on Old Rates Is Extended

NEW YORK, Jan. 12.—In a follow-up announcement several days after the original one ament the network rate adjustment, National Broadcasting Company informs its advertisers who have contracts with NBC as of February 3, 1935, that they have an option to continue on the present rate basis for a full 52 weeks. This really extends the current rate card to February 3, 1936, for clients who contract for time, using the facilities under contract at the time the rate adjustment becomes effective. The full year is five weeks longer than first stated.

Station compensation rearrangement has yet to be fully worked out and the book entitled *Network Areas*, to be released shortly, will explain how NBC arrived at its figures of potential circulation, etc., upon which the rate adjustment has been based. Trade in general which has expected the new rate card does not seem to have any special arguments against the higher price for NBC facilities, it being conceded that wage and audiences have grown beyond most of the original figures upon which rates were based.

WHN's Brooklyn Studio

NEW YORK, Jan. 12.—WHN, following along expansion lines set up for it some time ago, will open studios in Brooklyn about January 25. Studios will be used for remotes, with some of the station's featured shows, such as the *Amateur Hour*, going on from there. Studios have just been outfitted in Loew's Metropolitan Theater, with extra space being taken in Loew's State Building, New York.

Station is also adding to its list of commercials under Phil Whitten, sales manager, Michaels Brothers, buying additional time Tuesday nights, with Frank Hildebrand, m. c. of a musical show.

Lawrence Hammond, formerly with WLW, Cincinnati, has been put on as continuity and production head.

American Telephone and Telegraph Company, providing for permanent lines between the various stations, these links to go in immediately. MBS will therefore be able to take commercials at any time, instead of having to link up especially. No change is immediately in view to alter the present exchange of sustaining shows, with expansion to other stations likewise not contemplated, other than upon advertisers' demand. Directors feel the four stations can cover the markets thoroughly enough without adding other stations just because they can be acquired.

MBS directors also settled the question of sales promotion and traffic problems. Heretofore MBS had been using its local sales staff to get business, but apparently a new staff is to go. Sales promotion heads and other departments of network operation will be filled within the next fortnight. No artists' bureau is contemplated at this time.

Meeting lasted two days.

The various departments of the NBC Artists Service and their members include the following: Talent sales to advertisers and agencies, T. F. Allen, John Babb, Mrs. Ethel B. Gilbert and Bill McCaffery. Allen was brought in from the time-sales department. Local station bookings, which, as of January 1, was combined with the private entertainment bureau as of January 1, has Frank Ross as head, with an assistant coming in shortly. Theater sales, covering all phases of live talent, including pictures, legit and vaude, has Harold Kemp and Ruby Cowan. Chester Stratton, formerly RKO vaude contact for NBC, has been moved to the talent management field. Kemp's department includes the oft discussed band booking setup, on which NBC is still somewhat vague. NBC has also not definitely set on any casting agent with an Equity franchise, altho several have been spoken to and arrangements are nearly set. Sales promotion of talent is in charge of Edward de Salisbury, recently brought up from the time-sales department. De Salisbury handled NBC's most recent promotional publication, a talent brochure, mentioned below.

Talent management and supply department includes A. Frank Jones, Stratton and Frances Rockefeller King, shifted from the private entertainment bureau. NBC has not yet set on its audition group, altho the personnel of this branch is practically set. There will be some addition to the talent-management section, altho the deals have not been entirely closed. Again, however, the newcomers are practically set. James Alox is head of the central booking department, thru which all other talent sellers will work, to do away with scrambling and ease matters of confirmations, etc. Larry Fitzgerald has been shifted and is now sales rep to the program department, which the artist bureau regards in the same light as an outside agency. The AB is also planning to open a Hollywood office around March 1, to enable the network both to sell its people to pictures and buy screen people for the air.

The talent brochure came off the press this week after some time of preparation. In it 64 NBC contract artists are represented, with photos, biographical data and entertainment field histories. Brochure is looseleafed to allow additional pages to be entered, with all artists indexed in two ways, by name and by classification. Acts were charged \$30 for inclusion in the brochure, with another 16 coming thru in 10 days. NBC printed 1,000 of the books for agency distribution.

Network is also adding to its talent holdings. Phil Cook, previously managed, is again under option; Ray Perkins was placed under contract some time ago; Marion Talley has gone under NBC's complete managerial wing; Edward (Senator) Ford has also signed with the network, and Shirley Howard has done the same. Miss Howard was on the network before, but no longer has an outside rep.

McDermott Joins Agency

LOS ANGELES, Jan. 12.—Louis McDermott, formerly producer for Paul Ash, has been set as head of the radio department of Smith & Drum, advertising agency. McDermott is a theatrical man with considerable experience, having also been with Paramount-Publix as a producer.

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

ANGELO FERDINANDO AND HIS ORCHESTRA.

NBC NETWORK HOTEL GREY NORTHVIEW 118 W. 57th St., N. Y. City. D.M. CONSOLIDATED RADIO ARTISTS, 1619 Broadway, New York, N. Y.



LEON "SNOOKS" FRIEDMAN

MANHATTAN MUSIC HALL, 41st West. Broadcasting WMCA and American Broadcasting System.

Directions: Consolidated Radio Artists, 1619 Broadway, New York, N. Y.

HARRY RESER.

WEAF Network Coast to Coast. Management: National Broadcasting Inc. Company. WHIGGLEY'S REPAIRMENT TOOTH PASTE HOER DECCA RECORDS. Tour Direction: CHARLES E. GREEN, 1619 Broadway, New York, N. Y.

BILL SCOTTI and his N. B. C. ORCHESTRA

On Tour—Direction: M. O. A. Personal Management: CHARLES E. GREEN, 1619 Broadway, New York, N. Y.

EMIL VELAZCO and his ORCHESTRA Dir. CBS

The World's Only Dance Orchestra Using a Full-Toned \$15,000 Portable Pipe Organ. Personal Management: CHARLES E. GREEN, 1619 Broadway, New York, N. Y.

HOWARD WOODS and his Royal Crest Orchestra

4 TOWERS, Cedar Grove, N. J. On the Air Eighty, 10:30 P.M. 9 A.M. Via WNEW. Direction: CHARLES E. GREEN, 1619 Broadway, New York, N. Y.

ERNIE ANDRUEWS AND HIS ORCHESTRA

Broadcasting via WVIC-NBC. Eleventh Week, Hartford, Conn. Dir. CONSOLIDATED RADIO ARTISTS, 1619 Broadway, New York, N. Y.

LOUIS ARMSTRONG AND HER KINGS OF RHYTHM.

Featuring KING LOUIS II. Now Playing Hotel Vendome, Buffalo, N. Y. Direction: CONSOLIDATED RADIO ARTISTS, INC., 1619 Broadway, New York, N. Y.

McKINNEY'S COTTON PICKERS

Personal Direction: WILLIAM McKINNEY. COTTON CLUB, Cleveland, Ohio. Direction: CONSOLIDATED RADIO ARTISTS, INC., 1619 Broadway, New York, N. Y.

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

EDITH MURRAY The Dramatist of Song

Recent 1-in-100 Lead "Good News" Featured Star Blue Monday Minstrels. Executive Management: CBS Artists' Bureau. Personal Representative: IRVIN Z. GRAYSON, Hotel Roosevelt, New York City.

FREDDY AND HIS ORCHESTRA

Master of Ceremonies at the ROXY THEATRE, New York. Indefinite Run. MACK

FCC Hands Out Power Boosts

WASHINGTON, Jan. 12.—Federal Communications Commission granted a listful of applications this week. Some of them include: WNBZ, Saratoga Lake, power increase to 100 watts, daytime; WGH, Newport News, Va., day power upped to 500 watts; a new station granted to Wilton E. Hall, Anderson, S. C., on 1,200 kilocycles, 100 watts, unlimited time; WFBC, Greenville, S. C., owned by The Greenville News-Piedmont Company, day power to five kilowatts; WDAY, Fargo, N. D., day power increased to 5 kw., daytime; WDGW, up to 5 kw., daytime (Minneapolis); KWK, St. Louis, Mo., power boost up to five kilowatts.

Also KOPK, Scottsbluff, Neb., day power to 250 watts; KFXD, Nampa, Ida., to 250 watts; WOC, Davenport, Ia., from 1,420 to 1,370 kilocycles, 100 watts, unlimited time; KOIL, Council Bluffs, Ia., from one to two and one-half kilowatts, day, one kilowatt night, on 1,360 kilocycles, unlimited time.

Several grants were given for small stations. WJEF, Hagerstown, Md., 1,210 kc., 100 watts daytime only; Lynchburg, Va., 1,200 kc., 100 watts night, 250 day; WEHC, Charlottesville, Va., 1,420 kc., 100 and 250 watts. Two stations drew okehs for the 1,370 kc. niche, WBTM in Danville, Va., and WHDF in Calumet, Mich., both 100 watt night, 250 watts daytime. WPTF, Raleigh, N. C., got approval for 5 kw. night, 5 kw. daytime, limited on 680 kilos. WDOJ, in Chattanooga, Tenn., was boosted to 5 kilowatts daytime.

FCC also approved Hearst's purchase of WBAL, Baltimore, and the assignment of WPT's license to the WFTL Broadcasting Corporation, Philadelphia.

CBS Holds Off On WPG Option

ATLANTIC CITY, Jan. 12.—Despite fact that less than 30 days remain the Columbia Broadcasting System has not made any attempt to renew lease on Station WPG, this city, it was learned yesterday. Original lease on this city-built station dated May 1, 1930, provided for CBS to operate WPG for five years and allows company options for two additional five-year terms. Under agreements CBS must take up option or give notice of same 90 days prior to present lease expiration.

Commissioner Joseph Paxson stated this week CBS has asked additional time for consideration. Reason given was fight now pending with Station WLWL of same wave length, which is seeking more of WPG's time. WLWL has already gained two important hours, 6 to 8 in evening. According to Director Edwin Spence, application of WLWL for more time has been denied, but the Federal Radio Commission intends holding hearings shortly which may affect quite a few stations, among them WPG.

ABS SHIFTS

(Continued from page 5) tioned to Western Pennsylvania, and CKLW, Windsor-Detroit; James K. Norris, of William B. Nichols & Company, and others.

Program service inaugurated at WNEW was and is still being piped to 22 cities as against the 23 last week, which shows a loss of only one station. In conjunction with the new development and formation of the new company Milton Blow, president of WNEW, announces that Robert (Bobby) Feldman clinches his job as vice-president and as a member of the executive board will participate in stock control of ABC. Feldman has the WNEW dance parade of numerous sustaining bands under his thumb. He will continue to run the six and one-half hours of continuous dance music of approximately 26 remote points.

WNEW, which went on the air February 13 last, by coincidence went network on January 13, just 11 months later. Station has over 50 commercials locally. Station will handle all chain programs and its staff will remain the same.

Fred Coll, according to last-minute advice, will leave WMCA and join Storer, who expects to take office space in the WNEW Building at 501 Madison avenue.

Apparently a definite agreement was reached this morning between Storer and WNEW on a permanent basis.

At 9 o'clock Sunday morning WNEW resumed the ABS programs and as the New York area outlet where WMCA left

Perrill With R. & R. Agency

CHICAGO, Jan. 12.—Ruthrauff & Ryan, Inc., announces Dale M. Perrill as manager of its local radio department. J. A. Robinson will act as his assistant.

off at midnight Saturday. The game of the network had been changed overnight from American Broadcasting System to American Broadcasting Company.

WNEW has been operating in a way considered quite successful since last March, when two New Jersey stations were combined to make the one outlet. It is full time with the exception of a combined period of 16 hours on Sunday afternoon and on Monday afternoon. It has 1,000-watt power at night and 2,500 during the daytime. Sixteen hours a week is shared with WHBI, a near-by New Jersey station. This did not deter WNEW from continuing to feed the American Broadcasting Company chain continuous programs, altho the Newark station itself was off the air. Walton Butterfield is program director at WNEW New York studios, of which there are three medium-sized rooms.

Until late Sunday night the WNEW staff itself was in the dark as what was going on. Milton Blow, heading the station, and his associates were in conference all day Sunday with Storer on a possible permanent deal to be worked out, it being understood that for the time being the WNEW move was somewhat in the nature of an emergency accommodation. Office equipment, which had been moved out of the WMCA building Saturday night, was said to be still on the wagons over the week-end until Storer and the ABC found suitable office space.

Late Saturday night Milton Blow intimated that the quarters now housing WNEW could not accommodate additional offices nor personnel. Additional space is available, however, in the same building.

Break between ABS and WMCA came with dramatic suddenness on Wednesday when the entire personnel of ABS received a letter from President Storer advising them of the termination of the agency agreement between the Federal Broadcasting Corporation and the Knickerbocker Broadcasting Corporation.

Donald Flamm, who controls the Knickerbocker outfit, owner of WMCA, had made an agreement with Federal nearly two years ago, and backed by the wealthy Whitney and Ryan families, Federal paid Flamm \$3,000 a week as rental money ever since. The Storer organization in turn had leased WMCA from Federal.

When Federal terminated its agreement with Flamm it took the station out from under the ABS. Flamm made a proposition to Storer and gave him until Saturday midnight to accept. This was the exact time the Federal and Knickerbocker agreement ended, and Flamm was willing to run the key station and its sales department if his terms were met. One rumor had it that Flamm was willing to give over the outlet for \$425,000 or an iron-clad weekly guarantee equaling the money received from Federal.

Personnel of ABS received no notice at all and all went out Wednesday night, altho employment ended, according to the letter, on Saturday. Storer, in his letter, thanked everybody for his splendid efforts and signed off with regrets.

Flamm is now operating WMCA again and is retaining Fred Coll as publicity head and assistant to the president; Betty Glenn, Coll's secretary, is also retained. Stella Unger is in charge of programs, assisted by Constance Talbot. Bill Wiseman is vice-president and Sidney Flamm will come from WBXN to assist his brother. Irving Selzer will probably replace Bob Haring as musical director.

Flamm late Saturday night gave out a statement to the effect that he was sorry the ABS was unable to maintain WMCA as its key station, but that he was happy to get back in harness himself. He was optimistic on his commercial and thanked friends for their good wishes.

Burt McMurtrie, who was program director for Storer and left CBS with the understanding that Storer had enough money and was set for one year, stated he would not rejoin ABS, but had filed suit for \$10,000 as salary for the remainder of his year's agreement. Understood that Fred Weber, who handled stations relations for the ABS and formerly with NBC, is also cured of his

FOUR STAR ORCHESTRAS

under the direction of Continental Orchestra Corp. Hotel Utica, Utica, N. Y.

TEDDY BREWER AND HIS TWELVE R.A.O. RADIO ARTISTS

NOW ON TOUR. Direction: CONVENTIONAL ORCHESTRA CORP., Hotel Utica, Utica, N. Y.

CAMPBELL'S WASHINGTON and LEE ORCHESTRA

Season 1934-1935. Pler Ballroom, Old Orchard, Me. W.N.A.C. W.G.Y. NBC. Direction: Continental Orch. Corp., Utica, N. Y.

CLIVE SHERMAN AND HIS RIVIERA ORCHESTRA

— FIRST AMERICAN TOUR — Exclusive direction— CONTINENTAL ORCHESTRA CORP., Utica, N. Y.

JACK ALBIN AND HIS ORCHESTRA

Now Available COLLEGE OR PRIVATE PARTIES, CLUBS OR HOTELS. Exclusive Management CONTINENTAL ORCH. CORP. Hotel Utica, Utica, N. Y.

BUDDY WELCOME

Featuring EDDIE RYAN. ANO ORCHESTRA ABE M. FARDOLL, Mgr. Coast to Coast, WABO. DIRECTION: ORCHESTRA CORP. OF AMERICA, 1619 Broadway, New York, N. Y.

HILTON SISTERS

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

JOE REICHMAN

and his ORCHESTRA Now Playing HOTEL STATLER BOSTON, MASS. COAST TO COAST, via NBC. Direction: Music Corp. of America.

JERRY JOHNSON

AND HIS ORCHESTRA. Florida Nat. Hotel, Miami Beach, Fla. ORCHESTRA CORPORATION OF AMERICA, 1619 Broadway, New York, N. Y.

HENRI GENDRON

and his AMBASSADORS Touring the Middle-West. ORCHESTRA CORP. OF AMERICA, 1619 Broadway, New York, N. Y.

ANNE BOLAND

"Songs of Love" NOW ON TOUR

MIMI CHEVALIER

"The Playful of France in Songs of Romance." RADIO, STAGE, SCREEN.

"third network" affiliation. Albert Corrier, who was last to handle the ABS sales department, may or may not rejoin the network.

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

PROGRAM REVIEWS

"Diane and Her Life Saver"

Reviewed Wednesday, 8-8:15 p.m. Style—Soloists, orchestra and dramatic sketch. Sponsor—Life Savers, Inc. Station—WABC (CBS network).

Among the oldtimers who conceived titles which worked in the firm name or product is Carl Laemmle, who figured that press associations et al. would have to mention Universal if he incorporated a town called Universal City. And so Life Savers probably figure to get a free ad as often as possible, or at least tie up their trade-mark with the program in a way which would be a standing reminder. The show follows the current trend toward scripts with music or soloists; in other words musical comedy. In so doing, it seems that the Dangerous Paradise style of script has been adopted, with excellent soloists to double for the actors and a first-rate orchestra added as well.

Featured are Rhoda Arnold, soprano; Alfred Drake, baritone; Lucille Wall and John Griggs, as heroine and hero, respectively, and there is the Meyer Davis Orchestra to insure the musical end. Script seems to be an involved affair which leads up to a climax wherein the police boat, with siren blowing, hunts the two romancers, the man having appropriated somebody's launch in the excitement. He's in a jam and there the story ends for the time being. Meantime the romance has been aided and abetted with songs by Miss Arnold and Mr. Drake. At such times one wonders why the script has been tossed in. But who knows but that the author may come thru with something worth while. Orchestra lends fine accompaniments and incidental music.

Paul Douglas, CBS announcer, is taking certain types of products under his wing and sort of puts on his best *Ex-Lax* program style of persuasive credit. Early in the program *Life Saver* credits touched upon the after-smoking use of the product and shortly after the cast tagged a little on the trade name. At the close the commercial turned toward the digestion aid and mention of the newest flavor, *Wild Cherry*.

From the talent angle the vocalists and orchestra did a great job. Whether the other artists failed to be convincing in their work, or the script failed to give them better lines, the dramatic part of show couldn't exactly stand the competition of the musical end. Subsequent programs will no doubt reveal whether the author is only kidding or whether adventures and situations are in store that will be worked up to a point of real interest. First program, of course, can hardly be a true indication.

M. H. S.

"Immortal Dramas"

Reviewed at preview Monday, 1-2:30 p.m. Style—Music and drama. Sponsor—Montgomery Ward & Company. Station—WNAQ (NBC network).

Montgomery Ward & Company inaugurated a series titled *Immortal Dramas* Sunday, January 13, over a Coast-to-Coast NBC-WEAF network. Caught at the preview, the show revealed itself as somewhat different from the usual run in its effective combination of drama, music and exciting narration, and also in the fact that there will be no commercial announcement, merely the identification of the sponsor. And at least for the present none of the players will be identified by name to the air audience.

Immortal Dramas is a series based on Bible stories, and this necessitates extreme care to make the dramas acceptable to all creeds. The first story presented was *David and Goliath*. Lloyd Lewis, who wrote the script, produced a story that is intensely interesting, highly dramatic and without doubt acceptable to all. In a series of episodes it carries the audience thru the struggle between the Israelites and the Philistines, reaching an exciting climax when David kills the giant Goliath in man-to-man combat. The characters of David, Goliath, King Saul and other leading characters were excellently done by a competent cast, and the music arrangements by Roy Shields and Carlton Colby were quite effective. As a theme for David excerpts from the second movement of Franck's Symphony in D-minor were played, while bars from Richard Strauss' spirited *Don Juan* introduced

Goliath, and *Pines of Rome*, Respighi's fourth dimensional conception of vast marching armies, helped build the mental picture of the Israelite and Philistine hosts in the Vale of Elah. Ancient battle chants were sung by an a capella choir.

Program should have a strong appeal for the average daytime audience.

N. S. G.

"Club Romance"

Reviewed Sunday evening, 8-9:30 p.m. Style—Orchestra and soloists. Sponsor—Lehn & Fink Products Company. Station—WABC (CBS network).

Hinds shifts its *Hall of Fame* program to a new time and a new network, as well as presenting a new talent layout. Billing on the show seems to be indefinite, referred to on the air as both the *Hall of Fame*, its NBC moniker, and *Club Romance*. In its last few spasms on NBC, with the exception of the vastly entertaining Walt Disney program, the *Hall of Fame* was more or less floundering around, and the new one doesn't show much of an improvement.

Program, from the script standpoint, is both diffuse and inane, the locale being a night club. In *Club Romance*, first program being the beginning of a romance between Conrad Thibault, a singer in the club, and Lois Bennett, visiting the same place incognito, the situation being awkwardly and stupidly handled. To sum things up the new show is another musical production, about the same as many others but with different names. That's up against some of the strongest competition on the air.

Don Voorhees' Orchestra does its usual first-rate job, minus some of the usual Voorhees brassiness. Thibault is probably about tops as radio baritone with the exception of John Charles Thomas. Miss Bennett is a very pleasing soprano, altho her voice seemed somewhat thin on this program.

Same firm brings Eddie Cantor to the mike at 8:30 p.m. Sunday in about a month.

J. F.

NEW BIZ

(Continued from page 7)

broadcast 4:45-5 p.m. on WMAQ and 20 stations.

CHICAGO, Jan. 12.—Station WLS reports 16 commercial accounts signed during the past week, as follows:

AMERICAN GAS MACHINE, Albert Len. Minn., thru Grove Adv. Agcy. St. Paul, one-minute announcement daily except Sunday, between 7:10 and 7:15 for eight weeks.

BERNARD PERFUMERS, St. Louis, thru Hilmer Swanson, St. Louis; continuation order for a two-minute announcement between 2 and 2:20 p.m. Tuesday, Thursday and Saturday for 13 weeks.

CERESOTA FLOUR (Standard Milling Co.), thru Benton & Bowles, New York; a 13-week series of two-minute announcements on Monday, Wednesday and Friday between 2:15 and 2:30 p.m.

CORN BELT HATCHERIES, Gibson City, Ill., thru Campbell-Sanford Adv. Agcy., Cleveland; a 13-week series of one-minute announcements Tuesday, Thursday and Saturday between 7:10 and 7:15 a.m.

EARL FERRIS NURSERY, Hampton, Ill., thru Lesing Adv. Co., Des Moines; a series of 13 half-hour programs on Thursdays at 7:30 p.m.

POLEY'S HONEY AND TAR COMPOUND, Chicago, thru Frankel-Rose Co.; a 13-week series of one-minute announcements daily except Sundays at 7:45 a.m. between Jolly Joe and Sparrows children's programs.

JUNG SKED CO., Randolph, Wis., thru Fitzell Adv. Agcy., Minneapolis; a series of eight quarter-hour programs on Thursdays at noon. Also spot two-minute announcements on Mondays, Wednesdays and Fridays for seven weeks between 1:45 and 3 p.m.

JUSTITIE CO., Milwaukee, thru Gustave Marx Adv. Co., Milwaukee; continuation order for 13 quarter-hour dramatic programs on Sundays at 11:45 a.m.

LANCASTER SEED CO., Paradise, Pa., thru C. F. Kern Adv. Agcy., Philadelphia; a series of 13 five-minute electrical transmissions on Saturdays at 9:30 a.m. LITE SOAP CO., Aurora, Ill., thru Schwimmer & Scott, Chicago, has contracted for participation sponsorship in

Today's Kitchen daily except Sunday at 10:30 a.m. for 25 weeks.

McCANNON & CO., Minneapolis, thru the McCord Co., Minneapolis; 12 two-minute announcements on Tuesday, Thursday and Saturday.

OSHKOSH OVERALL CO., Oshkosh, Wis., thru Batten, Barton, Durstine & Osborn, New York; a 13-week series of quarter-hour programs daily except Sunday.

RAP-IN-WAX CO., St. Paul, thru Erwin, Wasey & Co., Minneapolis; continuation order for a 13-week series of five-minute announcements on Monday, Wednesday and Friday between 2 and 2:15 p.m. during Homemakers' Hour.

SCOTT & BROWNE, thru Marschalk & Pratt, New York; 18 one-minute transmissions daily except Sunday at 11 a.m.

STANCO, Inc., thru McCann Erickson, New York; a 26-week series of transcribed programs, titled *Nugol Chino of the Air*, on Tuesdays and Thursday at 1 p.m., featuring Dr. Royal S. Copeland.

UNIVERSAL BATTERY CO., thru Aubrey, Moore & Wallace, Chicago; six one-minute announcements at various times during the day.

MILWAUKEE, Jan. 12.—Bill Carlson and his orchestra, pioneer musical unit of WTMJ, has been signed by a local clothing house for a series of broadcasts. Heinle and his orchestra, of the same station, have been renewed by their local sponsor for another 13 weeks.

Newark

WNEW has several new accounts. They are:

TEXAS CRYSTAL CO., booked direct; starting January 21, 6:45-8 a.m., daily except Sunday. Program is hillbilly music.

MacFADDEN PUBLICATIONS, thru Ruthrauf & Ryan; starting January 7 for six weeks. Five spot announcements daily except Sunday, immediately following broadcasts of Hauptmann trial.

WOR has two new accounts. They are: SCHOLL MFG. CO. (foot aids), thru

Donahue & Co., starting January 16 over Mutual Broadcasting System, Tuesdays, Thursdays and Saturdays, 7:30-7:45 p.m. Program is *Arthur Tracy—Street Singer*. L. BAMBERGER & CO. (department store), starts January 6, 9:30-10 p.m. Program is the *Little Theater Tournament*.

New England

HORLICK'S MALTED MILK CORP., thru Lord & Thomas, Chicago; starting January 7. Program, electrical transmissions, is on five days weekly except Saturdays and Sundays, 6:45-7 p.m.

SPENCER SHOE STORES, thru Chambers & Wiswell, Boston; on WNAC with 150 15-minute programs, Monday, Wednesday, Friday, 5-5:15 p.m. Program is *Jack Onslow's Baseball School of the Air*.

N. SALLINGER (department store), thru Sallinger & Publicover, Boston; renews effective December 30, 1934, Sundays, 6-6:30. Program is *Sallinger's Big Show*. WNAC is the station.

GLOBE NEWSPAPER CO. started 56 15-word announcements on WNAC, two announcements daily between 8 a.m. and 6 p.m. Began January 7.

E. L. KNOWLES, Inc. (Rubbins), thru DeForest Merchandising Bureau, Springfield; starting January 7, buying 52 participations in Yankee Network News Service's 1:30 p.m. broadcast. On WNAC, WEAN, WORC, WMAS, WNBH; WLLH, WICC, WLBZ, WPEA.

BLANCHARD & CO., Inc. (liquors), bought 39 15-minute programs on WAAB thru Harry M. Frost, Boston; Mondays, Wednesdays, Fridays, 5:45-6 p.m. Program is a remote from Royal Palms Cafe.

West Coast

THOMAS J. LIPTON, Inc., Hoboken, N. J. (tea), thru Frank Presbrey Co., New York City; started January 7, Mondays, 9-10 p.m. PST, KFRC and 12 Columbia-Don Lee Western stations. Program *Lipton's Blue Monday Jam-boree*, variety show, with Harrison Hollway as master of ceremonies.

NBC ANNOUNCES RATE ADJUSTMENT

AFTER more than a year of intensive analysis, covering both field strength and audience mail, the National Broadcasting Company has determined the number of radio families reachable through each NBC associated station, group and network—and has adjusted its network rates accordingly.

The new NBC Network Rate Card (No. 18) is ready—effective February 4, 1935.

Network advertisers who have contracts with NBC as of February 3, 1935, and who desire to continue on the present rate basis, may do so for any period or periods up to and including February 3, 1936, providing that they continue existing series of broadcasts, using the facilities under contract at the time the rate adjustment becomes effective. Additions to such facilities may be made only on the old rate basis, but the adjusted rates are applicable to all new broadcast series contracted for on and after February 4, 1935.

NATIONAL BROADCASTING COMPANY, INC.

A Radio Corporation of America Subsidiary

NEW YORK • WASHINGTON • CHICAGO • SAN FRANCISCO

NBC→WOR Network
The International Favorites of Dance,
FERDINAND FELIX
And His MUSIC.
HOTEL MONTCLAIR
New York

EDDIE PEABODY

AL GOODMAN
Bromo Seltzer Hour
WJZ, Friday, 8:30 P. M.
"HALL OF FAME,"
WEAF, Sundays, 10 P. M.
Musical Director
"Life Begins at 8:40,"
Winter Garden, New York.

★★★★ **FREDDY BERRENS**
AND HIS MUSIC
Now Playing at the **FLYING TRAPEZE**
New York's Smart Restaurant and Cafe
57th St. at 8'way
Fred Berrens Flying Trapeze Orchestra, Inc.,
217 West 57th St., New York, N. Y.

PAUL TREMAINE
AND HIS BAND from **LONELY ACRES**
Personal Management **BERT MEYERSON**
Personal Representative: **ABNER J. GREENBERG**
Suite 1003, 648 Fifth Avenue, New York, N. Y.

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

BOSTON **NEW YORK** **ALBANY**
STANLEY H. WILLIS
America's New Deal
Booking Offices
1619 Broadway, New York, N. Y.
MIAMI

AIR BRIEFS

By **JERRY FRANKEN**

THE MUSIC MASTER, David Belasco's well-known play in which David Warfield starred, may land on the air shortly. Century Play auditioning the script, with Guy Bates Post in the Warfield role, for International Harvester. Same firm has also lined up Ernest Truex and Jesse Royce Landis in a backstage series by Gladys Hellman for Gotham House. **Music Master** has been dramatized into 13 weekly episodes. Grace Allen and George Burns finally give in and play before a studio audience beginning this week in Los Angeles. Senator Huey P. Long is air-minded galore. He not only wants to buy a New Orleans station, but is going on NBC and CBS this week and was on last week. Two programs to miss.

Jack Dempsey the latest to audition for Half and Half tobacco, this time at CBS. Ed Dukoff is press agent for WOV. It was his first job when he came to New York several years ago. **Hamlet** a la modern radio will be done on NBC February 4 in **Old Words to New Music** by Kenneth Leslie-Smith and James Dyrenforth. It was first done in England. **Captain Dobbie** has caught himself another sponsor, the Stewart-Warner Corporation, starting on CBS February 19. WNEW has a 75-minute early morning commercial, beginning January 21, from 6:45 to 8 a.m. Frank Tours steps in after Oscar Bradley on the Oulf Oil Sunday night show as music director. Talk around, but denied by NBC executives, that the entire house musician staff has been given notice and that an entire new crew will come in. Eddy Brown, WOR violinist, has been made a

NYU musical instructor. . . . **March of Time** changes sponsors to Remington-Rand January 25 and Jack Benny switches nominal sponsor from Jello to Grape Nuts soon.

Pottiphar P. Potts (Paul Harris), who sings songs a la Roscoe Ates, is being auditioned by NBC. . . . Charlie Boyden, broadcasting for the Philadelphia Bakers, large Philadelphia concern, on WLTZ, has drawn his third renewal. Boyden does a minstrel show directly from the bakery itself, with an audience of 1,500, taken around after the show to inspect the plant. Other commercials may go on from stores, etc., but this is the first known to go on directly from the scene of action. . . . Lava soap (P. & G.) may go on with a crime series, name of the script being **Crime Doesn't Pay**. Written by Ted Pinaley.

NBC has signed Fritz Kreisler and Rachmaninoff for concert, but for concert work only this season. May do radio next year. . . . In the hunt for radio talent it may be that in searching other fields, radio may not think only of film or stage names. Franca White, an unknown picture singer who dubbed the singing for Virginia Bruce in **The Mighty Barnum**, is being tested for a new commercial, and Raoul Roulien, a moderately known featured player, is likewise coming on soon. . . . Rod Arkell has settled his contract with the Klesewetter ad agency, having been kept off the air because of the agreement to work in the agency's office. Contract was to run until May 1, but settled for 60 per cent of the total.

CHI AIR NOTES

By **NAT GREEN**

The Nickelodeon, a radio version of the early one, two and three-reel silent pictures, makes its debut over WENR January 17 at 9 p.m. . . . Each program, preceded by a barker and a peanut and candy salesman, will include a two-reel comedy of the early Mack Sennett or Charlie Chaplin type, a three-reel dramatic feature and an "illustrated" song. . . . "Scenarios" will be written by Leo Rosenkrans, of the NBC continuity staff.

Irene Beasley has deserted the airlines for a time to make a series of personal appearances. . . . She is playing the Palace, New York, this week, with Brooklyn to follow. Clarence Hanson, baritone in the WBBM Men of Notes vocal trio, is saying "I do" this month to Mary McComber, of Duluth—one of those childhood sweetheart romances. . . . Larry Lawrence is acting as m. c. on the new amateur show on WTMJ, Milwaukee. . . . Dr. Glenn Frank, president of the University of Wisconsin, and Alan Gould, general sports editor of the Associated Press, will be heard on NBC-WJZ January 17 in the **This Year of Promise** program. . . . Pat Flanagan, CBS announcer, is laid up in Passavant Hospital with a nose infection. . . . Gypsy Nina, singing star, pinch-hit for Smilin' Ed McConnell Sunday on his CBS series for the third consecutive broadcast. . . . Dr. Herman N. Bunde-

sen, health authority, inaugurated a new series on WMAQ January 14 in which he covers general topics as well as health. . . . Irene Wicker celebrated her 1,000th Singing Lady program January 11. . . . She has missed but two programs in her three years on the air and those only last week when she was laid up with laryngitis. . . . There is a possibility that Phil Baker and his troupe may be brought back to Chicago for further Armour broadcasts here. . . . If Cliff Peterson, tenor lead in the Men of Notes, WBBM trio, was a little nervous during his noon broadcast January 7 there was a reason—a baby daughter born while Cliff was on the air.

Irna Phillips, creator, authoress and leading actress in NBC's **Today's Children**, has left the cast of **Song of the City** to concentrate on the writing of her new script show, **Masquerade**, which will soon make its bow on NBC. . . . When the show goes on the air, at a date soon to be announced, Miss Phillips will be writing 10 scripts a week in addition to playing the lead in one of her programs.

WLS set a new record in 1934, with a total of 1,081,041 letters received during the year. . . . Gus Arnheim's Orchestra will be heard over WBBM from the Chez Paree, starting January 20, when Henry Busse goes touring.

West Coast Notes; KNX Amateurs Back

LOS ANGELES, Jan. 12.—KNX, Hollywood, goes back to amateur programs after discarding the feature several months ago. Now instead of giving the young possibles a night airing the studio announces a series of afternoon programs each Saturday afternoon, starting today. Show will run two and one-half hours, with commercial sponsorship of each 15-minute section of the show. Talent will get the oncoover before facing the microphone, with the studio announcing all talent must be auditioned first.

Mary Pickford begins her second series of 13 broadcasts over NBC from the Radio Pictures studio this week. **The Life of Leonardo da Vinci**, a serial dramatization by Edward Lynn, is now being heard nightly over KHJ, with Malcolm Mescham in the lead.

SAN FRANCISCO, Jan. 12.—Sam Moore, prominently active in radio since 1929 as producer and entertainer, has joined KPRC as emcee for the **Happy-Go-Lucky Hour**, daily afternoon variety show, featured over the Columbia-Don Lee network. Moore, known on the air as Sambo, has been heard transcontinentally and was featured for three years with Capt. Dobba in the **Happy Time** broadcast. Moore was in Ziegfeld's **Midnight Frolics** for two seasons and later teamed with Carl Freed in vaudeville.

Dixie Marsh's new KPRC show is off. Dixie sang, played the piano and philosophized. Sponsors, Congoin & Company, after a few test broadcasts switched to an entirely different type of program. Now has John Nesbitt doing a **Headlines From the Past** feature three times weekly. He picks the outstanding news stories of 15 and 20 years ago and weaves his yarn.

Marsden Argall, a baritone with an American and European reputation, is KYA's newest addition.

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

ALWAYS A GOOD REPORT ON **CHIC FARMER** N. B. C. Soloist
Featured Artist MORRIS FUR HOUR.
7:15 P.M. Daily, WNEW.
Orchestra Corporation of America
3615 Broadway, New York, N. Y.

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

FRANK FISHERMAN Presents NBC and ABS Networks.
ARCHIE BLEYER And His Orchestra
DR. MUSIC CORPORATION OF AMERICA.

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

Network Song Census

Selections listed below represent The Billboard's accurate check on three networks via WJZ, WEAF and WABC. Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Period covered is from January 4 to 10, both dates inclusive.

Blue Moon	35	Believe It, Beloved	17
Object of My Affection	30	On the Good Ship Lollipop	17
Love Is Just Around the Corner	25	Tiny Little Finger Prints	16
Dancing With My Shadow	24	Because of Once Upon a Time	15
It's June in January	24	You and the Night and the Music	15
Invitation to a Dance	23	What a Difference a Day Made	14
Winter Wonderland	23	Take a Number From One to Ten	12
I'll Follow My Secret Heart	22	I Woke Up Too Soon	11
Hands Across the Table	19	College Rhythm	9
Stay as Sweet as You Are	19	I Believe in Miracles	9
The Continental	19	Serenade to a Wealthy Widow	9
With Every Breath I Take	18	I'm Stepping Out of the Picture	9
You're the Top	18		

STATION NOTES

Address All Communications to the New York Office

TED MORDE, formerly connected with several stations in Rhode Island and Massachusetts as program director and announcer, recently joined the production and announcing staff of the Northern California Broadcasting System, which operates KJBS, San Francisco, and KQW, San Jose.

KNX, Los Angeles, had Upton Sinclair, recent candidate for governor of California, on the air January 11 for his first radio talk since the election.

WJSV, Washington, has signed Ronald Dawson, director, to direct the Leo Rocca Company in a new commercial series. Series will dramatize automobile accidents which occurred in the capital, program being designed to lessen traffic accidents. City officials will speak on each broadcast.

WSM, Nashville, is just getting over a flurry of marriages among its staff. "Honey" Wild, of the station's minstrel team, married Louise Tankley, not of the theater, on Christmas Day. Pete Brescia,

violinist, followed by marrying Kay Goss, staff violinist. They were married in a double ceremony, with Jack Shook, left-handed novelty guitarist, and Ruby Thurston, Nap Bastien, of the WSM Melody Boys, then announced his engagement to Juanita Barnes, of Nashville, the ceremony to be in March.

HARRY STONE, WSM general manager, and Francis Craig, one of the station's dance orchestra leaders, attended the recent International Radio Club in Miami.

WFAA, Dallas, Tex., claims a record, with a program series drawing 6,049 letters in one week.

KTAT, Fort Worth, Tex., has had some personnel changes. Merle Tucker, formerly with WBAP in the same city, is now program director and announcer. Charles Bell has left KTAT to go to KOMA, Oklahoma City. Ted Grizzard replacing him. Grizzard is teaming with Honey Habor, formerly of WLBZ and KOA, on commercials and sustainings.

Includes Carlsen, Ellis Alexander, Joe Potzner, Cook Harding, Milton Hoppe, Paul Pleyto, Leigh Simmons, Steve Kozera, Paul Peregrine, Harry Pierce, Harry Bortner and Rowin Turner.

CHARLES VAGABOND, using 13 men and three girls, are current at the Voo-Doo Tavern, Victoria, Tex. Unit entered the spot January 1 and is doubling at the Uptown Theater daily.

ROGER WEINBRECHT and his band have completed their eighth week of an indefinite engagement at the Hotel Shawnee, Springfield, O. Included in the combo are Weinbrecht, Bob Reedy, Gertrude Weinbrecht and Floyd Covington.

BILL HOGAN and his Hollywood Californians, late of the Pacific Coast, played to a good crowd at the Orpheum house in East St. Louis January 5 and 6. Hogan and band ground out the music for Marion Davies' *Operator 13*.

TOMMY EVANS and his Bowery Band, featuring their "nut" songs and novelty club work, have moved into the Gay Nineties Music Hall, one of Cleveland's first night clubs. Unit placed by the Ted Rightmire office of Cleveland.

ROGER DUSENBURY'S 14-piece band inaugurated a month's engagement February 1 at the Hollywood Club, Little Neck, L. I., managed by Roger's father, Elmer B. Dusenbury. Band is winding up a three months' engagement at the Manhattan Club, Reading, Pa.

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ATTRACTIVE DANCE AND ORCHESTRA POSTERS AND CARDS

3 and 4 COLOR

Oh! Boy! They Are Knockout! Newest Orchestra Designs: Four Flashy Colors; 300 14x22" Window Cards; 86 00; 1,600 Paper, same, \$14.00; 9,157 1/2" Cards; 750 48 3/4; 1,000 Paper, same, \$13.00. Cash with order. Special Bills engraved to order, \$10.00 up. Wire your order NOW, or write for samples. New Date Book and Price List.

CENTRAL SHOW PRINTING CO.
WASON CITY, IOWA.

WANTED

MUSICIANS FOR 28th INFANTRY BAND.
Baritone, French Horn, Saxophone Players who read. Orchestra doubles preferred. Piano Player doubling Band. Only single men able to pass Army physical and are requirements. Recruits and former army staros. Other instruments also written.
G. A. NORTON, W. O., Ft. Snelling, Os.

STATION NOTES

Address All Communications to the New York Office

TED MORDE, formerly connected with several stations in Rhode Island and Massachusetts as program director and announcer, recently joined the production and announcing staff of the Northern California Broadcasting System, which operates KJBS, San Francisco, and KQW, San Jose.

KNX, Los Angeles, had Upton Sinclair, recent candidate for governor of California, on the air January 11 for his first radio talk since the election.

WJSV, Washington, has signed Ronald Dawson, director, to direct the Leo Rocca Company in a new commercial series. Series will dramatize automobile accidents which occurred in the capital, program being designed to lessen traffic accidents. City officials will speak on each broadcast.

WSM, Nashville, is just getting over a flurry of marriages among its staff. "Honey" Wild, of the station's minstrel team, married Louise Tankley, not of the theater, on Christmas Day. Pete Brescia,

violinist, followed by marrying Kay Goss, staff violinist. They were married in a double ceremony, with Jack Shook, left-handed novelty guitarist, and Ruby Thurston, Nap Bastien, of the WSM Melody Boys, then announced his engagement to Juanita Barnes, of Nashville, the ceremony to be in March.

HARRY STONE, WSM general manager, and Francis Craig, one of the station's dance orchestra leaders, attended the recent International Radio Club in Miami.

WFAA, Dallas, Tex., claims a record, with a program series drawing 8,049 letters in one week.

KTAT, Fort Worth, Tex., has had some personnel changes. Merle Tucker, formerly with WBAP in the same city, is now program director and announcer. Charles Belli has left KTAT to go to KOMA, Oklahoma City, Ted Grizzard replacing him. Grizzard is teaming with Honey Habor, formerly of WLPB and KOA, on commercials and sustinings.

includes Carlsen, Elts Alexander, Joe Potzner, Cook Harding, Milton Hoppe, Paul Playte, Leigh Simmons, Steve Kozera, Paul Peregrine, Harry Pierce, Harry Bortner and Rowin Turner.

CHARLES VAGABOND, using 13 men and three girls, are current at the Voo-Doo Tavern, Victoria, Tex. Unit entered the spot January 1 and is doubling at the Uptown Theater daily.

ROGER WEINBRECHT and his band have completed their eighth week of an indefinite engagement at the Hotel Shawnee, Springfield, O. Included in the combo are Weinbrecht, Bob Reedy, Gertrude Weinbrecht and Floyd Covington.

BILL HOGAN and his Hollywood Californians, late of the Pacific Coast, played to a good crowd at the Orpheum house in East St. Louis January 5 and 6. Hogan and band ground out the music for Marion Davies' *Operator 13*.

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3 and 4 COLOR

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CENTRAL SHOW PRINTING CO.
MASON CITY, IOWA.

WANTED
MUSICIANS FOR 25th INFANTRY BAND.
Baritone, French Horn, Saxophone Players who read. Orchestra doubles preferred. Piano Player doubling Band. Only single men able to pass Army physical and apt. requirements. Expenses and facilities care stamped. Other instruments also written.
G. A. HORTON, W. O., Ft. Benning, Ga.

Quiz Casey In NVA Trial

His testimony held secret—trial makes circuits hesitate on annual NVA drive

NEW YORK, Jan. 12.—Pat Casey was questioned at length this week by attorneys for the NVA, Inc., which is suing the NVA Fund for breach of contract. Casey, considered the key figure in the current "examination before trial," is one of the few persons left who has been active in the NVA affairs from the very beginning. The attorneys for the Fund and for the NVA, Inc., refuse to make public Casey's testimony at this time.

The attorneys for the Henry Chesterfield NVA, Inc., faction meanwhile continue to examine the Fund records and to question Martin E. King, Fund attorney. When the current secret examination is completed it is possible that the NVA, Inc., will ask court permission to question certain circuit executives. When this is completed the case will be heard in Supreme Court, probably not earlier than March.

Meanwhile the current suit is endangering the annual NVA drive for funds, held usually Easter week. The circuits fear the new money might be tied up in the courts by the NVA, Inc. If both factions can agree to keep all new money out of any lawsuits, then it is possible that the drive will be held as usual this year. More funds are needed to keep the NVA Saranac Lake lodge and the charity activities going.

The NVA, Inc., was the defendant Thursday to a suit by three former clubhouse employees who are asking for back wages. Irving Moldauer, NVA attorney, told Magistrate McKinley that the NVA, Inc., had no money, and that if the employees wait until the current suit against the Fund is completed they will have a chance to collect. The NVA, Inc., promised to pay them if and when the NVA Fund resumes its subsidizing of the NVA, Inc. The case will be heard again February 28.

Warner's Smaller Spots Get Vaude

NEW YORK, Jan. 12.—After much dickering Warner vaude has been resumed Saturdays in the Circle, Midway, State and Allegheny theaters in Philadelphia, and also in the Stanley, Camden, N. J., Sundage, and the Capitol, Lancaster, Pa., last halves. Harry Biben is booking these houses under the supervision of Steve Trilling.

Meanwhile Trilling will continue to spot occasional shows into the Stanley, Jersey City, and in Pittsburgh. The experiment with small units and attractions in Warner spots in small towns throug Pennsylvania, Maryland and West Virginia is being continued. These towns are picking up passing shows, most of them booked directly by the Warner district managers in Baltimore and in Pittsburgh.

SAM ROBERTS, Chicago agent, who has been home for the last six weeks nursing a broken ankle, expects to be back on the job next week.

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.

Vaude "Snatching"

NEW YORK, Jan. 12.—Vaude agents by the score are seeking to grab principals of the Lindbergh kidnaping trial, with the exception of the accused snatcher, Bruno Richard Hauptmann, for theatrical engagements. Dr. John F. (Jettie) Condon has had the best offers, but he has given no indication of accepting them. Betty Cow, the Lindbergh nurse, has been approached also, as have the jurors. The most fantastic story of all these offers is the report that one agent was seeking to round up all the principals to four vaude houses as a unit.

Musician-Club War Looms on Coast

SAN FRANCISCO, Jan. 14.—War between San Francisco night spots and the musicians' union appears imminent, with proprietors of the clubs reported organizing to form a united front to fight the extra charge demand for overtime by musicians. Musicians' union boosted the overtime charge from \$1 an hour to \$2.50 the first of the year, with the result that night-spot owners here are plenty burned. As a result some of the better known spots have been at loggerheads with the union—and without dance music. Others are giving notice to their orks and a couple are using non-union musicians.

Following a bitter controversy with the union over the extra charge demanded by musicians who worked New Year's Eve one night spot brought in a radio for dance music. Asked if any clubs have discharged union musicians and are now using non-union orks Eddie Love, secretary of the musicians' local, said: "We have the night club situation well in hand and don't look for any trouble." Rumors from the other side indicated the proprietors may decide to make a fight of it against what they declare are excessive union rates.

Vaude at Last for Cincy; Ellington Will Head Show

CINCINNATI, Jan. 14.—Cincinnati will get its first taste of vaudeville in nearly a year when Duke Ellington and his orchestra move into the Shubert Theater here the week of January 20 to head a combination vaude-pictre show program. The engagement was arranged by Jimmy Walker, who also will emcee the show.

Ivy Anderson, torch singer, will appear with the Ellington combo. Several standard acts and a feature picture, *She Had To Choose*, will round out the program. Showings will be continuous, with a 40-cent top.

Poli Houses Open For Percentage Dates

NEW YORK, Jan. 14.—Loew does not expect to try regular vaude policies in any of its New England houses for a long time, the Globe in Bridgeport being the only one running vaude now.

If it does pick up any attractions or units occasionally it will play them only on percentage, according to J. H. Lubin. Conditions are too unstable for the theaters to gamble on straight guarantees for stage shows, he says.

Tying Up Radio Amateurs; Vaude Agents Out of Luck

NEW YORK, Jan. 12.—Jim Harkins, former vaudevillian is tying up promising amateur talent from radio with three-month binders and spotting it into vaude thru Bill Murray, of the William Morris Agency. Harkins is getting the binders on winners of the Fred Allen NBC Wednesday night programs and spotting each winner into the Roxy Theater show the following Friday. Four Chords were the first booked under this tieup, and Edith Schottine, current, the second.

This tieup is four-way, involving Harkins, Murray, the Roxy Theater and F. & M. Stage Shows, the latter booking the house. Harkins auditions amateurs seeking spots on the Allen program and

N. Y. State Agency Bill May Include Bookers and Agents

License Dept. indicates this may happen—Albany bill excludes theatrical offices in its attempt at State regulation of fee-charging employment agencies

NEW YORK, Jan. 12.—While the current bill in Albany for State regulation of fee-charging employment agencies excludes theatrical agencies, there is indication that the bill will be amended to take in the theatrical end of employment agencies. This information was gleaned from the local License Department, which claims it passed some information, upon request, along to Albany and which further claimed that it is under the impression that the theatrical amendment will be made. This renewed action for State regulation of fee-charging employment agencies was started January 2 when the O'Brien-Cuvillier Bill, covering this matter, was introduced in the Senate. The following day it was introduced in the Assembly. It was then referred to the Senate Committee on Labor and Industry, which will hold a hearing on the bill this Wednesday (January 16) at 2 o'clock in the Senate Chambers. The chairman of the Committee, Henry L. O'Brien, of Brooklyn, is ill, however, and probably will not attend the hearing.

RKO Booking One-Act Bills

Books "names" for week-ends in pix houses—m aid for weak pictures

NEW YORK, Jan. 12.—RKO is again turning to vaude to help straight picture houses when a weak film is booked, this time using a "name" a house for Saturday and Sunday. The plan goes into effect today in Brooklyn, Bronx and suburban houses. Circuit revealed that it will not be a set weekly policy, but will be used whenever the occasion demands.

Seven houses go into the one "name," two-day policy, today. *Dirie to Harlem* plays Proctor's, Yonkers; Jim Lunecford and orchestra, Proctor's, Mount Vernon; Milton Berle, the Fordham, Bronx; Nick Lucas, the Royal, Bronx; Tito Guitler, the Kenmore, Brooklyn; Fifi D'Orsay, the Bushwick, Brooklyn, and Vaughn De Leath, the Dyker, Brooklyn.

The three Brooklyn houses have an act set for next Saturday and Sunday also. Al Shayno will double between the Kenmore and the Dyker, and Betty Boop will appear at the Bushwick.

The acts will do five shows on Saturday and four on Sunday at these straight picture houses. Aside from Berle, all the single acts are singers. He is the only exception because of his "name" value to the Bronx. All the single acts carry a pianist, the house avoiding the expense of any pit crew. No additional back-stage help is needed with this one-act policy, thus the only expense to the theater is the act itself.

Danny Freundlich, of the RKO booking office, bought the acts for these houses.

Another Gaumont-British House

LONDON, Jan. 5.—The Gaumont Picture, Chadwell Heath, a new super picture theater on the outskirts of this city, will be opened by Gaumont-British January 7. House will use a stage show in addition to films.

The bill, as it now stands, excludes theatrical agencies with the following words: "This article is not to apply to a theatrical booking office engaged in booking or contracting for acts, artists or attractions for vaudeville performances, circus, fairs or motion picture presentations, nor to the personal representatives, agents or managers of such acts, artists or attractions."

However, the information that this city's License Department passed some information along to Albany about theatrical agencies and further felt that theatrical agencies would be included in this new bill is considered sufficient assurance that such will be the case. That the License Department is considering it so is seen in the statement made by that office that it is not working very diligently on its proposed standard form of contract for vaude bookers because of this bill being in Albany.

This new bill in Albany takes in all fee-charging employment agencies in the State with the exception of agencies dealing in professional labor such as teachers and actors. It affects agencies dealing in ushers as well as other amusement workers. The bill calls for \$100 fee annually and for a \$3,000 bond. Several hundreds of delegates from Local 16 of the Restaurant Workers and Bartenders' Industrial Union will make the trip to Wednesday's hearing to endorse the bill and urge it to be even more drastic.

The entrance of this bill into legislation was foreseen last October as a result of a growing political and union movement to curb gyp practices by fee-charging employment agencies. Governor Herbert H. Lehman included this idea in his 12-point social legislation program and also promised local union leaders that he will again attempt to make the State Legislature pass a bill to this effect.

Evie Hayes Before Royalty

LONDON, Jan. 5.—While appearing at the exclusive Blue Train here Evie Hayes, American singer, who has been sponsored in Europe by Will Mahoney, was requested to entertain the Duke and Duchess of Kent (Prince George and Princess Marina) at a private party given by the royal couple. She sang six request numbers and was warmly and personally complimented by the host and hostess.

Friars To Honor Lubin

NEW YORK, Jan. 14.—The Saturday Night Boys of the Friars' Club have reserved the Saturday midnight (January 26) affair for "Jake" Lubin. Lubin, who is being referred to in the preliminary announcements as the "dean of the bookers," will be the guest of honor and Jay C. Flippen the toastmaster. The affair will be held in the Friars' Club grillroom.

Chorus Equity

NEW YORK, Jan. 14.—Chorus Equity is moving into new quarters tomorrow. New office will be at 117 West 48th street. There will be no auxiliary rehearsal hall and dancing school, as has been the case the last several years at its present location.

Palace, New York

(Reviewed Friday Evening, Jan. 11)

All standard acts this week supporting the picture, *Enter Madame*. The picture doesn't look so hot, incidentally. Business might be helped somewhat, however, by whatever *q. o.* power Irene "Bee" Beasley, winner of the *Radio Guide* popularity contest, might have.

The Four Ortons follow a brief overture by Dave Mercedal and the pit boys. The Ortons, a girl and three men, have a routine of punchy tight-wire stunts. One of the men provides the comedy relief with very hokey bits. A snappy opener.

Fritz and Jean Hubert, old Palace favorites, pulled liberal applause with their comedy drunk pantomime. They maul each other and take queer falls, in addition to staggering around in the familiar pie-eyed manner. Good eccentric comedy, as always.

Irene "Bee" Beasley, billed as the National Radio Queen, made a strong impression with her singing of pop numbers. She has an odd and vigorous contralto voice that sounds very masculine over the mike. It's a bit too harsh for sentimental songs, but she manages to get away with it. In any event, her odd style makes her stand out.

Medley and Duprey did their usual sism-bang hoke, and had no trouble scoring. It's the old hoke, but Medley is a veteran at selling it. Miss Duprey makes a good straight and looks nice in a gaudy beaded gown. A pale-face stooge runs in and out and then contributes a bit of sweet-voiced singing.

Helene Denizon, assisted by three girls and a boy, offers one of the classiest sketches around. It gets away from the conventional successfully and is a real treat visually. Miss Denizon is lovely and contributes graceful toe work, while a girl trio doubles between harmonizing and the violins. The boy partners with Miss Denizon in a brief lifting waltz and then solos with an acrobatic tap. Staging, settings and lighting are first rate.

PAUL DENIS.

Loew's State, New York

(Reviewed Friday Evening, Jan. 11)

Supper show at the State Friday seemed to be under pressure, so as to get it over with, no acts taking encores, the house cold and the entire showing nearly a half hour behind schedule. Customers were piling in to see the picture *Broadway Bill*. The house was jammed, with standees galore.

Nothing to rave about on the stage in the five-act bill, but generally pleasing. Alex Hyde's new band act, closing, got most everything the house gave, with the exception of a crooning stooge unveiled by Harry Howard on before Hyde. Ching Ling Foo Jr., Chinese acrobata, opened in the customary Oriental style, the men doing acrobatics

and high pole work, the women with diabolo and one of the two women doing a back bend from an unbalanced wooden horse to pick up a tea-filled glass. John Fogarty's excellent tenor work in second did the first real house warming, singing *Stay as Sweet as You Are, I Woke Up Too Soon, For All We Know* and a Victor Herbert number. Billy Calligan at the piano. The act got a nice hand.

Lorraine and Digby are third. Act depends too much on the same sort of stuff thruout to really get to comedy heights. Improved material in the way of crossfire would be of real aid. As it is the act is mainly some of the fastest and apparently roughest knock-about dancing seen in a long time, the girl carrying the brunt of things for a man-sized order of slapping around. While the act ran but 10 minutes, it was practically all of that stuff, naturally weakening it. Got a good hand.

Harry Howard has the same old dog, but a raft of new stooges. They include a red-haired guy with a natural fright wig, another with the same from the wig-makers, a midget who comes out with the dog and wears a muzzel and a fat chap. Howard got his usual quota of laughs thruout, closing by bringing out the obese stooge for a Bing Crosby imitation. The house wouldn't let him off.

Alex Hyde's new band act and assorted entertainers zip right along for a brisk and entertaining spell. A 14-piece male group, consisting of saxes, rhythm and brass, no strings other than Hyde's fiddle. Of the two pianists, one is a nice-looking girl. Band comes thru with some good jazzification, doing a series of current pcps, etc. Specialists are Lee Sullivan, vocalist; three nice-looking titian-topped girls, the *California Redheads*, in a good tap number; one of the trumpeters doing two at a time very well, and Rita Rio, the feature of the features. Girl is a cute looking Mexican, who sings and cooches for a cinch getover. What she doesn't really do, she fakes well anuf to convince.

Turn closes with Hyde leading both his and the pit crews in a movement from Tchaikovsky's *Fourth Symphony*. It's not the best treatment that music can get, naturally, but it's good enuf to get plenty of applause from any vaude audience. JERRY FRANKEN.

Capitol, New York

(Reviewed Friday Afternoon, Jan. 11) (First Show)

The Capitol has a trim little layout this week in its *Viennese Nights* stage show and the Ramon Novarro-Evelyn Laye film, *The Night Is Young*. It's not a nightmare, anyway. The stage show is inexpensive, but manages to be a very entertaining 41-minute layout. It's a production show, using one big colorful production set as the background for the specialty acts. The Danny Dare

ballet are in and out of the show. A group of atmospheric people sing the last couple of bars of the show, and it's surprising that they didn't do any more.

Opening shot is good to look at, the beautiful background serving as the frame for an old-fashioned number. Leone Neumann leads off with a grand job of soprano warbling. She makes a sweet appearance and has a very fine voice. The ballet follows her and does excellent work of a cleverly routined toe number. Northway and Danilo lend further class to the number with their ballroom waltzing. They are a good-looking team and have grace and dancing ability.

Serge Flash gets this spot with his pin and ball juggling. He's a showman all right and works at a very fast pace. Missed a couple of times, but his speed covered him up to some extent. Went good with his work and the applause goubled when he had the audience throw the balls to him.

Harris Twins and Loretta have a cleverly staged acrobatic and dancing act. A polished trio with considerable talent. Loretta starts off with a corking acrobatic solo, the Harris boys follow into a showmanly display of hand-to-hand acrobatics, and then all three work together as a sock adagio act. They fared very well.

Sasha Leonoff solos with his accordion for four numbers, singing in Russian on the last song. He does nice work, but is in a tough spot following the socks of the preceding acts. He'd have done much better in an earlier spot. The ballet takes the stage again, with a mixed team in front to pick the show up again to its punchy tempo. Team is Lafayette and La Verne, and wallops with an Apache dance. They work very well, with the girl member of the team certainly taking plenty of punishment. Found big favor with the audience.

The ballet in full force is on for the closing number in a well-done Russian number, with all the principals coming on for the finale. SIDNEY HARRIS.

Academy, New York

(Reviewed Friday Evening, Jan. 11)

Five entertaining acts, with an Italian magician, Roody, headlining. Picture was *Wednesday's Child* and business was fair.

Last show caught was running a bit ragged because of late changes in the layout. Roody, originally set to do the whole show, had been cut to 18 minutes and the other four acts thrown in the last minute.

Mazzone and Keene Reuss, four girls and three men, got the show off to a nice enough start. A man and four-girl adagio number opens, and is followed by a couple of dance numbers, an Apache scene closing the act. The last number includes one of those spectacular rough and tumble fights, with gals falling off high steps and everything. The Three Swifts soaked over their grand club juggling and clever comedy relief. The comedy is light and used intelligently to heighten the effectiveness of the juggling. As usual, a easy hit.

Edith Murray, looking nice in a blue gown with white metallic jacket, sang four pops in pleasing style. She has a clear contralto voice and handles the special arrangements nicely, making a good impression all the way thru. A male pianist accompanies.

Collins and Peterson proved again they're a perfect comedy combo for the neighborhood houses. Their clowning, a bit old fashioned as it is, had the customers laughing most of the time. Collins' mugging and cornet playing are standouts.

Roody, making his American debut here, impressed with the brief 18 minutes he had to work in. Did only five tricks: Glass clock, magical box, disappearing objects and trunk escape and switch. His trunk stunt, done in full lights, is the fastest this reviewer has ever seen. Roody is handicapped by slow pace forced by lack of command of the English language. Perhaps if he worked silently and had an announcer make the comments, he would do even better. PAUL DENIS.

Roxy, New York

(Reviewed Friday Evening, Jan. 11)

Twin headliners on the Roxy's stage show this week, Jerry Mann and Jerry Cooper, and both do nicely for themselves. The flesh layout is heavy on mimics, with Edith Schettine, winner of the *Town Hall* Night amateur radio

contest, also on the bill in addition to Mann. And, besides Cooper's singing, there's nothing else but dancing. The latter category takes in Audrey Wyckoff, Bryant, Rains and Young, and the Gae Foster Girls. In view of the show's definite lopsidedness, it runs surprisingly smooth and well.

Mann scores the applause hit with his imitations, including those of Roscoe Ates, Jimmy Durante, Georgio Jessel, Chevalier, Walter Winchell, Ben Bernie, George Givot and Joe Panner. In addition, he's developing into an ace comedian, his gags and ad libbing furnishing the show's only comedy, but furnishing it well.

Cooper, who has an excellent stage presence to support his rich baritone voice, sings *Object of My Affections* and *Jane in January*, following with *Red, Red Roses* as background to a production number. Bryant, Rains and Young, one man and two women, which is an

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unusual combo for an adagio trio, do two excellent numbers in production scenes; and Miss Wyckoff scores as well as ever with the aid of her father and grandfather.

Miss Schottine, who, according to Mann, is a stunner in private life, does imitations of West, Garbo and Pitts with amazing vocal fidelity. The Gae Fester girls do three routines: A stair tap that's outstanding; a lovely ballet number in the Red, Red Rose scene, and a negligible Oriental finale. Two kids are pulled out of the line to do outstanding whirly in the Rose routine.

Freddy Mack leads the band from the pit, and does most of the announcing, doing it pleasantly and well.

The picture is *The Unfinished Symphony* (G-B), and attendance at the supper show opening day was fair. Stage layout runs two minutes over an hour.
EUGENE BURR.

Oriental, Chicago

(Reviewed Saturday Afternoon, Jan. 12)

Stage this week is occupied with Count Berni-Viel and his *Spices of 1935*, which for production value and pictorial stage effects is one of the best units to come this way. It is a much improved show over the one caught at the Capitol Theater here a little over a year ago.

The show opens with Bob Carney gagging a bit before he introduces the Count. As he plays *Mood Indigo* on his violin lights gradually coming up in the back reveal the 15-piece girl orchestra at the bottom of an elevated stage on which all the production numbers take place. This double stage idea is a good stagework wrinkle. After the eight chorus girls did a short number, Bobby Edgbert did an acrobatic tap routine and was followed by the *Palace of Buddha*, which featured Decounti and Romaine in a bronze dance. The band then played a medley of Western songs, and Paul Sutton sang *The Last Round-up* to a nice hand. Bob Carney, with Isabel Dawn and Joe Cowan, furnished several minutes of comedy in the next spot. The band did Ravel's *Boleto* as a production number and was seen on the upper stage level. Garner, Wolf and Haskins made their appearance and did their regular vaudeville act, which is filled with crazy stogie stuff that has them laughing besides having touches of music with a baby piano, accordion and fiddle.

Another production number, *Living Fountain of Versailles*, was a near nude idea with Decounti and Romaine contributing an adagio. Bobby and Mary held the stage next with an scenic tap routine that gave them a good hand. The band then did a medley of Southern tunes during which a scene representing the swampslands was shown and Paul Sutton sang *Chloe*. A very pretty number scenically. Bob Carney, with Isabel Dawn and Joe Cowan, made his second appearance for some more comedy. Miss Dawn sang *What About Me?* with a high kick routine and Carney did a drunk monolog and tap routine that was okeh.

The finale had the orchestra playing the 1912 *Overture* as a scrim was lowered on which fire effects were projected. The entire show is nicely mounted and lighted.

F. LANGDON MORGAN.

Earle, Philadelphia

(Reviewed Friday Afternoon, Jan. 11)
(First Show)

Ted Lewis and his *Happiness Revue of 1935* is the stage feature at the Earle this week. The "High-Hatted Tragedian of Jazz" has evidently bolstered his band, getting ready for his forthcoming Goodrich broadcast. Band has more volume and smoothness than any Lewis has led. Compares favorably to rest of big-time orks.

Program has a new idea in bringing in specialty dancers and singers. Instead of introducing numbers and letting them take the spotlight, Lewis uses them as illustrations for various numbers. Lewis takes plenty of time for his own copyright brand of chatter, half gagging, half stage tragedy, which went over big. Tricks with silk lid also appreciated by payees.

Program opens with Lewis doing a spiel before the curtain in a mortarboard, professor style, on "what is rhythm." Curtains open on band in elaborate set. Opening number *Happy as the Day is Long*, with Lewis doing the patter. Illustrating happiness, Kathleen Basset comes out for a fast strutting tap number.

Next number, *Two Cigarettes in the*

Dark, brings Ted to front mike for dramatic recitation, while stage darkens and couple stroll around smoking cigarettes. Charlie (Snowball) Whittier comes out next to put on a comic hypnotism number with Lewis. Snowball has back to audience during this, and turns around finally with false nose to put on a Jimmy Durante act. The little Negro comedian next sings *Diga Diga Doo* while Lewis gags at one side.

The Three Radio Aces rise from place in band to sing *You Ought To Be In Pictures*, while blond Mildred Gaye and Brunette Lois Sterner come out in peek-a-boo dresses and do slow waltz to illustrate.

The dance team of Jean Carroll and Jose Shalita, the latter a home-town boy, got a nice hand with a slow waltz.

Lewis returned to stage for a comic leading act, with ork playing stooges to his pantomime. The Radio Aces followed with *Limehouse Blues*. Stage darkened again and lights came up to reveal Carroll and Shalita doing a sexy tango. Snowball came back for a strutting dance, and the trio followed with *Tiger Rag*.

Lewis again in spot for a medley of songs he has popularized in past. Led off with *When My Baby Smiles at Me*, then *Me and My Shadow* with Lewis doing a slow dance and Snowball acting as shadow. Latter act was highlight of show. *Three O'Clock in the Morning*, again sung by Lewis, brought back Mildred Gaye to parade as illustration. *Wear a Hat With a Silver Lining* gave Lewis a chance to do his famous act with the topper, while *Peanuts* brought out Snowball as a Cuban peanut seller with roasting cart. Lewis sang the patter while tossing the fire-a-bag nuts to the audience, and all the dancers came out to do a rumba-tango as background. Program closed with Lewis singing *Adios, Au Revoir, Good-bye*.

The film is *The Band Plays On*.

H. MURDOCK.

Radio City Music Hall, N. Y.

(Reviewed Thursday Evening, Jan. 10)

The ace house of the de luxers went mediocre this week with its stagework. Very uninteresting layout and certainly unworthy of the large and capable production staff. Lacks sock specialties, and, most important of all, is devoid of the grandeur which has been a part and parcel of this house. The production numbers have no real beauty or creation, and that set of green oilcloth costumes has been sent here before. Also seems surprising that so dignified a house as the Music Hall would go in for burlesqued acrobatics involving falling pants, or street cleaners doing an *I Love a Parade* special. Just one of those of weeks. Current pix is Jessie Matthews in *Ebergreen*, a Gaumont British production. Not much business at this third show opening day.

Tornhauser is used for the overture this week, the symphony ork handling it very well but not getting anywhere because of its length. A stretch of 14 minutes is a long time.

The stagework is dubbed *Modern Serenades*, with the following credits: Produced by Russell Markert; settings and costumes by Vincent Minnelli; executed by H. Rogge; special music by Maurice Barom, Charles Cooke and Otto Cesano, and lyrics by A. Silverman and Eric von der Goltz Jr.

City Serenade is the opening number. Beatrice Joyce leads off with a song in fair enough voice, but what it's all about is something else. Frank and Harry Seaman, veteran performers of burlesque acrobatics, follow with their hokey stuff. The falling pants, the mauling of each other, etc., brought ripples from the reserved-seaters and others.

The next session, *My Serenade*, has a mixed team singing sweetly enough and they are followed by the ballet corps and a dance couple. The individuals engaged in this spasm are John Panter, Amy Revere, Nicholas Daks, Louise Fornace. The *White Wings Serenade* is sandwiched in this spot, the male singing ensemble doing a special in a street cleaners about how their business has fallen off and how much they love a parade.

The closing number is *Serenade to a Wealthy Widow*, the best dressed item of the lot. Don Cortez is in the role of the singing gigolo, while Amy Revere is the dancing object of his affections. They're followed by the Rockettes and the male singing ensemble in a black and white costumed number.

SIDNEY HARRIS.



NEW ACTS

Shirley Ross

Reviewed at the Valencia, Jamaica, L. I. Style—Singing. Setting—In one. Time—Thirteen minutes.

Miss Ross is being built up by MGM, which has the attractive young singer under contract, with vaude being one of the getting-acquainted media. She impresses as having an excellent future in show business, on the stage, screen and radio.

Her act is a well-handled affair. Short announcement before the turn opens tells something about her, with the screen coming down to give the public an idea as to how she looks in pictures. Sings one song in the trailer, which runs about four minutes, coming out after the trailer to do another chorus of the same number. Two other pops follow, with *Continental* as the encore. Here matters are spoiled by an altogether useless and tasteless cooch, too short to be much of anything, but enuf to leave an unpleasant taste.

Miss Ross went very well here, as she did in another house caught previously. She is a good looker with a nice voice and delivery.
J. F.

Demay, Moore and Martin

Reviewed at Orpheum, New York. Style—Flash. Setting—In one, two and full stage (specials). Time—Sixteen minutes.

This four-people flash needs considerable polishing before it can hope to get very far.

Act opens with two men and a blonde going into a ballroom dance that soon develops into a hokey number. This number depends on cleverness of presentation and on surprise, but it is being

State-Lake, Chicago

(Reviewed Sunday Evening, Jan. 13)

Tip Top Girls, a youthful aggregation of five girls, presented a varied line of tumbling, contortion and acrobatic tricks in the opening frame. One of the girls did an acrobatic tap routine and another did balancing and several tricks on roller skates. A fast turn that took two bows.

Four Mullen Sisters, in duce spot, have a neat singing act that is done without the benefit of a microphone and p-a system, which makes it a novelty. After the girls' opening number they did *Be Still My Heart*, *Breeze and Lover Come Back to Me*, which was done in a new and different manner, two of the girls playing grand pianos, another the violin and all harmonizing. Final number had two of the girls singing *Swanee River*, as the other two did *Humoresque*. Good hand.

Hunter and Percival opened, with Mae Percival singing *Goona Lose Your Gal* and being interrupted by Frank Hunter. The wop dialect that followed was good for plenty of laughs, with Miss Percival an attractive straight for Hunter's talk. Hunter did some comedy lariat work, and the act ended with a short bit of dance to *Sleepy Time Gal*. Good hand.

The stage revue opened with the State-Lake Sweethearts, costumed to represent white poodle dogs, who went thru a neat routine and gave several of the girls an opportunity for individual tricks. Louise Miller, attractive songstress, did three numbers. *Lost in a Fog*, *Happiness Ahead* and *Rain in the Nazi Spot*, and was rewarded with a heavy hand for her efforts. Could have done more. Was a hit. Larry Blake followed with several clever impersonations, among them those of Harry Richmond, George Arliss, Greta Garbo, Marie Dressler, Wallace Beery, Ned Sparks and Lionel Barrymore, the last named of which was probably the best. A hit. Marcy Brothers and Beatrice contributed a routine of singing, knock-about comedy and dancing, and chalked up a neat score. The finale was a pretty scene, with the State-Lake Sweethearts doing a waltz number as Verne Buck playing *One Night of Love* and *Moonlight Madonna* on his violin, later joining one of the girls for a waltz as he played *The Merry Widow Waltz*.

F. LANGDON MORGAN.

done so often nowadays that it's losing its appeal. Besides, it is done too crudely here.

The boy pianist then steps out for an accordion, singing and tap number. The accordion portion is okeh, but the singing is very weak. One of the men returns for a tap solo, and later all three join in an apache number. This one closes with the man throwing the girl into a high spin, landing right on her stomach. A thrilling finish. Brought the act a big hand.
P. D.

Phil Harris and Leah Ray

Reviewed at the State, New York. Style—Singing. Setting—In one and full stage (special). Time—Fifteen minutes.

Phil Harris, who has been on the air and in night clubs with his orchestra, and Miss Ray, who is his featured soloist, make a pleasing combination.

They do an ingratiating routine of popular songs, with a bit of dialog added to bind it all into a well-rounded act. Open as a love-making couple saying good night in front of the girl's home. This is the cue for their singing *Nighty Nighty*. Harris steps out to solo *You're a Builder-Upper*. Miss Ray joins him for *The Object of My Affection*, followed by her solo warbling of *Pop Goes Your Heart*. They join for the final warble. Thank you for a *Lovely Evening*.

Both have swell voices for romantic songs in addition to fine appearance. Harris is reminiscent of Harry Richman, incidentally.

In addition to whatever b-o. draw they might have, they offer an informal but smooth singing turn that should have no trouble clicking anywhere.
P. D.

London Bills

LONDON, Jan. 7.—Devito and Denny Four, with Dot Stevens, American hokey combo, clicking well here, have the distinction of being the first act in many months to be held over at the Holborn Empire. Other outstanding hit of the bill is Trease O'Shea, English comedienne, who is rapidly climbing to stardom.

Only new opening is that of Betty Jane Cooper and Lathrop Brothers, polished American dance novelty, last seen here two years ago, who opened this week and are heading the Dorchester Hotel show. Act is a sock hit.

Belle Baker is a sensation at the Mile End Empire, East Side house, and has to do six or seven encores at each showing.

Smith, Rogers and Eddie, American hokey, acro and dance team, click solidly at the Trocadero, where they share honors with the Dolinoffs and Raya Sisters, one of the most original of European dance novelties.

George Prentice, with the *Punch and Judy* show, is a sensation at both the Palladium and Savoy Hotel, and he is held over indefinitely at both spots. Roth and Shay, American acrobatic comediana, also score heavily at the Savoy.

De Wolfe, Metcalf and Ford, American comedy dancers, still win show honors at the Alhambra in *The Sing Boys*.

Larry Adler, American harmonica virtuoso, doubles between the Place and the Trocadero and registers heavily at both spots.

The Flying Concellos are the undoubted sensation of Bertram Mills' Olympia Circus, and the Crazy Show remains at the Palladium.

Billy Diamond on Cruise

CHICAGO, Jan. 12.—Billy Diamond left on his long-planned West Indies cruise this week with Mrs. Diamond, sailing on the S. S. Kungsholm Wednesday morning. Trip is in celebration of their 23rd wedding anniversary. They were accompanied by Lou Reinheimer, operator of the Roseland-State Theater here, and his wife. During Diamond's absence the office will be in charge of Johnny Jones, of Jones, Linick & Schaefer, and Dick Hoffman, assisted by Arnold Hirsch, who has temporarily joined the staff.

Soviet Bookings Shaping Up; More Acts Submitted for Okeh

NEW YORK, Jan. 14.—Alexander Basy, head of the Amsov Agency here, leaves January 25 aboard the Berongaria for Soviet Russia. He says he hopes to accompany the first troupe of acts over and supervise the staging of the first bill of American acts in Moscow. Basy says he is bringing with him a score of authorizations from acts wanting to make the Soviet trip. Among the latest authorizations are those of Kramer and Scott, Four Fantinos, Kurtz and Kurtz, Fraffk Reckless Trio, Six Rileys, Four Novillos and Colleen Troupe.

Official okehs from the Soviet government have just come in for W. C. Ritchie, the Mangan Troupe, Alex Rothow, Captain Willie Maus and the Phil Spitalny Orchestra, according to Basy. Spitalny

has been given a route, opening in Moscow in May.

Basy says he has to straighten out a few things while in Moscow. He must arrange for his commission from the government and must complete arrangements for the comfort of acts he books. He denied that the Soviet rubles are worthless. He says they have no exchange value out of the USSR, but are okeh within the country, where they must be spent.

Basy says he would like to hear from acts desiring to make the tour before he leaves so that he can submit them when in Moscow. Charles Adler, his associate, will remain here during Basy's absence.

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Opponents of Sundays have always advanced, as one of their chief arguments, the fact that the actor would be deprived of a day of rest.

NEW 802

(Continued from page 4)
claim being pay is far below the standard set by the local. The musicians are being lined up so that no man, regardless of necessity, will work at cut rates, while a meeting will be held in the near future to lay the law down to the producers. Local is currently battling the Etting Theater, New York, along those lines.

Reports are that Edward Canavan, Chairman of the local, is going to the national body to have fines and judgments against various officers now in, but who were fined when the autonomy battle was raging, rescinded.

30 PER CENT

(Continued from page 3)
eases. Many of these have been forced out by competition from the legitimate and recognized cafe proprietors. The wedding-out process of the first repeal year is welcomed by Weber as a healthy sign. With the beer garden and cafe business settling down to a permanent basis, musicians will and working conditions much better, Weber feels.

THEATER AUTHORITY

(Continued from page 3)
vicer to the League of New York Theaters, signed a letter going out to all local theater managers and producers. It informs them of the Theater Authority's plans and cites the promised co-operation from Deputy Commissioner of Public Welfare Stanley Howe and from Commissioner of Licenses Paul Moes.

Theater managers and producers are asked to refer to the Authority "individuals and organizations wanting a theater (free or otherwise) for the purpose of running a benefit. When a benefit has been approved... you can rest assured that it will be for a good cause... inasmuch as 15 per cent of the gross receipts will go to the Theater Authority.

Since it reorganized last month the Theater Authority has collected \$1,200. Ralph Whitehead is executive secretary, with Corelli assisting, and Sam Scribner is president.

The magistrate's court dismissed the case against the producers of *Becky Street*, which was presented at a benefit for the Scottsboro boys at Mecca Temple two weeks ago. The producers claimed they had nothing to do with the promoters of the benefit and had received no compensation for the show's cast. The benefit is understood to have cost its sponsors \$407, as a matter of fact.

Two Million Loew Profit in 12 Weeks

NEW YORK, Jan. 14.—Loew's, Inc., reports an approximate 30 per cent increase in net profit for the 12 weeks ended November 29, 1934, as compared with the same period the year before. The company's share of the operating profit, after subsidiaries' preferred dividends, was \$3,167,903. With depreciation and taxes amounting to \$1,168,595 deducted, the net profit was \$2,001,308, as compared with the net profit of \$1,564,808 the year before.

This means \$14.64 on preferred shares and \$1.23 on the common.

SPONSOR-SKITS

(Continued from page 3)
sketches, running 20 to 30 minutes, in neighborhood movie houses. Announcements plugging the commercial sponsor will precede and follow the sketch in the usual radio manner. In a sense, this is a revival of the commercial vaudeville acts that flourished for a short time two years ago.

The first sketch, *Oliver White*, four people, headed by Stuart Beebe, played one performance Wednesday night at the Skouras' Audubon Theater. Beebe, who is from the Alviene School, also directed the sketch, which is as yet without a sponsor.

When commercial acts held the spotlight in vaudeville, they were sold to theaters at half cost. The sponsor took care of the other half of the cost, and was repaid by the billing, marquee and stage-setting advertising.

VAUDEVILLE NOTES

RICHARDS & GOLFORB AGENCY has spotted the Marti Michael and 14-piece orchestra into the Biltmore Hotel, New York, for tea dances and into Murray's in Tuckahoe, N. Y., evenings. The orchestra will also make recordings for the American Recording Company.

ANATOLE FRIEDLAND says vaude is too quiet nowadays and that he's going to take a fling at legit.

GUS VAN has been elected to the AFA executive council.

MARGARET WEST and her Rafter 8 Riders Orchestra, an NBC act, have just completed a series of recordings for the Decca Recording Company.

HARRY BLACKSTONE'S UNIT has been given some more Loew dates.

FRANKIE MASTERS, for years bandleader and emcee for Balsban & Katz and more recently at the College Inn and Terrace Garden, Chicago, has been engaged by Universal to play the juvenile lead in the film *The Great Ziegfeld*. His orchestra will also be used in the picture.

AL ROME, formerly of Rome and Gaut, and Joe Rome and Jane Keith have formed a new turn called *Rome, Inc.* Open at the Globe, Bridgeport, Tuesday.

ARTHUR LLOYD is staging and heading shows for the Holland-American Line ships.

LILLIAN M. BEATTIE is putting out a new unit called *Bohooland*. The cast

SUNDAY BILL

(Continued from page 4)
several weeks ago, the actor's one day of rest a week will be protected.

Senator Julius Berg, whose Sunday show bill lost out overwhelmingly in the last session, introduced his new bill this week, amending the present laws to allow for local option. He also introduced an amendment to the labor laws, providing that every employer operating a place where dramatic and musical productions are shown shall allow the employees, including the performers, at least 24 consecutive hours of rest in each calendar week. He also introduced an amendment to the penal law providing that permission for Sunday shows be invalid if the one-day-off-a-week amendment were not observed. The bills have been referred to the Senate Committee on Labor.

Whether or not the amendment providing for one day off would affect vaude and presentation houses has not been learned.

The amendment in the lower house was introduced by Assemblyman Irving D. Neustein and would amend the penal law to permit theaters to give performances on Sundays of any tragedy, comedy, ballets, farces or Negro minstrelsy.

Sunday shows, which have been a long-fought question in legit, are conceded to have an excellent chance of going thru this year. This is mainly due to the stand of the State Federation of Labor, which recently came out in favor of the Sabbath performances. Equity, of course, is still opposed to Sundays, but it is felt that if the State law is changed, the organization will

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8 Original Acts for Male and Female.
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Great Ventriloquist Act.
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Trio, Quartet and Dance Specialty.
Musical Comedy, Tab and Burlesque.
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ORCHESTRATIONS
Music Manuscript Paper.
ZINK MUSIC COMPANY
2201 N. Newton, Springfield, Mo.

"The Distaff Side"

(Pasadena Playhouse)

Lenore Shanewise, director. Cast: Ethel Griffies, Ellen Van Volkenburg, Virginia Brissac, Caroling Howard, E. Stewart-Tavant, Peggy Campbell, Harold Webster, Sharley Simpson, Florence Gill, John Evans-Curtis, C. Kyle Bellow, Emerson L. Fisher-Smith, Phyllis Munro-Wark.

When Pasadena's amateur players brought John Van Druten's current Broadway play to the Coast it met with reception that already has necessitated its billing for an extra week. But their link with the New York legit is not alone responsible for the interest it holds; several members of the capable cast are really putting it over.

Ellen Van Volkenburg's Mrs. Millward is best of the sustained characters, but credit excellent bits to John Evans-Curtis for his handling of the out-of-his-head scene of Toby; to Ethel Griffies, as Mrs. Venables, and to Virginia Brissac and Kyle Bellow for comedy contributions. All, by the way, are English players.

Peggy Campbell and E. Stewart-Tavant give satisfaction in younger parts. Blackford.

American Academy Students Present Barry's "Holiday"

NEW YORK, Jan. 12.—The senior students of the American Academy of Dramatic Arts presented a slow-moving version of Philip Barry's Holiday yesterday afternoon at the Empire Theater. The varve and lift so necessary to the Barry type of smart comedy were lacking, and the tempo was geared to a snail. That last, of course, was a fault of the direction rather than the acting.

Elizabeth Briggs presented an unusually placid Linda, a Linda who lacked almost completely the half-hysterical nervous excitement that gives the role most of its effect. She rose nicely to the big moments in the last act, however. Gilbert Ralston, as Johnny, was also at his best in the final act, in which he gave a forthright and effective performance. Earlier he seemed somewhat ill at ease amid the lightweight Barry banter.

The best performances of the afternoon were turned in by Marc Daniels and John Raby, as the father and Ned respectively. Raby was the only one who caught the method of delivering Barry's lines in order to give them full value, doing excellent work throughout. Daniels turned in one of the best old-man performances for a youngster that this reviewer can remember. It was

Plays Announced

"The Simpleton of the Unexpected Isles," by George Bernard Shaw (Theater Guild, 245 West 52d street).

"Awake and Sing," by Clifford Odets (Group Theater, 235 West 44th street).

"No Man's a Hero," by Kay Kenny (M. S. Bentham, 1564 Broadway).

"Rosmersholm," by Ibsen, in a new translation by Eugene Gay-Tiffit (Katharine Cornell, RKO Building) (next season).

"People Like Us," by Jack Norworth and Mark Swan (Hammerstein and Du-Fur, 1564 Broadway).

"Abide With Me," by Clara Booth Brookaw (A. M. Woods, RKO Building).

"Loose Moments," by Courtney Savage and Bertram Mabbs (Walter Martwig, 152 West 46th street).

Original character sketches written and played by Helen Howe.

detailed, effective and entirely authentic. Robert Oberreich and Rose McGehee did much less burlesquing of Seton and Laura Cram than one has learned to fear in non-professional productions, doing generally nice work; John Neill and Marion Whitney romped thru the fat Potter parts. Sarah Clifford was adequate—and pretty—as Julia. Robert Williams and Mildred Pearce played the bits.

In addition to the lack of verve and the slow tempo, there was a general tendency to let lines fall flat thru sheer, unadulterated inaudibility. Dorothy Sparks, William Kora, David

In a recent column Mr. Heywood Brown, the genial Dr. Johnson of his day, wept hot tears over the fate of the theater. Mr. Brown grows angry (as all of us do) when he looks upon the sad state to which the stage has fallen, despite the fact that there are millions of people over the length and breadth of the land who pine for the drama as much as the drama pines for them. They are kept away, says Mr. Brown, by the high price of tickets, a situation, incidentally, which at present is in the process of being remedied. Poo-pooling the managers' argument that their expenses cause the high admission scale, he says that the best show he ever saw cost only a couple of hundred dollars to produce. It was, he says, the Equity benefit staged during the strike, disregarding with blissful facility the fact that it would have cost a commercial manager not several hundred but many thousand dollars to get those same performers to appear even for a single night.

Passing with easy transition to an entirely different question, he cites the number of players and theaters idle in New York, and suggests that the actors take things in their own hands, going to work whether or not a manager asks them to. "If I were an actor," says Mr. Brown, at long last convinced that he isn't one, "I would go out and act for pines and pennies in a back room of somebody's cellar."

That statement, of course, displays a rare lack of knowledge of the situation. The reasons why an actor couldn't do that, even if pines and pennies were edible commodities, are as numerous as they are well known. But Mr. Brown continues: "I would not be content with the state of the profession in which players cannot play because so many of the theaters have gone to the banks and the trust companies. In my daily two-mile walk I generally pass a large modern theater which has not had a single tenant for some six or seven seasons. 'T'd like to see the actors, the musicians, the stagehands and the electricians knock upon such a door and say, even to the unresponsive walls: 'You are not the theater. We are the theater. How dare you keep us out?'"

For one thing, Mr. Brown seems to forget that such a group would need not only a theater but also a play. Some difficulties might be encountered there, since any recognized writer—or even an unrecognized writer with a play in which he saw chances of success—could be forgiven for hesitating before he turned a drama over to an indiscriminate group of actors, musicians, stagehands and electricians.

Even with a play, however, difficulties would be encountered. A good director would have to be obtained, a press agent, various others—and above all, a leader, a manager. Some sort of ability would have to be made the basis for inclusion in the group, and some one would have to assign parts. The difficulties are abundant.

And there is also the fact, with which Mr. Brown should have more than his evident nodding acquaintance, that stagehands and musicians have of their own accord and in their own councils decided that co-operative shows are not for them. And they surely should know what is best for themselves. Under present conditions, Mr. Brown's idealistic group would be ripped wide—and by its members' own unions.

Even the actors aren't allowed to co-operate any more. Equity members grew tired of holding the bag for innumerable co-operative fiascos, and Equity finally ruled that actors could not play co-operatively in any show in which the stagehands and musicians refused to take the same pot luck. Actors getting pines and pennies had supported stagehands getting full salaries too many times.

Mr. Brown's suggestion is all very nice and idealistic, but it won't work—and unworkable plans will do little or nothing to help the present state of the theater. The only way anything could be done would be for the actors themselves to organize individual groups, go out and hire stagehands and musicians, and put on what plays they could—preferably repertory revivals, since in repertory lies the hope of the stage. In most cases the

Injunction Proceedings Started by Ticket Men

Code Authority members are defendants in complaint filed in Supreme Court—will be argued in 20 days—Wittenberg reports Washington will aid Authority

NEW YORK, Jan. 12.—The threatened injunction proceedings of the Theater-Ticket Brokers' Association against the ticket provisions of the legit code began this week with the filing by Charles S. Abrams, counsel for the TTBA, of a complaint in Supreme Court, preparatory to seeking an injunction that would restrain the Code Authority from enforcing the ticket provisions of the code. Five members of the TTBA signed the complaint, which names the entire personnel of the Code Authority as defendants. It is returnable in 20 days, with the question to be argued at that time. The complaint is an allegation of the brokers' grievances against the code, and as soon as Philip Wittenberg, counsel for the Code Authority, files notice of appearance Abrams expects to apply for a temporary injunction pending a hearing. If granted it would immediately suspend the ticket regulations. Wittenberg, meanwhile, has announced that he has obtained the cooperation of the NRA officials in Washington in defense of the suit.

Ainsley, Marcelle La Rose, Lois Leng and Ethel Korosy appeared in the first act of Sidney Howard's The Silver Cord, which was used as the curtain raiser. Mrs. Sparks' work as the mother stood out. EUGENE BURR.

Coast ATAM Elects

HOLLYWOOD, Jan. 12.—The Pacific Coast branch of the Association of Theatrical Agents and Managers this week elected G. Horace Mortimer president. Other officers are Edward G. Cook, William F. Molitor, Fred G. Lotto and J. Frank Gibbons.

FROM OUT FRONT

By Eugene Burr

In a recent column Mr. Heywood Brown, the genial Dr. Johnson of his day, wept hot tears over the fate of the theater. Mr. Brown grows angry (as all of us do) when he looks upon the sad state to which the stage has fallen, despite the fact that there are millions of people over the length and breadth of the land who pine for the drama as much as the drama pines for them. They are kept away, says Mr. Brown, by the high price of tickets, a situation, incidentally, which at present is in the process of being remedied. Poo-pooling the managers' argument that their expenses cause the high admission scale, he says that the best show he ever saw cost only a couple of hundred dollars to produce. It was, he says, the Equity benefit staged during the strike, disregarding with blissful facility the fact that it would have cost a commercial manager not several hundred but many thousand dollars to get those same performers to appear even for a single night.

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Abrams, it is expected, will on Monday file a number of affidavits to support the complaint. These will contain specific allegations.

The complaint already filed charges that the ticket provisions of the code are "illegal, invalid and unconstitutional," in that they "tend to create or establish or maintain a monopoly in the marketing or sale in the State of a service in common use and will tend to, and actually restrains and prevents competition . . . and actually prevents the plaintiffs from exercising a lawful trade . . . and is as attempt to fix the price of tickets . . . and that theater ticket brokers are not now fully represented in the said Code Authority, but sit only when matters involving theater tickets are concerned while other branches of the industry are fully represented at all times, and, in that, it is an assumption of power and authority not conferred, and which could not be conferred, by Congress or by the Legislature of the State of New York, pursuant to the Constitution of the United States of America or of the State of New York."

The plaintiffs also allege that their business "is not one affected by a public interest" and that they are not engaged in "interstate commerce or interstate business"; that "none of them has entered into any agreement with the said Code Authority"; that they are unable to comply with the ticket provisions of the code "by reason of the fact that they do not receive for sale from the producers and managers of theatrical productions a fair, equitable or proportionate distribution of theater tickets or of desirable theater tickets, have been compelled to pay premiums therefor, and must often purchase the same from favored brokers at a sum of and in excess of 75 cents of the box-office price plus tax, are burdened with heavy operating charges, and for these and other reasons cannot remain or continue to do business if they are compelled or required to resell such theater tickets to their clients or patrons at the price fixed by the Code Authority."

They also charge that their inability to secure tickets under the present code conditions has "caused and will cause irreparable injury and substantial damage to the plaintiffs" and will ultimately force them out of business, to lose their investments and leave themselves open to a number of actions for which they have no remedy at law.

As a result of the grievances the plaintiffs ask that the defendants be restrained from enforcing the ticket provisions of the code, from prohibiting consignment of tickets to them, or from threatening or maintaining any action, "criminal, civil or equitable," against them.

It is the allocation issue which is figured as the basis for the brokers' kicks. They made an effort to have allocation provisions included in the code, but they were omitted, and it was then that the seat peddlers started their tonk war.

The brokers have charged that one specific producing firm has been withholding tickets in order to give them to a favored agency. This was not included in the complaint, but an action may be started against the firm later. It is also possible that specific charges against this firm will be included in the affidavits to be turned in Monday.

BROADWAY RUNS

Performances to January 12, inclusive.

Table with columns: Dramatic, Musical Comedy, Title, Date, Opened, Perf. Includes entries like 'Accent on Youth', 'Children's Hour, The', 'Mead Side, The', etc.

BROADHURST

Beginning Monday Evening, January 7, 1935. THE PETRIFIED FOREST

A play in two acts by Robert Sherwood, starring Leslie Howard. Staged by Arthur Hopkins. Setting by Raymond Govey. Presented by Gilbert Miller and Leslie Howard, in association with Arthur Hopkins.

- A Telegrapher... Alilo Boulton
Another Telegrapher... James Doodly
Boze Hertzlinger... Frank Milan
Jason Maple... Walter Vonnegut
Paula... Esther Leeming
Gramp Maple... Charles Dow Clark
Cabby Maple... Peggy Fadden
Alan Squire... Leslie Howard
Herb... Robert Porterfield
Mrs. Chisholm... Blanche Sweet
Mr. Chisholm... Robert Hudson
Joseph... John Alexander
Jackie... Ross Hertz
Ruby... Tom Fadden
Duke Mantel... Humphrey Bogart
Pyles... Slim Thompson
Commander Klepp... Aloysius Cunningham
Hendy... Guy Conradi
Sheriff... Frank Tweddell
A Deputy... Eugene Keith
Another Deputy... Harry Sherwin

The Scene is the Black Mesa Bar-B-Q, a Cafeteria and Lunchroom at a Lonely Crossroads in the Eastern Arizona Desert. The Action Begins Late in the Afternoon of an Autumn Day in the Present Year and Continues into the Evening of the Same Day.

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

At the outset let it be said that Robert Sherwood's The Petrified Forest, which Gilbert Miller, Leslie Howard and Arthur Hopkins brought to the Broadhurst Monday night with Mr. Howard as the star, is an undoubted hit.

At the outset let it be said too that this reporter had a good time at the Broadhurst, thanks to a number of really bright lines, the smooth and effective direction of Mr. Hopkins and the superlative playing of a generally excellent cast.

But hit or no hit the play is poor. The cast, the director and Mr. Sherwood's sporadic dialogic felicity may make the evening amusing, but they fail to cover the glaring defects of the play. Those defects are many; perhaps it would be simplest to list them and let it go at that.

1. The Petrified Forest is a mixture of comedy and pale tragedy that simply fails to jell. In brief, the plot deals with an intellectual hobo who comes to an Arizona filling station and falls in love with the proprietor's daughter. She wants to go away with him, but he has sense enough left to refuse that. However, a band of killers appears, terrorizes everybody into early-Michael-Arlen philosophical manderings, and the 'bo asks the chief killer to bump him off, after signing over his insurance to the gal. It will enable her to go to France and study art, thereby keeping alive the artistic flame that he himself has failed to nourish. The comedy is in the lines; the pale and sloppy tragedy (or fulfillment) at the end strikes a jarring note, also it is introduced at intervals thruout the earlier sections. The two lines of attack get annoyingly

tangled, tripping up both actors and audience.

2. The play peters out dismally at the end, during the 'bo's sentimentalized death scene, in what was evidently intended to be Mr. Sherwood's most lushly heart-throbbing moment.

3. Despite a generous portion of good lines sprinkled like cinnamon over the top of Mr. Sherwood's streuselkuchen, the greater part of the dialog is hollow and false, arising not at all out of the characters themselves (it would be hard for any dialog to do that), but seeming rather to stem from the author's desire to say certain pet things in certain pet ways.

4. The characters themselves are copper-sentimentalized puppets of the Disillusioned-Young-Intellectual school. The 'bo is of a piece with all the sad young men of the pre-depression days; the girl is Laura Jean Libbey with a couple of cuss words thrown in, and the killer is idealized in the accepted moral-paradox manner of 10 years ago.

5. The lush and undisciplined sentimentality is appalling. The characters wallow in self-pity and cheap emotionalism; the plot hinges upon facile sentimental tricks that have connection with neither life nor art. A reporter who has managed to stomach A. A. Milne in large doses felt his gorge rising at the more thickly stewed of Mr. Sherwood's heart alone.

6. The philosophy or thought behind the play (which alone could excuse it, seems based upon two concepts; the ideas we formerly held and the people who held them have become petrified, like the stone trees in Arizona's stone forest; and, nature will inevitably take her revenge—when man thinks he has conquered her physical aspects he finds that she has defeated him thru a process of mass neurosis.

The entire approach to the plot, the characters and the thoughts behind them seem like something from the theater's 1925 past. This is particularly true of Mr. Sherwood's thoughts about nature's neurotic revenge, which belongs far more in what he himself calls the post-Fitagernd period than in the present. The whole impression is of something written in the early '20s, when it was smart to be disillusioned, and then brought spuriously up to date by the addition of a few cracks about the Depression. In 1925 The Petrified Forest would have been one of the then-acceptable pseudo-intellectual sagas of genteel defeat. Now it is merely an annoying anachronism. As for its lush sentimentality and its essential unimportance in the realms of both thought and the theater, they remain unchanged, no matter what the year.

The cast is excellent, with Leslie Howard, as the 'bo, giving a fine performance—the he does indulge in many easy, surface tricks that he would have scorned a few years ago, before his celebration in the cinema. Peggy Conklin, a young lady who skated gracefully on the thin ice of Pursuit of Happiness, falls thru, as the girl, into Mr. Sherwood's sentimental duck pond. She gives a one-toned one-dimensional performance, and it is her fault, in a large measure, that the final scenes fall flat.

The best work of the evening is contributed by Blanche Sweet and Humphrey Bogart. Miss Sweet, the greatest of the screen's Anna Christies, plays an incidental part, but gives her one long speech with such a knowledge of stagecraft and stage effect that it steals the show. Pathos, comedy and tragedy are mixed in that speech, and Miss Sweet gets each effect when and where she wants it; it's one of the best jobs of the season. Mr. Bogart, who, like Henry Hull, has been saddled with a long line of stuffed-shirt roles, is allowed to show what he can do as the killer. He can do plenty, turning in a detailed, effective and altogether grand characterization. Frank Milan, Charles Dow Clark, Robert Porterfield, Walter Vonnegut and, in fact, almost everyone else are outstanding in the support. The cast teems with show-stealers. EUGENE BURR.

THE NEW PLAYS ON BROADWAY

EMPIRE

Beginning Monday Evening, January 7, 1935. THE OLD MAID

A play by Zoe Akins, founded on the novel of the same name by Edith Wharton, starring Judith Anderson and Helen Menken. Staged by Guthrie McClintic. Settings and costumes designed by Stewart Cheney. Scenery constructed by Vall Scenic Construction Company, and painted by Bergman Studio. Costumes executed by Helene Della Lovell (Later Mrs. James Ralston).

- Charlotte Lovell (Her Cousin)... Judith Anderson
Mrs. Jennie Meade... Helen Menken
Mary Ricard Bridget... Mary Ricard
Hope Landin Ciemintina... Hope Landin
Yvonne Nash Dr. Lanskill... Yvonne Nash
George Mann Mrs. Mingeoff... George Mann
Margaret Dale Joseph Ralston... Margaret Dale
Robert Wallstein James Ralston... Robert Wallstein
Frederic Voligt Servant... Frederic Voligt
Gail Reade Dee (Della's Daughter)... Gail Reade
Florence Williams John Halsey (Her Husband)... Florence Williams
Warren Trent Lanning Halsey... Warren Trent
John Cromwell Tina... John Cromwell
Margaret Anderson

The Scene is New York. ACT I—Scene 1: Della Lovell's Room, Lovell Place, 1830. Scene 2: A Day Nursery in Mercer Street, 1836. ACT II—The Ralston Drawing Room, Gramercy Park, That Evening. ACT III—Scene 1: The Same Room—13 Years Later. Scene 2: The Same Room—Five Hours Later.

Advertised curtain time—8:50. Curtain rose at showing caught—8:51.

The difficulties of turning a novel into a play are notorious. They have been met, at least in part, by Zoe Akins in her dramatic adaptation of Edith Wharton's The Old Maid, which Harry Moses brought to the Empire Theater Monday. The rambling time-structure of the novel spans a life; its drama is of the static sort found in long-enduring situations. Both of these obstacles the adaptor had surmounted in excellent fashion. The play rambles on occasion in its effort to include as much of the book as possible, but Miss Akins has picked for her drama those points which represent the crux of the situations. The play, as usual with dramatizations of novels, is slow in getting under way, but once it reaches its first emotional crux at the start of the second act it becomes strong, moving and almost terrifyingly effective.

It is a delicate psychological melodrama of the minds of women—of two women—telling of the shy, subconscious, horrible machinations of one as she steals from the other her daughter, who is also the daughter of the man they both loved, and tell, too, of the jealous, blasting jealousy of the mother, jealous first of the father and then of the child, as they both turn to the other woman.

Della Lovell, when her sweetheart is silent for years, turns in marriage to James Ralston, of the social Ralstons of 1830 New York. Her poor cousin, Charlotte, who loves the man who loves Della, gives herself to him. She doesn't tell him of the child, sending it as a foundling to her old Negro nurse, and then starting a free kindergarten for poor children, so that she may be with it. That the child is Charlotte's is not divulged until the second act—and it is then that the drama and tragedy and pathos of the play begin.

Years later Charlotte, too, is about to marry a Ralston. But he insists that she give up her nursery, and she goes to Della with her problem. Della, who still loves the departed father, promises her that she can keep the child—and forthwith sets out, subconsciously perhaps, to tie the child to herself in memory of her still enduring love. On her own initiative she breaks off Charlotte's marriage by a subterfuge, and Charlotte agrees to renounce her own happiness in order to keep her child.

Later, when Della's husband dies, she takes them both in—and she wins her point when the child, growing up, regards her as her mother, while Charlotte watches in the thin, pale guise of an annoying maiden aunt. Della spoils the girl and wins her love; Charlotte, in a frenzied effort to keep her from her mother's mistakes, wins only vituperation and disregard. In the end, in order that the wife may marry the man of her choice, Della legally adopts her, and Charlotte loses all hold over the child, for whom she has given up her life. She is nothing but an annoying maiden aunt.

Any synopses must fail to impart the delicate psychological horror with which the play is packed; any synopsis must

leave out the fine and beautifully etched handling of the wistful tragedies of both the women. For Della's is a tragedy, too; she has won the love of both father and child, but she has failed to possess either of them in reality. In surface fact they both belonged to Charlotte. Charlotte has possessed their bodies and Della their souls, and neither woman may rest complete.

The acting is splendid, with Judith Anderson playing Della with firmness, reticence and fine effect, and Helen Menken playing Charlotte with a wistful sincerity that reaches throat-catching heights in the last act. Miss Menken's performance in the earlier scenes resorts to trickery and sing-song, but anything may be forgiven her for her last-act effects. The supporting cast is uniformly excellent.

If it had no other assets (and it has others) Miss Akins' dramatization would be commendable because it improves so markedly as it goes along. The first act is slow, the second vitally dramatic, and the third the most touching and tender, gripping and affecting last act in seasons.

It is a delicate, sensitive, immensely appealing play, made brilliant by two brilliant performances.

EUGENE BURR.

AMBASSADOR

Beginning Wednesday Evening, Jan. 9, 1935. A LADY DETAINED

A comedy-melodrama by Samuel Shipman and John B. Hymer, starring Oscar Shaw and featuring Claudia Morgan. Staged by Clifford Brooke. Settings by P. Dodd Ackerson. Presented by S. L. Latham. Happy Jackson... Oscar Shaw
Buzz Willett... Jack Hartley
Frank Cavola... Sydney Mason
Duke Bradford... Oscar Shaw
Joe Darcy... Calvin Thomas
Joan Palmer... Claudia Morgan
Shelton Palmer... Jane Grey
Craig Palmer... Clifford Brooke
Clara... Gay Fortune
George Merrill... William David
Inspector Wheeler... John M. Kline
Chi-Chi... Helene Petri
Louise... Shirley Gibbs
Jimmy... Ralph Holmes

ACT I—Scene 1: Duke Bradford's Camp in the Adirondacks, N. Y. Early September. Present Time. Scene 2: A Drawing Room in the Palmer House, Larchmont, N. Y. The Following Evening. 10 P.M. Scene 3: The Camp. Two Days Later. About 8 P.M. Scene 4: The Same. Next Morning. 11 A.M. ACT II—Scene 1: The Palmer Drawing Room. Two Days Later. Scene 2: The Camp. Three Days Later. Late Afternoon. Scene 3: The Same. Five Minutes Later. Scene 4: The Same. Dawn. The Next Morning.

Advertised curtain time—8:50. Curtain rose at showing caught—8:54.

If it isn't a little obvious, let's say that the press of the entire country is currently covering the most dramatic kidnaping case ever to break. Its ramifications and events are so fantastically dramatic that they outdo an Edgar Wallace thriller—or any other for that matter—like the walnut shell covers the mysterious pod. Which leads to the fact that such a time is as good as any to bring forth a puerile and stupid kidnaping play such as A Lady Detained. The point, however, is that the lady never should have been, nor should the opus itself, at a theater. It raises again that ever-popping-up question: why do playwrights, producers and actors do it?

Into a cozy Adirondack hunting camp owned by Duke Bradford (Oscar Shaw) stumbles June Palmer (Claudia Morgan), daughter of a so-called millionaire. She has been en route on a record-breaking airplane flight, she modestly admits, but was grounded. Besides Bradford there are three other musical comedy fellows, all four being bootleggers, turned defeatists because of repeal. Needing money, they kidnap the fair damsel, but Bradford falls in love with her and, after visiting Momma and Poppa to collect the spoils, is heart-broken because of their anguish, returns, releases the lass and brings her home. Naturally—surely you know—he is put on the spot by his playmates, is forced to bring back the girl to show he didn't double-cross them and is saved by a convenient explosion. And those that should have, lived happily ever after.

The play defeated any chances of acting. Mr. Shaw picked a flop for his legitimate theater debut. Miss Morgan does what she can with her rather incredible part and the gangsters are fairly well handled. Sydney Mason being most convincing of the three in a poorly written part. He seemed to be the only one able to make the role of boom-boom man seem anything.

JERRY FRANKEN.

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40th ANNIVERSARY.

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25 West 45th Street, New York.

JOURNEY'S END

Quincy Post, 65 Madison St., with the Stagecrafters to Show "Journey's End," January 24, 25, Alhambra Theater.

AMERICAN ACADEMY OF DRAMATIC ARTS

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INDICTMENT NO SURPRISE

Michigan Facing Amusement Tax

DETROIT, Jan. 12.—A legislative proposal to tax the entire amusement industry shared the spotlight at the Capitol at Lansing with a State income tax amendment to the constitution when the Legislature organized on Wednesday. The bill was introduced by Representative Frederick Kappler, Democrat, of Lake Linden.

With a Republican administration the bill represented a minority measure, and exact support it might receive was not discernible at once. Theater men were taken somewhat by surprise, as the amusement tax was not an issue in Michigan during the last Legislature.

The Kappler Bill is about the most sweeping, from a preliminary survey, that has been offered in Michigan in several years, and would apparently apply to every branch of the amusement industry, with such minor exemptions as could be claimed on educational or similar grounds. The tax levied would be 10 per cent of all admissions, with no exemption specified. The money would be used for old age pensions and for primary school purposes.

FBI Elects

SEATTLE, Jan. 12.—The following well-known film executives have been named as officers and trustees of the Seattle Film Board of Trade, to serve during 1935: President, Neal East, Paramount Pictures; vice-president, Al Ortoy, Warner-P. N., and secretary-treasurer, E. A. Lamb, Radio Pictures. Trustees: J. T. Sheffield, Sheffield-Monogram Pictures; H. Edmonds, manager Fox Films, and Neval Walton, manager Columbia Pictures.

Bill Curbing Minors Presented in Albany

ALBANY, N. Y., Jan. 12.—Amendments of the Education Law and also the Penal Law relative to the admission of children to motion picture theaters were introduced in the Legislature today. The provisions of the bill provide that at no time may a child under 16 years of age be admitted to any motion picture performance without being accompanied by its parent, guardian or an adult person authorized by its parent or guardian unless such motion picture performance is given under the auspices or for the benefit of any school, church, educational or religious institution not operated for profit.

This amendment was introduced by Assemblyman Charles H. Brethbart, Democrat, of Kings County, by profession an attorney.

Gutenberg Heads Wis. Indie Unit

MILWAUKEE, Wis., Jan. 12.—Plans for a strong State-wide independent exhibitors' association were completed at a two-day meeting, January 3 and 4, at the Hotel Plankinton here by the newly organized Independent Theaters' Protective Association of Wisconsin and Upper Michigan, Inc. At the gathering by-laws and articles of incorporation were adopted, with officers named as follows:

A. C. Gutenberg, Milwaukee, president; F. J. McWilliams, Madison, vice-president; J. J. Boden, South Milwaukee, secretary, and E. Langemaack, Milwaukee, treasurer. Directors named are William Silcock, Lake Geneva; George Fischer, B. K. Fischer, E. P. Maertz, Ross Baldwin, Thomas Saxe, Charles Washiochek and R. J. Patterson, all of Milwaukee; August C. Berkholz, West Bend; L. F. Thurwachter, Waukesha; Frank L. Koppelberger, La Crosse.

The new organization numbers among its members former officers and directors of both the MPTO of Wisconsin and Upper Michigan, Inc., and the Allied Independent Theater Owners' Association of Wisconsin. Its articles have been drawn up to combine the best features of each of these associations.

Para Requires 36 Million Annually

NEW YORK, Jan. 12.—George Schaefer, vice-president and general manager for Paramount, in a statement before Judge Alfred Cox, on Thursday, said that Paramount requires \$36,000,000 to operate. The weekly budget for West Coast production, inclusive of salaries, is \$400,000.

Schaefer estimated that the profits for 1934 will show approximately \$5,000,000. The hearing is in connection with a reorganization of Paramount with all parties anxious to get the new plan under way.

Atlantic City Indies Win Court Decision

ATLANTIC CITY, Jan. 12.—The recently reopened Earle Theater of the Seashore Theaters group was this week forbidden by the court to show motion pictures prior to the showing by either the Hollywood or Astor, indie houses, on the avenue. An injunction to this effect will stand for the present, according to Vice-Chancellor Francis B. Davis of Camden, in announcement following hearing this week.

Order obtained by Hollywood Amusement Company, operator of newly opened Hollywood Theater. It is the contention of this company that the Earle reopened to take business from Hollywood via means of vaudeville and pix. This was, of course, denied. Both houses have been staging battle of flesh names. Vice-chancellor has ordered briefs submitted by both sides and stated he would hand down a permanent decision later.

Celebs at AMPA

NEW YORK, Jan. 12.—Prexy Bill Ferguson put on another good show at this week's Associated Motion Picture Advertisers' luncheon and is receiving his weekly congratulations. Among those who appeared on the program were the performers of March of Time broadcasts skit; a takeoff of motion picture executives was a hit; Pauline Stark, picture actress; Biferno and Lyons, electrical musical wizards; Mrs. Curtia Railling of WEAF; Harry Anderson, soloist; Frank Marshall, chess champion, and Don Zelaya.

New Orleans MPTOA Convention Will Be Costly for Delegates

NEW ORLEANS, Jan. 12.—Claiming that Ed Kuykendall, president of the MPTOA, is exercising dictatorial powers by scheduling the annual convention in this city during what might be termed carnival week when hotel rates are up approximately 40 per cent and hardly available at that and by placing the registration fee at \$10 for each single registration, pointing out that in conventions the delegates are in nearly all cases accompanied by their wives and occasionally a daughter, which in the former case would make the fee \$20, not to say anything of hotel accommodations, meals and other incidentals, is the consensus of opinion of many of the exhibitors in this city who dare not come out in the limelight and make their identity known.

Ed Kuykendall, accompanied by Dave Palfryman, arrived in New Orleans and with the assistance of several exhibitors held a meeting in Seymour Weiss' private office in the Hotel Roosevelt and laid plans for the convention, which is supposed to be the greatest in the history of the organization.

February 25 was the original date set for the opening of the convention, but on advice of Ed Kuykendall, president of the national body, it was decided to open Monday, February 26, with a meeting of the board of directors, to be followed that same day with a dinner tendered the members of the board by

All in Day's Work for Dept. Of Justice, Says Cummings

Expected to eventually divorce theaters from producer owners—penalty for violation of anti-trust laws calls for two-year jail term and \$10,000 fine for guilty

(Continued from page 3)

is two years in prison and \$10,000 fine. It is not expected that there will be any prison terms dished out, but that all the companies and individuals involved will probably be instructed to lay off future "gentlemen's agreements" whereby producer-owned theaters are favored over the independent owners.

That the companies and individuals involved are worried is putting it mildly. It is believed in many quarters that this indictment is the beginning of the end of producer-owned houses, for the indies will now be in a position to bid and get major product, and it is well known that an indie snowman can operate his house more economically than can the producer chains with their high overhead.

Even if the government does not force the producers to step out of the exhibition end of the industry, there are those who feel that they cannot stand the intensive competition that will follow.

WASHINGTON, Jan. 12.—The action of the St. Louis Grand Jury was "just one of those things that come in a day's work," according to Attorney General Cummings.

"That matter was referred to the Department of Justice some time ago," he said. "We investigated and saw the circumstances were such as to have us present the case to the jury. Our men did the job."

NEW YORK, Jan. 12.—Ned Depinet, president of RKO Distributing Corporation, stated yesterday that his company has not been guilty of restraint of trade. "So far as I know, there is no truth in the charges," he said. "I have al-

ways sold pictures where I wanted and I don't know anything else about it. I never heard of any coercion against independent exhibitors in St. Louis. It is ridiculous to think we would keep pictures from them. Don't you think so as a matter of common sense?"

Other individuals in the indictment declined to make any comment on the grand jury's action.

In New York the independent theater owners are delighted with the outcome. They have contended for several years that a conspiracy existed and have petitioned the Department of Justice in an effort to kill what they declared to be a monopoly. It is expected that the local boys will petition the department to look into the New York setup as soon as possible.

The indictment will no doubt have far reaching effect and will cure many evils which are now said to exist in the picture business.

HOLLYWOOD, Jan. 12.—There is a report here that after the St. Louis Grand Jury completes its investigation of the majors in that city, the local Grand Jury will take up block booking and alleged anti-trust violations on the Coast. This is looked upon as the beginning of a nationwide investigation of the film industry.

It is understood that the Independent Theater Owners of Southern California have complained to the government that the Fox West Coast chain has tied up product of every major company, making it impossible for independents to get a break in any city where FWO is located.

Almost every city in the country has registered complaints against the majors, and as matters now stand, the investigation by the government will be one of the most sweeping ever undertaken and will decide once and for all whether or not a monopoly exists in the picture business.

There is a report that the entire production end of the business will come under the eye of the investigators.

Selwyn-Cochran To Produce Pictures

NEW YORK, Jan. 12.—Arch Selwyn, New York theatrical producer, and Charles Cochran, London producer, are forming plans for the production of motion pictures as independents. It is the plan to tie up with Gaumont-British in London and a producing company in Hollywood and release thru the company with which they become associated as indie producers. A feature of the merger will be an interchange of players between the British and American units.

Cochran is expected in New York shortly and will then go to Hollywood with Selwyn to make a studio tieup.

It is understood the Hollywood tieup will be with Fox, inasmuch as Selwyn was associated with Fox last year.

Seek Open Sundays

LINCOLN, Neb., Jan. 12.—Following the successful campaign here last summer in which the town won seven-day shows, Beatrice, Neb., a 10,000 town, is circulating petitions for Sundays to open. It is the last spot in the State over 3,000 population to have the six-day ruling. If the legal requirement of the petitions is satisfied Beatrice will have a special election.

FEDERAL CONTROL SOUGHT

Bill Would Put Films Under Commission; Majors Jittery

Flood of bills aimed at picture industry ready for presentation—administration bills to get right of way—some adverse legislation almost a certainty

WASHINGTON, Jan. 12.—Representative Francis D. Cullin, of New York, introduced a bill in the House this week that would turn over the supervision of motion pictures to a Federal Commission with powers to regulate sex films. The picture business would come under the head of a public utility. The bill would give the commission power to control trade practices, prevent monopolies, force fair distribution of films and settle labor disputes. This just about covers every phase of the picture business. The commission would be empowered to ban such pictures which have "an exaggerated sex appeal" or make prominent "illicit love affairs which tend to make virtue odious and vice attractive."

Observers here are convinced that some sort of government supervision of pictures will be brought about at this session of Congress. Most members of the House have been besieged with letters from home which insist that the government take a hand in curbing block booking, blind buying and unclean films. One bill is ready to go before the House which would prohibit any corporation executive to receive more than \$25,000 a year without the consent of the majority stockholders. This would eliminate the bonus which has brought many film incomes well over \$500,000 a year.

It seems that every congressman has a pet bill aimed at the picture business and is more than anxious to get it before the House. Many of the bills are understood to be radical and would turn the industry over to the government. It is believed that one or more bills aimed at the industry will pass.

The motion picture interests have a bad case of jitters as they learn of the numerous bills ready for presentation, since they realize the state of public mind and the endeavor of the congressmen to make good with the folks back home.

Considerable publicity was given this week to the picture *Ecstasy*, a Czech film in which a woman appears in the nude. It is understood that former Governor Al Smith wired President Roosevelt asking that the film be denied entry to this country. The decision was left to the Treasury Department, which finally turned thumbs down on the nude.

It is understood that important administration legislation will be disposed of before the boys go after the film interests in a big way.

St. Joseph Union Trouble Is Ironed

ST. JOSEPH, Mo., Jan. 12.—Union motion picture projectors, musicians and stagehands are back in Dubinsky Brothers' St. Joseph theater, their differences with the Dubinskys composed after more than a year, and scores of citizens who boycotted Dubinskys' four houses are again seeing movies.

Operators, first to go out when Dubinskys insisted on one-man booths, were first to return. They lost fight to keep two men in booths, but went back at same salary of \$52.50 weekly and bore 50 per cent of cost involved in dropping independents staying on a week after getting two weeks' notice.

Negotiations for return of stagehands snagged on pay question, the men finally agreeing to take \$37.50 where before they got \$41.50.

Operators and Barney Dubinsky were brought together by a Central Labor Council committee composed of Lee McBrayer, chairman; Charles Nesmith, Dave Painter, Jack Yost and R. L. Weed. Projectors' contract committee comprised Ernest Motley, chairman; S. A. Wagy and Ed Harris.

Operators went on strike December 1, 1933, led by Warren S. Welsh, at that time a Missouri theater operator, who became union labor co-ordinator. Welsh, however, did not figure in settlement. After months of controversy, start toward settlement was not made until labor council committee offered its services.

Operators went into Missouri Theater Christmas Day. Until then house had been closed several days for renovation.

Pittsburgh Board Forces Price Tilts

PITTSBURGH, Jan. 12.—Reduced admission charges still constitute the major complaints filed with the local grievance board of the Motion Picture Code Authority. Cases heard last Friday included the charge filed by Dr. C. E. Herman, owner of the New Carnegie in Carnegie, Pa., against A. Manant, of the Grant Theater, Manant, according to the charge, operated on a five-cent admission scale on Fridays. I. L. Butler, of the Rex in Masontown, Pa., charged David Trimbel, of the Liberty, with operation under 2-for-1 admissions, and A. Biordi, of the Majestic in Ellwood, Pa., claimed that the Monessen Amusement Company distributed prizes to the customers.

All cases were decided in favor of the complainants.

Maryland Exhibitors Want Sunday Movies

HAGERSTOWN, Md., Jan. 12.—Theater owners here have passed out petitions to all patrons over 21 in an effort to learn their stand on Sunday pictures. The count now stands 4,500 for Sunday pictures to 350 against. Using this as the basis, they plan to petition the State Legislature to take a vote on the matter and are confident of gaining their point.

The Washington County Ministerial Association has marshaled all its forces to combat the bill, claiming the move is by the distributors who want seven days' rental on film instead of six.

Exhibitors claim that the operation of theaters on Sunday will take them out of the red and permit them to show a profit and that the people of the State are overwhelmingly in favor of the Sunday ban being removed.

Booth Hearing Postponed

WASHINGTON, Jan. 12.—Hearings on the question of booth costs in Greater New York, which were scheduled for Friday, January 11, have been postponed to Friday, January 18.

Hearings on budgets for motion picture code have been set for January 28. Deputy Administrator William P. Farnsworth will preside at both hearings.

Loew May Enter Chi To Break Exhibitor Boycott of Metro

CHICAGO, Jan. 12.—What looks like the beginning of a theater war here is the threat of Metro-Goldwyn-Mayer to acquire interest in a number of houses here in order to break the boycott that has been carried on against MGM product by neighborhood houses. The nibes have taken exception to the percentage pictures and preferred play dates and agreed to hold off buying Metro product until that company agrees to a more lenient policy.

It is understood that Metro stands to lose \$1,000,000 a year in this city due to the indies' refusal to buy product. On several recent occasions, MGM is said to have intimated that unless the indies see the light, Loew will enter Chi in a big way and give serious opposition to

Puge Huey!

NEW ORLEANS, Jan. 12.—Motion picture exhibitors as a whole speaking of the recent Sugar Bowl classic New Year's Day call attention to the fact that the "gate" was \$61,500 gross. From this amount must be deducted 10 per cent government tax, which gives a net gate of \$54,350. The Temple and Tulane teams will receive 40 per cent each of the net gate or \$21,740 apiece. The Midwinter Sports Association will receive 20 per cent of the net of \$10,870. In actual attendance the same draw about 22,000 persons. The United States government collects a tax, but Mayor Walmley, claiming that football is educational, eliminated that 2 per cent tax on amusements. By this action the unemployment fund loses \$1,230.

Should an exhibitor fail to turn in his 2 per cent on a 25-cent admission he is liable to arrest and a fine.

Mascot Gets Sennett Plant

HOLLYWOOD, Jan. 12.—Nat Levine, president of Mascot Pictures Corporation, has acquired the entire properties, facilities and studio area of the Mack Bennett Studios in Studio City, Calif., to establish the West Coast production and executive headquarters of his company there.

Plans call for the erection of another huge sound stage and remodeling and reconditioning of the stages already there. Executive offices will be reconstructed to accommodate the Mascot personnel and the cutting rooms will be entirely rebuilt and re-equipped with the latest of film editorial mechanisms.

The Sennett Studios in Studio City were opened a number of years ago as the start of another real estate boom. Agents induced the Sennett Studios to locate there to attract people to the area, but no one ever bought and built in the immediate vicinity. Most of the Sennett pictures of recent years and the old Christie pictures were filmed at Studio City.

With the opening of the new studios all Mascot publicity material, press books, broadsides, sheets and posters will be prepared on the Coast instead of in New York. This is the first studio to make a move towards bringing its art department to the Coast and centralize all operations in one huge plant. Work will be under the supervision of Eric Hampton, who replaces Het Mannheim as publicity director. Mannheim goes to St. Louis to join the Gardner Advertising Agency, handling Ralston Cereal and Rye Krisp.

N. W. Film Club Names McGinley President

SEATTLE, Wash., Jan. 12.—Northwest Film Club has emerged from its pre-organization state and become a full-fledged organization. Its first annual meeting was held at the Washington Hotel. Officers have been elected as follows: L. J. McGinley, president; Hugh Bruen, vice-president; E. A. Lamb, secretary-treasurer. Trustees: Al Rosenberg, H. Neal East, B. F. Shearer and the officers above named. Committee appointments were: Membership, L. O. Lukan, Fred Norman, Al Bloom, H. Edmund, Nell Walton, M. Seigel, House, H. Neal East, B. F. Shearer, Al Rosenberg, Entertainment, Al Finkelstein, Hal Daigler, Carl Mahne, B. F. Shearer, Leroy Johnson, Roy Cooper. Publicity: H. B. Sobottka, Vic Gauntlett, Joe Cooper, J. Rosenfeld.

The object of the new club is to promote fellowship and closer understanding between the various branches of the motion picture industry thruout the Northwest. H. Neal East was chairman for the buffet dinner and meeting. Initial membership is 107.

Central City Gets Capitol, Indianapolis

INDIANAPOLIS, Jan. 12.—Carl Niess, general manager of the Central City Amusement Company, has announced that his company has acquired the Capitol Theater at Capital avenue and Washington street. Marie Marcus is president of the company, which will operate this theater along with the Ambassador, Alamo and Cozy. The company also has an interest in the Zaring Theater here. Mr. Niess said.

The future policy of the theater will be feature pictures and vaudeville.

The company has moved the movie booth from the first floor to the balcony. Installed new sound equipment and a new screen and has ordered a complete new lighting system.

Ritchey Names Hanley

NEW YORK, Jan. 12.—Norton V. Ritchey, president, announces the appointment of Joseph Hanley as chief accountant for his company. Ritchey International Corporation, foreign distributors of Monogram pictures. Hanley was formerly connected with the Van Beuren Corporation and Pathe, Inc. in an executive capacity.

Monogram To Raise Budget on Negatives

NEW YORK, Jan. 12.—Trem Carr, vice-president of Monogram Pictures, arrived in New York this week for a series of conferences with President W. Ray Johnston regarding production plans for 1935-'36. According to Carr, the current Monogram program is completed except for six dramas and three Western pictures. Pictures scheduled for release in March and April are already completed on the Coast, setting a new precedent for independent pictures, Carr stated.

Encouraged by the great increase in sales of Monogram product, he announced that the balance of the Monogram program would get a production boost in negative costs. Pictures affected by this boost include the three specials, Robert Herrick's *The Healer*; *The Hoosier Schoolmaster*, by Edward Eggleston, and *The Keeper of the Bees*, by Gene Stratton-Porter.

Carr stated he would be unable to discuss production plans for the new season until after the present arranged conferences were ended. He expects to remain in New York for the balance of January.

All Disney Cartoons To Be in Technicolor

NEW YORK, Jan. 12.—Walt Disney, creator of Mickey Mouse and the Silly Symphony productions, announces that beginning with *The Band Concert*, a new production starring Mickey, all films coming from his studios will be entirely in technicolor.

The Silly Symphonies have been produced in color for more than two years and have proved to be among the most successful of motion picture subjects. Now with the development of three-tone technicolor Disney has decided to show his Mickey Mouse productions in their true hues.

The new technicolor process allows for the photography of nearly every shade in the spectrum, giving Disney a scope never before achieved in the making of motion pictures. Reality can mingle with fantasy in the new use of color on the screen.

those houses now holding off buying. The indies, however, are standing pat on their refusal to sign for Metro pictures and there is a deadlock at the moment.

The boycott is attracting considerable national attention, it being pointed out that what Chi can do can be done nationally and that no single producer could afford to jump his percenters or demand preferred dates if a strong national theater organization existed and acted.

There is no immediate sign of any compromise between the two factions and it looks like a long-drawn-out battle with the exhibs willing to hold out to the end. The next move is up to Metro, they claim.

THEATER GROSSES HOLDING UP NICELY IN MOST SPOTS

NEW YORK, Jan. 12.—With the holidays out of the way patronage is settling down to better-than-average business and theater owners as a whole are pleased with their grosses. Better pictures are now in the offing, and with any kind of weather breaks theaters everywhere should show a decided improvement.

If State legislators do not spill the beans by placing additional taxes on the exhibitors, the showman should have his best season in years. The product from Hollywood is far superior to anything that has ever been put out, and the exhibitor who will go out and sell his show will get results. Reports from key spots indicate that there is plenty of money available for amusement.

New York

Altho the grosses are lower than the holiday week, there was plenty of money shoved thru the cashiers' cages this week. Not only the Times Square, but the neighborhoods are holding up nicely. Next week looks good, with *Clive of India* and *Bengal Lancers* both hitting the Main Stem.

Chicago

No complaint here. Business holding up nicely with good features and box-office names. Exhibitors are giving more attention to selling their show than in months and are getting results. The Loop held up better than was expected following the holidays, while the neighborhoods are turning in consistently good grosses.

Philadelphia

Good business reported this week. The Roxy-Masbaum is not clicking as well as was expected, but may hit its stride later. The Roxy shows are not up to the New York standard. Most downtown houses played to nice grosses this week, with a good-looking lineup for next week. Neighborhoods doing well.

Pittsburgh

Business has been quiet this week. It seems that most of the amusement seekers have had enough entertainment during the holidays to last them for a while. And the attractions, besides *Forgetting All Others* at the Penn, weren't any too good to warrant capacity patronage.

Omaha

Theater row has settled down to the regular routine, so heavily interrupted by changed openings and long and short runs to accommodate the holiday demands. All houses back on their regular openings with the coming attractions, Orpheum and Brundels Fridays and World on Thursdays. Stellar bills at all houses keeps business in the same class and difficult to determine a leader what with only three first-run houses in this town of 225,000 souls. Probably Brundels with *Broadway Bill* will lead, but Blank's World and Orpheum

will take no back seats with *Kid Millions* and a double bill of *Music in the Air* and *Behold My Wife* respectively.

Lincoln

Business here in this extreme competitive situation went up this week in accordance with some excellent product lined up on all sides as ammunition. The Varsity, Westland's lone ace house, is stretching the run of *Broadway Bill* into 10 and maybe 14 days, hence the Stuart brought in *Forgetting All Others* to good grosses; the Lincoln, *Flirtation Walk*, with considerable box-office enthusiasm, and the Orpheum a full week of vaudeville. Stuart is the lone house in the de luxe class, with a big 40 cents demanded at the gate. All other shooting is at the two-bit top range, and all talk of boosting admissions which was looked for hopefully a couple of months back is quieted, as Westland (L. L. Dent) and Lincoln Theaters Corporation (J. H. Cooper) get madder and madder at each other.

Ritchey Denies Exhibs Have Right To Protest

DETROIT, Jan. 12.—Serious exception to the public statements of Dr. George H. Derry, president of Marygrove College and chairman of the council, was taken by Henderson M. Ritchey, general manager of Allied Theaters of Michigan, in a letter to be sent late this week. Derry had stated in the meeting that the theater managers had the full right to refuse to book films which were in the objectionable category.

Ritchey in his letter was to deny this statement, as a public misunderstanding, in view of the practical way the cancellation clauses had worked out, and was assembling a large amount of data on the subject in evidence.

In support of Ritchey's position, *The Billboard* correspondent interviewed E. S. Kinney, secretary of the Detroit zoning and grievance boards, who stated that no single case had ever been brought up before the board in which an exhibitor had invoked the protest right, and further, that none had ever discussed the matter with him, even informally. Ritchey, of Allied, pointed out, however, in his letter that the board had no effective power to make orders in the local matter.

Reviewing accomplishments of 1934, Ritchey said: "The year brought the necessity for a cleanup couldn't see over the walls of Hollywood. But things are better. The public reaction to pictures without smut has been good. Some of those who stayed away thru sheer disgust are coming back and finding in these pictures just what they have been looking for. Exhibitors really have something to sell this year."

Retribution

For the past year we have been warning the picture moguls against their abuse of the independent theater owner and the tactics used to bring the theater owner to his knees. We predicted that block booking would receive a kick in the pants and there were subtle smiles. We predicted that if the producers did not divorce themselves from theater owning the government would do it for them. There were more smiles from smug executives.

The major producers and distributors are now on trial for the very things we gave warning. No longer are there knowing smirks, but instead there is a panic among the big boys and all are suffering from a lovely set of jitters. They have played true to form and could not see what was coming, even tho it was written across the sky in letters a mile high.

The majors thru their desire to strangle competition of small theater owners have put their necks in a noose and it looks like the finish for any future high-handed methods of doing business. In spite of the terrific lacing he took for years, the independent theater owner is going to emerge victorious. It is the dawning of a new day and one that will eventually aid the producers, for as long as they own theaters they will hamstring the indie, and it looks as tho Uncle Sam will force producers to stick to producing and enter a competitive era in which the one making the best pictures will be the one to survive.

We have long heard the cry that it is impossible to sell films other than by block booking. We shall see! The industry was prosperous before the days of block booking and will be more so when this pernicious system is ended.

We have always contended that producers should not own theaters, for the simple reason that no theater can stand up under the overhead of a high-priced home office which contributes nothing but grief to its operation. Witness Warners, Fox, Paramount and RKO as examples of producer chains. Any theater in any one of these chains can be operated by a showman, as an individual, and made to pay. The houses cannot, however, afford the luxury of \$50,000 a year swivel-chair dictator.

If the major boys are still in doubt that the government means business, let them but visit Washington and try to get a lineup of the sentiment in Congress regarding the picture industry. It is not our contention that everything about the picture business is bad. Quite the contrary, we believe that given a fair show the business will expand to a point undreamed of. We do feel, however, that there has been too much smugness among those in the high places, and that they are going to be taught a lesson that will linger long in their memories.

Most of the blame for the trouble in which the industry now finds itself can be traced directly to poor leadership. It does not seem conceivable that a group of supposedly intelligent men could fail to see the ultimate outcome, or seeing it, failed to put on the brakes. It is now too late, and altho there will be much moaning and groaning among those who are responsible, they might as well make up their minds to take it and like it. It will give them an idea of the socking the independents have been taking for years.

It is too bad the government has been forced to take a hand, but having taken it, let's hope the job of housecleaning is thoro.

Len Morgan.

PERSONALS

Leo Brooks, former partner in the Davison Theater, north end Detroit house, has reopened the theater in partnership with Eddie Ewart.

J. K. Laduc, owner of the Genesee Theater at Saginaw, has bought the Crystal Theater at Chosaning, Mich., from Vern Lacey.

S. K. Decker, president of Excellent Pictures Corporation, Detroit, has left for Hollywood for three months to combine a business and pleasure trip.

Burt Foster, film salesman, is taking over the Western Michigan division for Excellent Pictures Corporation again.

Al Ruttenberg, Detroit theater operator, has returned to the Iris Theater after a protracted illness.

Roy Campbell, who recently resigned as manager of the Rosedale Theater, Detroit, for Mrs. Ida Klatt, has become a film salesman for Mongram Pictures Corporation.

W. P. Cuddy has been appointed manager of the De Luxe Theater, Detroit key east side house, succeeding Dow Thompson, who is now assistant g. m. of Allied Theaters of Michigan.

R. J. (Bob) Moore, for some months past house manager of Paramount Theater in Portland, Ore., has been named as manager of the American Theater in Bellingham, Wash. He will be succeeded in Portland by R. J. Harrington, who has been located heretofore at the Fox Fifth Avenue, Seattle, and the Liberty Theater in Portland.

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FROM THE BOX-OFFICE POINT OF VIEW

"Evergreen"

(GAUMONT-BRITISH) Music Hall, New York

Time—98 minutes. Release Date—December 31.

This English musical comedy has the distinction of having a plot. In addition it has good music and dancing, even tho there are no names in the cast known to American audiences.

The plot deals with a musical comedy favorite who finding her popularity on the wane leaves England. Later her daughter, who bears a striking resemblance to her mother, impersonates her and is built up by a press agent.

Jessie Mathews plays the lead and plays it well. She can sing and dance and should prove a favorite with American audiences after a few more pictures.

Other members of the cast are efficient but not outstanding.

This picture is clean and should go nicely in any type house. Morgan.

"The Man Who Reclaimed His Head"

(UNIVERSAL) Rialto, New York

Time—80 minutes. Release Date—December 24.

Altho the exhibitor will have a tough time working the title in lights, The Man Who Reclaimed His Head is excellent entertainment for which Claude Rains should be given due credit.

The story is a preachment against armament manufacturers. It shows a brainy editor who ghost-writes pacifist editorials for a publisher and builds him into a national character.

It all sounds rather gruesome, but it is well done. Joan Bennett, as the wife, turns in a sensitive performance.

The story moves at a fast pace and never lets down. It might prove over the heads of adolescents, but for adult audiences it should ring the bell.

"Sweepstakes Annie"

(LIBERTY) Previewed at the Wilshire. Santa Monica, Calif. Time—75 minutes. Release Date—Not set.

M. H. Hoffman's production of the story of a girl who suddenly wins a lot of money that she doesn't know how to handle is ace material for the neighborhood and grind houses.

Picture has the Irish Sweepstakes as a background, which brings the story matter up to date. Miss Nixon, a script girl in a picture studio, has a family of leeches living off her small salary. She

wins a sweepstakes prize of \$150,000 and at once the family starts laying plans to cut in on the sudden wealth.

Lucien Littlefield, as the girl's father, is excellent, and Dorothy Petterson, as the mother, is a poor bit of casting, for she doesn't seem to blend into the role in this particular picture.

Direction of William Nigh is slow and jerky in spots. Blackford.

"Red Hot Tires"

(FIRST NATIONAL) Previewed at Warner's Hollywood. Hollywood, Calif. Time—82 minutes. Release Date—February 2.

A fast action drama of the old Wallace Reid type with Lyle Talbot, Mary Astor and Roscoe Karns in the leads.

Not much time was wasted in rushing this thru the studio. Lyle Talbot, a race driver, is accused of killing a rival driver in a heated race.

Talbot is acceptable as the fast-driving dare-devil and Roscoe Karns as his buddy does well. Miss Astor is her usual self and handles her part okeh.

Talbot is acceptable as the fast-driving dare-devil and Roscoe Karns as his buddy does well. Miss Astor is her usual self and handles her part okeh.

"David Copperfield"

(METRO-GOLDWYN-MAYER) Previewed at Grauman's Chinese. Hollywood, Calif. Time—129 minutes. Release Date—January 18.

David Copperfield, the Younger, is a road-show attraction in every sense of the word. With amazing accuracy and attention to the small details Director George Cukor has brought to life the immortal classic by Charles Dickens.

Following the book very closely, the picture opens with the birth of the young Copperfield, his early life, the marriage of his mother and her resulting death from abuse and worry at the hands of her second husband.

where he lives with the Micawbers, then later to Dover to join his auntie. A fadeout and fade-in find David fully grown and writing books of his own, his marriage, the death of his wife and his marriage again.

In the part of David Copperfield little Fred Bartholomew scores heavily. Other outstanding performances are given by Roland Young, as Uriah Heep; W. C. Fields, as Micawber; Lionel Barrymore, as Dan Peggotty; Basil Rathbone, as Mr. Murdstone; Una O'Connor, as Mrs. Dummdige; Jessie Ralph, as Nurse Peggotty; Frank Lawton, as David Copperfield as a man; Maureen O'Sullivan, as his first wife; Midge Evans, as his mother; Lewis Stone, as Mr. Whitfield; Herbert Mundin, as Barkus; and Edna May Oliver, as Aunt Betsy Trotwood, who had the audience in stitches on every appearance in her donkey shoeing role.

Picture is unusual for its sustained interest despite the introduction of so many characters and so many incidents in the lives of various principals and less important.

David Copperfield should be heavily exploited in road-show fashion, for it will be classed as one of the finest pictures of 1935. Blackford.

Saranac Lake

By BETTY HUNTINGTON

Ray Ketcham and Tommy Abbott proved to be a couple of the boys who cold take it (Dr. Woodruff's knife) and have just returned from the General Hospital after successful operations.

"Monnie," our head nurse, has been absent because of illness. We all miss her and will be glad to welcome her back.

Dr. Dworkin, who interned here last year, is assisting Dr. Edgar Mayer in his Park Avenue office, New York.

Ruth (Teacher) Hatch has returned from a very enjoyable holiday vacation. The Big City did wonders for Ruth. She feels like a new person, which all goes to show that a change is almost always beneficial.

Bernadine (our Hello Girl) plans to leave us soon. "How could you, Bernie?" After all these years, it must be something stronger than duty.

Movie night Happy Benway acted as emcee and made a very fine speech in accordance with the spirit of the presentation of a gift given to Dr. Fischel by all the patients.

Betty Blair, who has cured here for a few years, leaves us for a much-needed change. We wish her lots of health and happiness.

Johnny de Giovanni is very busy these days holding down the job of movie operator and radi technician.

It is with regret that we mention the passing of Eugene Powers, who cured here with us for a short time. He died in Saranac Lake on Monday, January 7. For details see Final Curtain in this issue.

Little Marya Blake, who has been thru quite a lot lately, has finally come out victorious. She sports a new hair comb and now remarkably resembles Katharine Hepburn.

Any time we're stuck for news we can always be sure of an interesting conversation with our able registered pharmacist, Jack Backes, who knows his New York from A to Z and can tell us about all the old landmarks and celebrities for many, many years back.

A certain girl, claiming to be quite a cook, said she was "built along the lines of a stove." After this remark Tommy

Vlaks piped up with the snappy reply. "Yes, very hot." Please write to those you know in Saranac Lake.

Democratic League Affair

NEW YORK, Jan. 12.—The Theatrical Democratic League's testimonial dinner and dance to Congressman John J. Boylan, Senator Thomas F. Burchill and Judge Charles J. Garrison will take place January 27 in the Hotel Delano.

Troupers Club Dance Set

NEW YORK, Jan. 12.—The Troupers Club Association, Inc., which is now 20 months old, is planning a dance and entertainment to be held March 2 in the Mecca Temple Casino.

Officers receive no salary, and each member is required to do a share toward operating the club. In the commissary department no member is expected to pay for meals until he is employed, but then he is expected to do his share to help those who are still out of employment.

Agents Sue Boyer

NEW YORK, Jan. 12. — Roger White and Count Costa Morner, agents, have filed suit for \$875, claiming breach of contract against Lucienne Boyer, French diva.

ORCHESTRA NOTES

(Continued from page 11) which is scoring a show-stop at the Cirque Medrano in Paris during the holiday weeks. The band, Baby Jazz, Massapacher, is decidedly good, offering several specialties as well as real music.

LOUIS ARMSTRONG'S Band is on a concert tour of the French Riviera.

SAMMY WATKINS goes into the new Starlit Room roof garden on the Hotel Webster Hall, Detroit. New room opened New Year's Eve with Emerson Gill's Orchestra.

HARKER THOMAS and his orchestra are playing at the new Chez Paree, downtown Detroit spot, and drawing one of the best crowds in the city during the daily cocktail hour.

AL MCCARTHY'S Band, formerly traveling under the name of Roddy Rodgers, is playing spots in and around Columbus, O. Smith McClain and Bob Kluen are recent additions to the personnel.

BILL HULWI and his orchestra, for several years popular around University of Minnesota parties, have enlarged to 15 pieces to play club dates in the Twin Cities.

JOHNNY GREEN, CBS leader, makes his bow in the supper club field when he opens at the Hotel St. Regis, New York, on January 17.

HENRY KING has signed Don Reed, Canadian tenor, as his vocalist for his orchestra at the Waldorf-Astoria, New York.

CURRENT BROADWAY FILMS

Table listing Broadway films: The Night Is Young (MGM), The Wandering Jew (Olympic), Mystery Woman (Fox), Evergreen (CB), Unfinished Symphony (CB), The Man Who Reclaimed His Head (Fox), Clive of India (UA), Lives of a Bengal Lancer (Paramount), Capitol, Criterion, Mayfair, Mystery Mail, Roxy, Rivoli, Paramount, etc.

Holdovers

Table listing holdover films: Holdovers (Fox), Man of Aran (CB), Astor—2d week, Westminster—8th week, etc.

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

BAA Collects For Members

NEW YORK, Jan. 12.—The Burlesque Artists' Association, thru its president, Tom Phillips, successfully closed several salary claims this week. Biggest item was the settling of the claim against George Katz in the Lowell and Waterbury matters. The other settlement was a midnight show claim against Providence.

Phillips met with Katz's partner, M. L. Hanover, Wednesday and received a check for \$591 from him. Of that amount \$341 was for the one-week salary claim against Lowell, which paid off for only four days upon closing. The other \$250 is a down payment in settlement of the Waterbury claim, with the stipulation that the outstanding \$600 is to be paid off at the rate of \$100 a week. Katz intends reopening Waterbury January 21.

The Providence settlement involved the payment of the BAA's claim for the New Year's Eve midnight show.

'Fantasy Follies' Finds Business Okeh in Havana

HAVANA, Jan. 12.—Franklin Fantasy Follies, Joseph S. Franklin, manager, is playing the Camponor Theater here, with business highly satisfactory. Company features a nine-piece orchestra, which, incidentally, is the first American stage band to play here in seven years.

Manager Franklin is also carrying a line of eight girls, featuring the Six Franks and Oase Jaane, the "Girl in Gold." He contemplates keeping the show in Cuba for at least two more months. The weather has been ideal, and the Fantasy Follies folks are enjoying the run here. It will take some time, however, for the performers to acquaint themselves with the Spanish cooking.

The roster of the show includes Mr. and Mrs. Joseph S. Franklin, Jess Franklin, Ralph Franklin, Forrest Hammons, Eddie Williams, Stanley Davis, Louise Sherwood, Dolly Thon, Sharlot Thon, Peggy Kaye, Bernie Kaster, Martha Kaye, Gertrude Kaye, Mary Sheldon, Olice Nelson, Chubby Newton, Kasey Jones, "Skeet" Snyder, Fred Coppers, Sam Keene and "Red" Claytor.

Upon arrival here all American acts desiring to work are made to join the Cuban union. Three dollars pays them up for two months. The band boys must join the union at a cost of \$5 per man.

Jimmie Hodges Is Ill; Show Forced To Close

HERSHEY, Pa., Jan. 12.—A severe case of the gripe has forced Jimmie Hodges to cancel all bookings for his Miami Nites Company and to close the show temporarily. Hodges is at present confined at a local hospital.

Hodges has sent the company to Miami, and will move there himself just as soon as he is able to make the trip. He will reorganize at a later date for another swing northward.

Strand, Fort Wayne, Burly

FORT WAYNE, Ind., Jan. 12.—The Strand Theater, closed the last six months, will again house burlesque, starting tonight. The opening cast will include Lou Powers, "Lupe" and Hill and Hill. Eighteen girls will comprise the chorus. Two shows will be presented daily, and on Saturdays the shows will be continuous, with a midnight jamboree as the week's finale.

Complaint Against Gayety

NEW YORK, Jan. 12.—Complaint against the Gayety, Baltimore, has been registered with the government by the BAA. The house's switch to three-a-day is claimed to be contrary to the code. BAA made a similar complaint against the Irving Place last September and was sustained by the NRA. At that time the ruling was that the house could not add more shows without paying pro rata for

Tab Tattles

PARK & BYRNE'S Hotcha Girls is in its seventh week at the Roxy, Tulsa, Okla., with business okeh. Bill Franz and Tommy O'Dell are splitting the comedy, with Bobbie Lee as soubret and Gladys Stevens ingenue. A newcomer to the cast is Ruby Hutchins, platinum blond stripper. . . . Nell Mason and Martie Galmore engaged in a chinning marathon the other day when Nellio tripped unexpectedly into Martie's dressing room in Philly. The two hadn't seen each other in nine years. They formerly trouped together on the Eastwood Harrison and Alex Saunders shows and are anxious to know what has become of that pair of tab impresarios of the past. . . . Included in the cast at the Palace, Buffalo, are Winnie Smith, Billy Holmes, Mickie O'Neal, Inez Marvin, Frances Farke, Frank Smith, Billy Lerber, Herman Lerber, George Lewis, Wally Brennan and Princess Noona. There are 12 girls in line. . . . Harry Brosius is no longer with Roy Gordon's Crazy People Revue as recently reported. He says he has not been associated with Elmer Brown or Roy Gordon since last September. . . . William S. (Sparkplug) Goodman is reported to be framing a tab in Nashville to play the Carolinas, Georgia and Florida. . . . Roxy Fifer and wife are combining their honeymoon with business by trouping with Marselline Moore's *Hi, Ho, America*, in the Sparks houses thru Florida. . . . Thelma White and Babe Egan and her ork head the new tab, *Broadway Melody Cruise*, now touring the East. Company played the Pitt, Pittsburgh, last week. Others in the miniature revue are Roy Sedley, Bobby Moran, Marion Stephanie, the Sheldons, Marion Gange, Florence Hedges and 12 girls in line. . . . Everett Lawson and wife, specialty dancers, and Stella Mills, singer and dancer, who recently closed a four months' engagement with the *Gingham Girl Revue*, are now in stock at the Gadsden Theater, Gadsden, Ala. Everett asks us to announce that he doesn't owe but 46 cents. . . . The Riley Theater, Fort Wayne, Ind., is now featuring tabs the first four days of each week. . . . Anne Bradley, after a pleasant nine months' engagement with Jimmie Hodges' *Miami Nites*, opened January 14 at the Euclid Club, Bay City, Mich. She spent a week with her folks in Cleveland between the two engagements. . . . Tab managers carrying their own truck to tote the company's baggage are bumping into no little grief in the Western States on the matter of license tags. Oklahoma, Arizona, Texas, New Mexico and other States in that section are halting the show trucks on the State boundary lines, and the managers are made to "lay it on the line" before they can even enter the State. And the license fees in almost all instances are prohibitive.

A. B. Marcus' *Continental Revue* of 70 people, now playing week stands thru the Middle West, has been offered 16 weeks in Australia, with an option of 20 more weeks if the show clicks. If Marcus accepts the tour will be under the direction of Charles Hugo. The latter recently had the Marcus revue on an extended tour of the Orient. He is considered a crackerjack on directing foreign tours. . . . One of the light-fingered gentry lifted a brand-new tarpaulin off "SeaBee" Hayworth's truck in Savannah, Ga., the other day, and then completed the job by breaking into "SeaBee's" car and making off with his wife's new suit — a Christmas present. . . . Rufus and Pearl Johnson's *Rhodes of Harlem*, 25-people colored unit is reported to be playing to good results thru the Carolinas. Jack Wylie is piloting the attraction. Included in the lineup are Billy Maek, producing comic; Billie Cornell and Marion Ford, Sax Albert and his Eight Rhythm Rascals; "Slim" Ross, banjoist; Tiny Marshall, Tommy Banks, Meyers and Jaspie, the Banks and eight brown-skinned stepers. . . . Jack Staib, hoover, left the Sisters' Hospital, Buffalo, last week, where he recently underwent an operation for the amputation of his right leg. . . . Jack (Coo-Coo) Mahoney, comic, is in Mercy Hospital, Buffalo, with concussion of the brain and severe body bruises sustained in a recent auto acci-

(See TAB TATTLES on page 24)

Rudnick-Madden Leaving Supreme

NEW YORK, Jan. 12.—It was indicated this week that Max Rudnick and Eddie Madden are withdrawing from the Supreme Circuit, a move that has been anticipated for some time.

The Shubert, Philadelphia, in which Rudnick and Madden are interested, will go dark after next week, according to Rudnick. As to Newark, the other interest of Rudnick-Madden on the Supreme wheel, the situation is vague. It is contended by reliable sources that the house will remain on the wheel even tho it was originally reported that the house would go stock.

Morton Minsky stated early this week that a statement about this matter would be released shortly. Rudnick, when queried, made some admissions, but asked for a little time on giving his side of the story.

It is generally believed that the sore spot which is prompting this breach was the taking over of the Miami Beach house by Minsky-Weinstock. Rudnick & Madden are reported to have felt that they should have been declared in on this house.

Watts Shows Will Alternate

KNOXVILLE, Tenn., Jan. 14.—Cotton Watts' *Temptations of 1935*, now in its third month at the Roxy Theater here, is moving to Chattanooga for a stock engagement, opening January 21. Mr. Watts' No. 2 show, *Wheels of Rhythm*, will open at the Roxy here on the same day. The shows will alternate between the two houses every six weeks. The lineup of the No. 2 show is not yet completed, but Frank (Red) Fletcher will be featured in the comedy role. Roy and Eve Cowan will also be in the cast. The cast of the No. 1 show will remain intact for the Chattanooga engagement.

Harry Brosius Breaks Neck

LOS ANGELES, Jan. 12.—Harry Brosius, of the team of Brosius and Downey, fell 14 feet from his "gir-rafcycycle" while playing the Orpheum Theater here recently. He sustained a broken neck and was removed to the Methodist Hospital, where he was placed in a plaster cast. Harry would appreciate a line from his friends. His address is 1038 1/2 South Serrano street, Los Angeles. Brosius toured for many years with Elmer Brown as the team of Brosius and Brown, both in indoor and outdoor show business.

\$25 Initiation Fee for BAA; Fairclough Elected

NEW YORK, Jan. 12.—The Burlesque Artists' Association has made an amendment to its constitution calling for a boost of the initiation fee for principals from \$5 to \$25. This will take effect February 1. The executive board passed the amendment and then brought it before the body Monday night.

At the Monday night meeting Tom Fairclough was unanimously elected to the executive board of the organization to succeed Wynn Miller, who resigned.

Schuster's Secretary Hurt

CHICAGO, Jan. 12.—Frances Abrams, secretary to Milt Schuster, is in a serious condition at the Lakeview Hospital following an automobile accident this week. According to reports, Miss Abrams was traveling in a heavy fog when she struck a portion of a bridge, overturning and setting the car on fire. She was rushed to the hospital by a police car which happened to be near by and it was found that she was suffering from severe injuries to both legs, broken ribs and windpipes, chest injury and numerous other injuries.

HARRY STRATTON replaced Walter (Boob) McManus (III) at the Eltinge, New York, January 6.

U-NOTES

By UNO

CONNIE MARTIN, new stripping ingenue here in the East and wife of Billie (Red) Egan, new light comedian and dancer, now with the Wilners, is a real Indian of the Cherokee tribe, with a cute papoose at home in Los Angeles, Calif., attending a dancing school.

ABE GORE, comedian, and Mrs. Gore, chorine, are grieving over the death of their first born baby who died shortly after birth. Mrs. Gore recuperating at the Beth Israel Hospital, New York.

GEORGE YOUNG with Jack Berger to reopen the Empire, Toledo, in a burlesque stock policy. Harry Callahan to manage out front.

GEORGE KAY, tenor juvenile for the Wilner houses, tendered a farewell party to Mr. and Mrs. Eddie (Nuts) Kaplan at his Brooklyn home last week.

GEORGE JAFFE to return to stock at his Variety Theater, Pittsburgh, week of February 2, with Eddie (Nuts) Kaplan back at the head of the cast and as book producer. Jaffe tried both Indie and Supreme circuit shows so far this season. Part of Kaplan's supporting cast will include White Sisters, Chick Hunter, Reggie White and Agnes Nichols, also 18 chorines of a Supreme show which disbanded in Boston Saturday night.

GEORGE TUTTLE, Tom Fairclough and Shirley Wayne replaced Bob Roberts, Belle Rigas and Ruth Donald at the Eltinge, N. Y., recently. Bob Snyder replaced George Tuttle for the Wilners.

JIMMIE GERARD and Tillie Marco, duet and solo vocalists and harmonists with the indie circuit, are proud parents of a son in school, recently an interlocutor in a minstrel show in which he also sang, danced and did straight. (See U-NOTES on page 24)

Lyric, Philly, Closing?

PHILADELPHIA, Jan. 12.—The Lyric Theater here, burly stock house, is slated to close tonight. House is operated by Joe Rose. With this house closing and the Shubert Theater also going out after next week, the burly spotlight here is retained by Issy Hirst at his Trocadero and Bijou theaters.

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TENOR SINGING.
Direction DAVE COHN.

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CHARACTER-STRAIGHT.
At the STAR, Brooklyn, Indefinitely.
TENOR SINGING.
Direction DAVE COHN.

Mal Murray in 10th Week; Business Surprisingly Good

OLATHE, Kan., Jan. 12.—Mal Murray and Company are entering their 10th week of circle stock in Eastern Kansas, with business surprisingly good, according to Mal. He blames the good biz onto the fact that he's giving his sponsors a real "plus" in exchange for their money and presenting nothing but clean plays. The company's longest jump on the circle is 27 miles from the front door of Manager Murray's home here.

In the Murray roster are Sonny Dexter, banjoist; Eldon Johnson, guitarist; Ardis Munson, pianist; Edith Zane, "personality girl"; Elva Walters, Hal Moore, saxophonist; and juvenile; Doc (Toby) Wilson, Jerry Norman, characters; Laura Kirkbride, characters; and Mal Murray, master of ceremonies.

Manager Murray is negotiating with Frank Capp, of the Baker-Loekwood Company, for a new tent for the coming season. He is using Sherman, Maxwell and Shaffner plays exclusively.

Billroy Show Briefs

HOMESTEAD, Fla., Jan. 12.—Off again with the usual routine in regards to business and other things. Sebring came forth with a good crowd and gave the band boys their biggest dance of the season with more than 400 of the "400" gliding to their music.

F. L. Pierce, another one of those isolated locations three miles from town and one-half mile from any main thoroughfare, gave us a crowd of 1,200 strong. Stuart gave us a good crowd, and Lake Worth (in the rain) was not so forte. Delray Beach treated us right and gave the boys another good dance. Pompano, with showers during the day, was just blah.

In Ft. Pierce Ed and Anna Hicker, of the Norma Ginnivan Dramatic Company, and F. M. Scott, of the Frank Ginnivan Company, who are vacationing there, gave us the once over.

In Delray Beach (winter home of many w.-k. artists and cartoonists) Johnny Finch had the pleasure of Mr. and Mrs. H. T. Webster's presence at our performance. According to Johnny, they enjoyed it thoroughly. They're lovely folks, says "Gabby."

Mr. and Mrs. Billy Wehle spent the week-end in Miami, taking in the town and getting ready for their vacation there, which will be long now! Mr. and Mrs. Cal (Playboy Champion) West journeyed to Ft. Lauderdale for the week-end as guests of Capt. and Mrs. Olsen.

Heading north into the bean district with high expectations, but if you think the freeze didn't play havoc in Florida you have another thing coming.

TOM HUTCHISON.

Wayne Placements

KANSAS CITY, Mo., Jan. 12.—Recent engagements made by Wayne's Theatrical Exchange, this city, include: Katharine Kaye, Frank T. Davis, with an RKO unit; Charles Bruer and Millicent Devere, with Harry Dunbar's Comedians; Mercedes Rey, Eld Snider, Pete Wright, with the Billy Trout Company, Topeka, Kan.; George and Ethel Adkins, with the Wolever Stock Company; Eddie Lane and Louise Shaw, Eddie and Mona Hart, with Hal Stone's Popular Players; Mr. and Mrs. Carleton Buby, with the Hazel Hurd Players. Play leases were *Meet the Bride*, to Tilton-Guthrie Players; *My Ramona*, to the Rotnour Players; *Easy To Make Money*, *Where's Elmer?*, to Shankland Stock Company; *Above the Atlantic*, to Wallace Bruce Players; *Love and Horse-rudish*, *The Red Rat*, *Skipper's Return*, to Harvey's Comedians.

SHOW PRINTING
CURTISS, Cincinnati, Ohio
LOW PRICES
QUICK SERVICE
TENT SHOW HEADQUARTERS SINCE 1905.

WANTED QUICK—Med. People in all lines. Steady work. Salary high. Name people three years. Tell all. No phone. Make salary low for winter. You get it. No crabs. **MANAGER JIMMIE'S COMEDIANS**, Bloomer, Wis.

WANTED—People for Circle Stock. Prefer those with training. Dancing or Novelty Specialties. Low salary—you get it. Join on wire. D. F. WILLIAMS, McKean, Tenn.

AT LIBERTY—MONA RAPIER
Fast Specialties, good Wardrobe. A-1 General Features and Characters. 28734 Stuart Street, Royal Oak, Mich.

Rep Ripples

ROBERT E. GRAHAM, of the team of Graham and Golden, pipes that he has succeeded so well in a commercial position in Champaign, Ill., this winter that he has decided to send his wife to Hollywood in the spring to try to place their 3-year-old son in pictures.

WALTER AMBLER recently reported that Fanehon & Marco had booked his Edith Ambler Stock Company into the Rialto Theater, Tucson, Ariz. He writes in to say that it was a mistake. The item should have read: "Negotiations were made by E. H. Keate, former vaudeville booking manager for Fanehon & Marco, the deal being consummated by Mr. Keate personally for Harry Nace, of the Public-Ricard-Nace Corporation, Phoenix."

JOHN S. FOX, who in his 32 years in show business has touched almost every line—med, rep, Tom, burley and tab—pencils that he will shortly open a week-stand rep show to play houses thru Southern Indiana and Ohio, using John Lawrence's version of *The Drunkard* as the feature bill.

SARAH RISSMAN, Chicago stock actress, delivered a dramatic reading at the E. of P. Hall, South Bend, Ind., last week.

JOHN AND FERN RAE are now at the Grand Theater, Huntsville, Ala., with the Clyde M. Waddell Players. Several new faces have been added to the Waddell cast recently. Company is presenting plays leased from Harrison-Colgrove, Karl Simpson and E. L. Paul.

WAID H. ZEIS, actor, agent and moving picture road showman, whose last engagement was with the Lewis Show on the West Coast in 1930, is operating a tonsorial parlor, known as Slim's Barber Shop, in Toledo, O.

LOU AND AMY LA CLEDE and Myrtle Lee, who were held in quarantine in Frankfort, Del., for several weeks, due to Myrtle's illness with scarlet fever, left there last week to join Billy Blythe's company at Powellville, Md.

THOMAS (WILDCAT) AITON is spending the winter in Florida. He attended the Orange Jubilee at Cocoa, Fla., last week.

MACK BYBER PLAYERS recently played a week's engagement at the Eastwood Theater, Madison, Wis. Roster included Mr. and Mrs. Mack Byber, Helen Brett, John Kane, Dorothy Howard, Al S. Fitzcathley, Dick Shankland and Elmore Galley. Johnny Gibbs was an added feature at the New Year's Eve midnight show.

LAWRENCE (RED) HARRIS has fully recovered from the injuries sustained in an auto smashup, which kept him in a hospital for five months, and expects to take to the road again in the spring. His last appearance was with the World Bros. Circus, where he clowned and did blackface in the concert. He intends to be with a circus the coming season, too. "Red" recently visited on the Cook Family Show. He says he has one of the neatest tent outfits he has ever seen.

THE COLISEUM BALLROOM, Oelwein, Ia., has at last made an opening for traveling companies in the town, with the Jack Ripley No. 1 Company showing the dance every Sunday. Oelwein has been closed for all "flesh" attractions ever since the Blank interests sewed up the town. Only two tent shows have played there in the last five years, and they made the town only thru the influence of the American Legion. Manager Sinsel of the Coliseum is gratified with the patronage the shows are pulling and is planning on improvements to handle larger attractions. He can seat more than 1,700 people.

CLARA LATHAM, who closed recently with the Lew Rosenthal Enterprises, has joined the Berkel Players working out of Davenport, Ia. Joe Allison is advancing the company and doing general business. Miss Latham, before joining the Berkels, teamed up with Bobby Wirt and worked the Southern fairs.

Nat Burns Gets Started At Drury Lane, Detroit

DETROIT, Jan. 12.—The Drury Lane Theater, formerly the Rivoli, was opened for a run of dramatic stock under the direction of Nat Burns Monday night with the production of *Milestones*. The house has been leased for the entire spring season and has been extensively remodeled by Burns.

The company is operating with a \$220 top. Subscription seats are being offered at reductions of 10 to 50 per cent. Each production will run two weeks, unless an extended run becomes necessary. Preliminary subscriptions are being taken for a season of six weeks. The second production, opening January 21, will be *Small Miracles*. Eugene Slegatoff and Frank Alworth are being engaged as guest artists for the production.

Cast for the opening production includes Rose Adelle, Eileen Coyle, Lois Kirk, Albert Allen, Earl Jamison, Frank Gibney, Arnold Daly, Elizabeth Stillwell, Roy LaPlante, Gilbert O'Shea, Barbara Gordon, Winston Sears, Louise Amsler and James Backus.

General staff under Burns includes: Ray E. Saxon, general manager; C. Eastman Boomer, company manager; E. C. Edson, publicity director; Ray Hohen-dorf, treasurer; William Hall, stage manager; Wayne Scranton, art director, and Rhea Gibson, secretary.

Buy "Skeeter" Kell Outfit

WYNNE, Ark., Jan. 12.—It is reliably reported here that Joe Greenfield, minstrel and tab show promoter, of this city, has bought the entire equipment of the late Leale E. (Skeeter) Kell's show, and proposes to put it on the road the coming season, retaining the entire personnel. Julia Greenfield, Mr. Greenfield's daughter, will be added to the roll of performers. She is a blues singer and xylophonist and has been featured with the Texas Rangers Orchestra.

Wright Players Still Going

DAYTON, O., Jan. 12.—Determination of the Wright Players to continue stock on a co-operative plan with the stagehands and musicians looks like it will be a success. The advance sale for *By Candlelight* was the greatest of any week and the first-night audience was large and enthusiastic. If the week stands up the company will remain for another week at least, continuing the procedure as long as business warrants. Klock Ryder, character man, left the company to become associated with Station WLW, Cincinnati. Edith Gresham, guest artist, remains. *The Vinegar Tree* is next.

Kansas City Jottings

KANSAS CITY, Mo., Jan. 12.—Ralph Moody Show closed its stock engagement at Grand Island, Neb., and is now operating a circle with headquarters at Pre-mont, Neb.

Jack Standley, of the Standley Players, was a visitor here early this week, en route from Florida to San Diego, Calif., where he will spend the balance of the winter season.

R. J. McOwen, of the McOwen Stock Company, Topeka, Kan., was a visitor here this week.

Harvey Twyman, B. L. Dixon and Ginda Bell were visitors on Thursday, coming from Western Kansas, where they are connected with a circle stock.

Eddie and Mona Hart left last week to join the Hal Stone Players in Louisiana.

Eddie Lane and Louise Shaw also joined the Hal Stone Company this week.

Fred Forbes passed thru here Wednesday, en route to Indiana for a visit with a brother.

Mr. and Mrs. Jerry Dean joined the Rotary Players in Kansas after a two weeks' visit here.

TAB TATTLES

(Continued from page 23)

dent. His condition is serious, says Mabel Porter, veteran performer, appeared recently as an added feature with Walter (Boro) St. Clair's tab at the State, Seminole, Okla., and literally stole the show. The local newspaper gave her a grand sendoff. Her daughter, Gracie, is a feature of the same show.

Stock Notes

VIC FAUST, Swiss bdlringer, who left Pittsburgh for Philadelphia two weeks ago to join Billy Bryant's *Hamlet* Company, is back in the Smoky Town to re-join the George Sharp Players in *The Drunkard*.

GEORGE McCALLUM has replaced Howard Blaine in the juvenile lead in George Sharp's production of *The Drunkard* at the Fort Pitt Hotel, Pittsburgh. McCallum was formerly a member of Eva Le Gallienne's repertory players and last summer played with Marthas Vineyard Stock Company.

MATHER G. ELLIOTT has been appointed business manager of the Pittsburgh Playhouse, replacing M. E. Fierst. He announces that the group's next production, January 21, will be *Children of Darkness*, co-starring Helen Wayne and Robert O'Neil.

U-NOTES

(Continued from page 23)

thruout two hours of entertainment. The headmaster of the institution complimented him and said if he keeps up his good work he will win a five-year scholarship at Cornell University.

HARRY EVANSON and Buddy and Betty Abbott re-engaged for an additional 15 weeks at the Eltings, New York.

MICKY O'DAY, dancer, formerly June Kane when she was in the picture, *Gold Diggers of 1933*, and sister of John Kane, manager of Minsky's, Brooklyn, is in a Supreme Circuit show.

RALPH DUBY is a new comic to burlesque here and is at the Star, Brooklyn. Hails from the West. A Frenchman by birth. He's also an electrician, a carpenter and a cook, besides was once a wrestler and a boxer. Did pantomime for a long time in Europe.

ALLAN FORTII, former straight man at the Eltings, New York, returned to picture work, this time with the Castle Film Company. His second short is called *Green Lights Ahead*. Was with Fox Films in Ford Sterling shorts.

MURRAY PAISON, late of St. Louis and vaude, auditioned as dancing juvenile at the 42d Street Apollo January 8.

ABE HELD and Harry Wilnor assisting Emmett Callahan in the out-front management of the 42d Street Apollo, New York.

MORRIS GREENBAUM is the new treasurer at Minsky's, Brooklyn. Succeeded Joe Billig, who was sent to Palace, Baltimore.

MINSKY'S MUSIC HALL, Million-Dollar Pier, Miami Beach, Fla., opening January 18 for 12 weeks, will have a cast comprising Charles (Red) Marshall, Murray Leonard, Helen Howard, George Reynolds, Al Golden, Joe DeRiso, Queenie Smith, Sam Raynor, Murray Briscoe, Diana Logan, Georgia Sothern, Peaches LaStrange, Val Valerie, Fatsy O'Neill, Peggy Ware, Don Giovanni, Ed Colla, Margaret Bragdon, Miller Sisters, Una Cooper, Peggy Reynolds, Louise Stewart, Jerry and Turk and a chorus of 28. Show will be billed as *Minsky's Follies*. Pal Brandeaux, producer. House is not BAA.

DOTTIE MORGAN, dancer, was succeeded by Romaine week of January 7 at the Star, Brooklyn. Romaine returns to burlesque after a four-month vacation in Acra, N. Y.

BONKYTONK, indie show, closes in Providence after this week. . . . Eddie Cluxton, straight, and his partner, Hortense Gilmore, are in their 25th week at the Paradise Gardens, Great Falls, Mont. . . . Billy Joy returned to burly Saturday in Minneapolis after a six-month tour with *Penthouse Follies*. . . . Harry Cornell, Gerard and Marco and Three Lamarr Brothers opened at the Irving Place, New York, Sunday, booked by Dave Cohn. . . . Bates and Hunt go in there January 20, also a Cohn placement.

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

18 and One Still On Birmingham Floor

BIRMINGHAM, Ala., Jan. 12. — The Seltzer unit here is now down to 18 couples and one solo, with the hour tally standing at 995.

Couples remaining are Frankie Strauss and Gertrude Salay, George Whited and Freda Hartgraves, Frankie Hines and Jean Robertson, Stan Paulick and Peggie Armstrong, "Father Time" and Josephine Perkins, Red Baker and Mary Moore, Red McCombs and Mary Pond, Johnny Robertson and Viola Nellis, Jimmy Warren and Julia Mae Denson, Charlie Mizerany and Mary Mizerany, Joe Sherman and Evelyn Sellers, Sonny McNeill and Irene Parker, Harold Wilson and Ethel Sapp, "Rubinoff" Devere and Pauline Perkins, Billy Donaldson and Nettie Russell, Joe Jones and Bernice Shackleford, Jack O'Rourke and Mooney Nasser, Jockey Williams and Lois Cox. The solo girl is one of the three Perkins sisters, Kathleen.

The show is doing nicely under the management of Mrs. Pauline Jackson. Attendance has steadily increased since the inauguration of the dynamite sprints. This is Birmingham's second Seltzer show and promises to be an even greater success than the first.

The emcees are Sam Oore, Eddie Brown, Tex Swan, Chic Sneider and Frank Starr. The floor and events are under the direction of Lou Jarvis, head floor judge. Tex Swan has the natives in an uproar with his comedy. Earl King handles the publicity and maintenance, with Speedy Reynolds on dope sheets and copy.

Alvia N. C. Unit Down to Eight and One at 1,200 Hrs.

HIGH POINT, N. C., Jan. 12.—Eight couples and one solo are pitting their grit and stamina against the "fiendish machinations" of Chief Emcee Jack Freeman as the pendulum swings past the 1,200-hour mark. Jack has been very ill for a week with the flu and a slight dash of pneumonia.

Couples still in the grind are Golda Curtis and Jerry Reynolds, Bud Cullings and Dot Mayberry, Dave Cullings and Juanita Pierce, Hardrock Simpson and Doris Jean Parker, Jay Sands and Marcella Castle, Jimmie Kelly and Mae Chareau, Jack Duval and Marie Braughton, Tim Hammock and Mary Garwood, and Billy Lyons, solo.

Ray Alvis and Harry Fitzpatrick have revamped the seating arrangement of the "tent beautiful," permitting the accommodation of about 600 more people. As the last of the votes were counted last night Tim Hammock and Mary Garwood established their ability as stretch runners when they came from behind to win the popularity contest by a nose right at the wire. Hardrock Simpson, a local chap, and his partner, Doris Jean Parker, also local, seemed to have everything their own way until about the last 24 hours, when they had to give way to the Hammock-Garwood drive. Golda Curtis and Jerry Reynolds were third.

Freeman and his jester, Harry (Non Compus) Jarkey were glad to see their old pal Jack Kennedy stride to the mike last week. Kennedy is one of the better singers and Freeman has a great deal of confidence in his ability to please this critical locality.

The smooth manner with which the organization functioned in the face of the toll taken by the flu and pneumonia epidemic has been lauded by all who observed how willingly those enjoying good health pinch-hit for those sick in bed. Those who were under the doctor's care included Jack Freeman, chief emcee; Mary Jones, registered nurse; Harry Newman, publicity; Marvin Ellison, head floor judge; Jerry McDermott, night floor judge; Crystal Alvia, head cashier; R. O. Barnes, night manager; Mrs. E. O. Barnes, day cashier; Kenny Workman, dope sheets; Vivian Webb, nurse, and Mrs. Harry Fitzpatrick, wife of the secretary-treasurer.

JOE SOLAR, a prize winner of the recent Erie show, is on his way to Ft. Smith, Ark., and would like to see news from Sam Lipari, Mickey Ray, Welb Tauscher, Marie Gordon, Buddy Wallace, Bill Mason, Frankie Wagner, Larry Decorado, Eddie Pearson and Tommy and Jean Gardner.

The Turning Point

This is to record one of the most significant evidences of good faith ever displayed in the comparatively brief and, we admit, somewhat turbulent, career of the Endurance Show field; a field filled with tremendous possibilities and which we believe to be one of the up and coming branches of the amusement industry.

The proposed Chicago meeting of Endurance Show promoters is now an established fact. We have received positive assurances of attendance from a real working majority of the leading promoters in the field.

The meeting will be called to order, under the temporary chairmanship of the editor of this department, at the Sherman Hotel, 10:30 A.M., Monday, January 28.

The names of those pledging attendance at the meeting include:

CHARLES F. NOLTIMIER

HAL J. ROSS

GUY H. SWARTZ

J. B. STEINEL

GEORGE W. PUGHE

(By Proxy)

HUGH TALBOTT

We believe that more promoters will come in within the next few days. Additional names of promoters wiring assurances of attendance at the meeting will be published in next week's issue.

S. M. FOX
LOUIS SLUSKY

LEO A. SELTZER

CARL W. RAABE

RAY C. ALVIS
HARRY FITZPATRICK
HARRY C. NEWMAN

RED LEINEN

RICHARD S. KAPLAN

Union City Over 300

UNION CITY, Tenn., Jan. 12.—Union City's first walkathon got off to a good start under the management of Jimmie Dye and Wilton Maloney. Jerry Whalen is holding down the top spot behind the mike. At the end of 300 hours the show was doing well and the management added some 700 seats.

The staff includes: head floor judge, Buddy Dye; day judge, Guy Hartley; night nurse, Mary Dye; day nurse, Nell Glover; dietician, Mrs. Polk; night trainer, "Bird Seed" Zeemerian; day trainer, "Dub" Allbretten.

Webster-Reilly Take Green Bay Walkathon

GREEN BAY, Wis., Jan. 12. — Mickey Thayer's show closed here January 10 with first-place honors going to Woodrow Webster and Clara Reilly after 2,010 hours. Frank Costello and Helen Chester took second place and Arnold Eahling and Billie Colton were awarded third. A capacity crowd was on hand to see the finish. The Victory Ball was held Friday night.

CHUCK PAYNE, emcee with the Cowl show in Asheville, vacationed recently at his home in Birmingham, for two days, and visited the Seltzer show there.

JOE GRUBER, at home in East St. Louis, Ill., would like a line from Jack Moran, Skippy Williams, Lefty Wilson, "Coffy Goofty" Webb and Lou Burman.

BILL McQUADE, after being one of the winners of the Johnstown, Pa., show, is staying on for a month for a rest between shows.

THE B. & M. Amusement Company's show in Lincoln, Neb., that opened December 20, closed after operating a week. Contestants divided the meager gate receipts.

TINY SCHILLINGER, with the Sheldon show in Marion, Ind., would like to see notes from Dick Strickland, "Horse-face" Gayer, Mack Robertson, George Grow, Johnny Sparks, Jack "Dead Pan" Kelly and Corinne Mitchell.

FRED CROCKETT and Eddie Gilmar-tin, promoter and manager respectively of the St. Petersburg show, were recent visitors at the Tampa show.

FLORENCE BEEDE is spending the winter with her husband, Luman J. Beede, in Tampa. Florence's brother, Bob McClure, a newcomer to the Cowl

Seltzer Chi Shows Setting Fast Pace

CHICAGO, Jan. 12.—Business at Leo A. Seltzer's Walkathons continues to be way above normal and both the Arcadia Gardens and the Coliseum shows are playing to fine audiences. The present standing at Arcadia Gardens is 20 couples and two solos, and the setup here has been strengthened by the acquisition of Dick Buckley as emcee, replacing "Red" Skelton. Buckley is pleasing the North Side crowds, as is Erskine Tate and his 11-piece dance orchestra.

Meanwhile the Coliseum show is developing into a dog fight. Only four couples and one solo remain and all are experienced marathon contestants who refuse to give up. The couples remaining are Freddy Willis and Josephine Hausler; Joe Evans and Teddy Moore, who were married last Wednesday; Jerry Owen and Shirley Gray, and Fred Curo and Mary Harding, with Mildred Getz as the lone solo.

DOT LA VERNE would like to read notes from Marie Bendig, who was nurse with the Marlboro, Mass., show.

organization, but an oldtimer in the business, is living with them.

NIELS ABILDGAARD and Laura Mae Foster were married at Des Moines December 31.

LUMAN J. BEEDE would like to see notes from Jack Negley, Wiggles Royce, Joe Weiss and Nellie Satkirs and Dick Edwards.

SID RUFUS, of San Francisco, is resting with his brother and friends in Miami, and would like to see a note in the column from Ducky and Billie.

JOE HARPER, chief floor judge at the Durham, N. C., show, was recently married in Winston-Salem. He would like to (See ENDURANCE NOTES on page 49)

Cowl Tampa Show Enters Second Week

TAMPA, Fla., Jan. 12.—Going into its second week after facing and going thru fire, the Cowl show is getting under the skin of the Tampa amusement-loving public and it looks like a truly fine start.

The personnel is headed by Moon Mullins, contest director, with the co-operation of Eddie Leonard and a grand bunch of kids after one of the most difficult starts a show has had to ever face. Remainder of the personnel follows: Judges, George Greene and Jack Blue; trainers, Bob McClure, Dan Eckel, Glenn Grimes and Freneyh Cottler; nurses, Frances Stewart, assisted by Ma Branch, Harriet Alden and Jackie Walter; doormen, Jimmie Mullins and Red Carter; cashiers, Frances Germaine, Mrs. Carter and Mrs. Cunningham; concessions, Stewart Cunningham; dietician and purchasing agent, Jim Sherwood; general manager, John Winsten; Russell Wheeler, treasurer, and Frances Mullins, bookkeeper. Jackie Farrell and his Walkathonians are broadcasting over WDAE daily.

There are 22 couples and three solos left going into the second week.

J. G. Kitchens has left for Asheville to bring to a close the Harry H. Cowl North Carolina show.

Waterbury Passes 1,700

WATERBURY, Conn., Jan. 12. — The contestants in the Eagles Indoor Endurance Circus completed 1,700 hours with only six couples and one girl solo remaining. The treadmills have taken their toll, with Teddy Hayes and John Perugini falling by the wayside. Full house: every night since the start of the treadmills are beginning to prove that this will be another successful show for Fred Crockett.

The giving away of a Chevrolet, Frigidaire and a Philco radio, for the benefit fund of the Eagles, is being handled by Dick Yale and J. Lester Brennan, secretary of the Eagles, in a capable manner.

BUDDY RIPLEY, who is in Taylorville, Ill., would like to see something from Lee Duncan, Sailor Kerns and Fernie Burke.

THE MIDWEST WALKATHON ASSN.

Opening in the Auditorium, Downtown, ST. JOSEPH, MO., ABOUT JANUARY 31. Up to \$1,500 in Prize Money will be deposited in Local Bank. This show will be under direction of JACK STEINEL and JOHNNY HARRICAN. Following Teams write:

Blondy Lyons—Lyle Drowes—Flora La-Voy—Joe O'Hara—Sarah Ann Younger—Walter Cross—Jo Jo Hill and Jack Kelly—Joe and Mary Landis—Louis Festa—The Hedlunds—St. Williamson and Vi Rollins—Catherine LaRose—Charlie Nicosi—Bobbie DeMarchis—Whity Helm—Erhel Dunham and Uncle Peter—"Pop" Miller and Evelyn Thompson—Babs Evans and Stanley Jordan—Speedy Beringer—Alfred Ashley and Cleo Martin—Johnny Reed and French Lehman—Charlie Bates—Margaret Bowers—Ray "Pistol Pete" Wilson.

No transportation or collect wires. Only Entertaining Couples with wardrobe, who can take it, will be accepted. We will not take care of anyone before January 27.

WE CAN USE A-1 Comic M. C., also Straight M. C. who can sell air.

Send Lowest Figure for Steady Job. All Mail and Wires to THE WALKATHON, care Auditorium.

Columbia, South Carolina's First Super Contest at Lakeview

Fifteen Couples Wanted. Good Entertainer will make Good Floor Money. No collect wires, no transportation. Contest starts January 24 under management of Austy Dowdell and Harry Jerry O'WOELL. A LEWY, 1215 Washington St., Columbia, S. C.

Now Available Dick Edwards, Manager, Producer, M. C., & Hobo and Sparkie, World's Funniest Stooges

Complete, efficient organization and a following of the best contestants. No show too big and only responsible promoters given attention. Our competitive heat angles in charge of Larry Troy not exceeded by anyone, and a record of 35 successful shows out of 41, your assurance of success. Write or wire DICK EDWARDS, Edice Inn, Rochester, Ind.



Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

EVANS BROWN, musical magician, was a visitor at the magic desk last week during his engagement at the 444 Club, Cincinnati. Brown recently concluded an engagement with Paul Specht's Orchestra, where he did his magic routine, in addition to harp and accordion specialties. He reports that the magic idea scored handsily with hotel and night club patrons. He has several more dates lined up in and around Cincy. Brown hails from Connersville, Ind.

PELIX BLEY, magic impresario, jumped into Cincinnati last week from his home in Demopolis, Ala. He was joined in the Queen City by S. S. Henry, who made the trip down from his home in Wilmington, O. The two recently returned to the States from an extensive tour of the Orient, and the meeting in Cincinnati was for the purpose of mapping out plans for the balance of the winter season. Tentative plans call for Bley to take Henry on a swing thru Florida for the balance of the cold months before starting out on another extensive tour, possibly to some foreign clime.

DEPARTMENT HEADS and employees of the Burnett Bros.' Circus, in winter quarters at York, S. C., were guests of Marquis the Magician during the latter's engagement in that city January 4.

ROY ELLWOOD, ventriloquist, has tossed aside his vent figure to devote his time to preaching the gospel. Ellwood has entered the evangelistic field to preach religion, a thing which he says he has been interested in for some time. He addressed a group at the Central YMCA, Rochester, N. Y., Monday night, January 7.

FINAL ARRANGEMENTS for the fourth annual Magi-Fest in Columbus, O., have been made by the magic boys of the Capital City. Friday and Saturday, January 25 and 26, will see several hundred magic bugs gathered at the Neil House, Columbus, where the Black Art will be the topic day and night. A number of magic dealers will have a display. Harry Cecil, the "World's Worst Magician," will again serve as emcee. The Saturday night show will be 100 per cent for charity, the entire receipts going to the Columbus Children's Hospital. Six professional magicians will comprise the bill. Syl Reilly, chairman of the Magi-Fest committee, promises there will be no business session. Just magic and, plenty of fun.

KARL THE MAGICIAN pens that he has been engaged to perform his mid-air, straight-jacket escape and his buried-alive feature at the Old Home Week Celebration in Sydney, N. S., in 1935.

VIROIL THE MAGICIAN, during a recent engagement in Spokane, Wash., loaded his seven people, his lion and his tons of magic on his mammoth semi-trailer and drove to Medical Lake, Wash., where he gave a full two-hour presentation to 1,100 patients of the Eastern Washington State Hospital. Dr. Conway, superintendent of the institution, presented Virgil with a handsome cash token of his appreciation by mail a few days later. Frank C. Robinson manages the Virgil show.

CARRINGTON AND COMPANY, magicians and illusionists, are at the Varieties in Laval, France. Blacaman, hypnotist and fakir, is with the Circus Staniewski, Warsaw, Poland.

EMIL A. ARP and wife are in their second year with the Berkell Players, working out of Davenport, Ia. They are handling the leads, with Emil also producing the shows. Others in the Berkell

cast are Robert Wirt, Clara Latham, Joe Allison, Charles Berkell, Clara Hightower, Hans Von Austin and "Gay" Kiopcy. Business ranges from fair to good.

BALZAR, comedy illusionist, is at the Cirque Medrano in Paris.

PRINCE REBARA postcards from Conroe, Tex., that his mental act is being graciously received in Eastern Texas. He is paying theaters, schools and CCC camps. Joe (Toby) Purcell, Texas comedian, is with Rebara.

R. M. (DOC) GODWIN (Mr. Q. hypnotist), after a four months' tour of the Hawaiian Islands, writes from aboard the Dollar Liner S. S. President Pierce that he is bound for the Orient with his company of five people. Those who are making the trip, besides Mr. Q. are F. C. (Whitey) Clare, manager; Joe Glacy, veteran magician, business agent and publicity; Florence Allan, chief assistant; W. S. (Bill) Robertson, head subject, and Corinne Nienstedt, hurried-alive girl. Mr. Q. expects to be gone a year and will cover Japan, China, the Philippine Islands, Sumatra, Java, Malay States and India. Miss Nienstedt recently created no little excitement with her buried-alive stunt at the Maui County Fair, Maui, Hawaii.

ARTHUR HIGBEE is playing clubs around Akron, O. He is a new member of the Rubber City Magic Club.

W. F. GORDON is building new illusions and will go on the road again in the early spring.

FRANK W. MERWIN is spending a few days with relatives in Chicago.

DANTE has just finished a successful tour of Japanese picture houses and is now routed for a tour of Manchuria and Northern China.

J. J. (RUSTY) WOLFE is again booking Lippincott the Magician, while Mrs. Wolfe is working back on the show as assistant. Lippincott is again billing himself as the "man who makes himself disappear. He is performing the illusion in a new way, which has cut down baggage weight considerably. Business was poor during December and isn't so hot right now, Lippincott says.

CHEPALO, now playing Egypt, will soon jump to Bombay, India.

NICOLA, far-traveled magician, is now in Monmouth, Ill., getting his show ready for another world tour.

RECHA, Russian illusionist, is with the Cirque Fourtier, Dunkerque, France.

MAX REYWILS is at the Alhambra, Bordeaux, France.

ROBEELY AND PARTNER, magicians, are at the Select Cinema in Brive-la-Gaillarde, France.

DE ROCROY and his troupe of magicians and illusionists are touring Spain.

MYSTIC DE CLEO reports that he is not trouping with Chief Little Fox's med opy as reported last week. Says he is now working schools and lodges thru Central Ohio with his own magic unit, with C. Walters in advance. De Cleo is making his headquarters in his home town—Marysville, O.

Theatrical Mutual Assn.

By DAVID L. DONALDSON
Grand Secretary-Treasurer

New York Lodge No. 1, at its regular meeting December 2, elected the following officers for 1935: Joseph Gehlman, president; James W. Dyer, vice-president; Walter Mulvihill, past president; William Weil, secretary; W. T. Butler, financial secretary; Edward W. Otto, treasurer; Milton Meyers, sergeant at

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 LEGIT MUSICAL

REMY AND RUTH—young team, boy and girl, now playing vaude. The lad performs acrobatic routines sensationally, while the lass, a pretty youngster, does a pleasant dance. If properly spotted in a revue the boy could stop the show at any performance.

THREE RACKETCHEERS—trio of lads appearing at King's Terrace, New York night spot. Another Clayton, Jackson and Durante combo, but a very funny act. They'd get over if spotted in a revue, having plenty in their favor; talent, dynamic delivery and a flock of hokey bits good for solid laughs, with the Clayton-Jackson type of song-dance interspersing.

For RADIO

ELLA LOGAN—current at the Hollywood Theater, New York, in

Calling All Stars (legit). She rates a nod from the radio field for her delightful singing. Has a personality voice, pop tunes being given excellent treatment, with plenty of sparkle and zip. No vo-do-de-o or boop-ooop-a-doop stuff, but real handling.

For VAUDE

EDNA STRONG—young and personable lass who leads the chorus numbers at the Congress Restaurant, New York. Can sing fairly well and is a first-rate dancer. Looks like a comer and should have no trouble at all leading a flash act in vaude.

For FILMS

FRANK MILAN—young legit actor now in *The Petrified Forest* at the Broadhurst, New York. Big and nice-looking and with definite talent. Does a rather difficult part in his present opus with great effect. Films could use a juvenile who can do more than just look pretty.



Minstrelsy

By BOB EMMET
(Cincinnati Office)

RAY (NEMO) IRELAN, b.-f. comedian, postcards from Muncie, Ind., that he expects to be back with Max (Sambo) Trout's Minstrels when they open January 19 in Indianapolis.

JACK WAINWRIGHT, minstrel man and musical director, is busy rehearsing the annual South Side Minstrel, Fort Wayne, Ind., which will be held late this month.

"HI-BROWN" BOBBY BURNS and Ote Baldwin, two Blue Grass State minstrel boys, while walking down Fourth street, Louisville, the other day, encountered the following minstrel vets: Grover Schepp, interlocutor with the old Al G. Field and Laesse White minstrels; Fred Ballard, minstrel publicity man; Bob Larenze, Field show clarinetist; Gurley Burns, comic; Charlie Markert, dancer; Ben McAtee, comic; Homer Meacham, comic; Frankie Miller, dancer, and D. W. Orfith, of *Birth of a Nation* fame, who is in his home town to build a monument on his father's grave.

AL TINT postcards from Detroit to ask: "Do you remember when Archie

arms; Wallace E. Young, chaplain; Marcus Rattiner, Paul Stahl, Charles O'Leary, trustees, and Philip D. Allen, Jacob H. Landes, John P. Lynch and A. H. Bullwinkle, physicians.

The officers were installed January 6 by Brother Joseph Gehlman, third grand vice-president.

Brother Henry W. Sigel, chairman of the 71st anniversary committee, makes a plea that all members assist him in putting the affair over by selling tickets, as the proceeds of the evening's entertainment goes to replenish the Sick and Death Benefit Fund. The affair will be held at the Hotel Taft, New York, February 9.

In Memoriam—Joseph Belsenthal, J. J. Hagan, Frank Dwyer, Abe Enoch, H. H. Harvey, William Hilgenberg, Edward Bauer, Frank Gersten, Charles C. Shay and Fred Kell. The above members passed away during the past year. New York Lodge No. 1 mourns their loss.

Royer, of Clown Alley, tried to put out a minstrel show? When Roy Frances was chief cook on the Bradford & Redhill edition of the Al O. Field Minstrels at Luna Pier, Mich.? When Bobby Gosans learned to chew tobacco and Bobby was a circus clown? When Dan Pitch's Minstrels opened minstrel stock at the Majestic Theater, Birmingham, Ala.? When Happy Benway nearly thumbed his way back from the Bert Levey Circuit? When Nick Olynn did the half-shirt in front and half-shirt in back bit with the Gus Hill Minstrels?"

MINSTREL BOYS thrust out the country will mourn the passing of the veteran minstrel interlocutor and singer, Leslie D. Berry, who died last week at his home in New Martinsville, W. Va. He was a grand trouper and his fine tenor voice made him a favorite among the minstrel fans a quarter of a century ago. Details of his passing will be found in the Final Curtain, this issue.

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THE FORUM

This department of The Billboard is conducted as a clearing house, where readers may express their personal views concerning amusement matters. Opinions regarding particular shows or acts will not be considered. Weather 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.



Rich Hill, Mo.

In a news article on page 4 of The Billboard of January 5, headed "Definite Trend Toward Flesh in Topeka, Kan.," the correspondent was correct in every statement with one exception.

Says Chains Will Use Rep, If Modernized

We, the Peagin Stock Company, were bought by the Fox Corporation and were in our fifth week there when the house was sold.

This company was an experiment with the Fox people, and our record in Topeka proved to them that their audiences were ready for flesh shows if they were correctly mounted and modern material was used.

By actual check in three weeks' time we increased business at the Best Theater in Topeka by 110 per cent. When the house was sold to an independent manager this company was booked solid by the Fox Corporation for houses in Zone 2. We are now playing a circle for them, including two of their ace houses. These facts can be verified by writing to Harry McClure, district manager, Jayhawk Theater, Topeka.

My reason for writing this is to let small managers know that there is a sale for their shows in the chain offices now. But they must remember that these audiences are educated to the fast, snappy dialog of the pictures and that if they are planning to use the old standards of repertoire they won't get to first base. The old plots of the mortgage and the wronged gal must be laid away. You can no more sell plays like that to a modern picture audience than you can sell a Diamond Dick novel to a modern magazine.

BOB (SLATS) PEAGIN.

Weslaco, Tex.

Brother magicians had the blood surge to their temples when they read an article in the 40th Anniversary Number, Magic and Magicians section, of The Billboard by "Mahra the Great, Mentalist," in which he stated that he was putting on a full evening's show of magic and illusion exposes and with the assistance of Margie. He further stated that thru these exposes he hoped to put magic "on the shelf." However, it won't be as bad as all that, but the newspapers in his section (San Diego, Calif.) may give him a detailed writeup. Perhaps a few good and treasured illusions may ride the "news wires." The fact is it won't help magic, and it is obvious as to why he is presenting these exposes.

Exposes of Mediums Not Job for Magi

During our magical performances many of us choose to add a few minutes' demonstration, in one form or another, especially arranged to cripple spirit mediums and certain radio mentalists—and one no doubt is repaying a debt and there may be more to follow if we don't watch our step. We have a magic act, so why should we take time out to stage a ghost show with a lecture that is detrimental to "round-table" mediums?

It seems to me that the expose of crooked mediums, fortune tellers and certain mentalists should be left for the police. It is not our job.

ARTHUR C. ROEDER.

Pontiac, Mich.

I note that there are to be two more circuses to hit the road for the season of 1935. They are both old names to circus fans and they should meet with every success under the supervision of veteran showmen and with the big cat acts that they will have and with the trainers with big names that will draw. I do not understand why other big outfits cannot give parades like one did the past season. Some give

Sees Success For Latest Old-Name Shows

parades but they don't have much to show to the public. Let it see something worth while and it will pay circus managements double in attendance figures, such as a good big-top band and a good colored band for the kid show. There are a few outfits that are coming back to the old style of performance and parades.

Arthur Borella, in his article in The Billboard of December 1, told real facts about clowning. Why don't other joys join in with him? There are numerous fans who attend circuses only to see them make mirth.

ERNEST L. KENT.

Atlanta.

I have been reading in The Forum about circuses showing day and date and have wondered why no one has gone back any further. I have day and dated lots of times. I was with the Mighty Haag Railroad Show in 1910 when we day and dated Sun Bros. in Bristol, Tenn. I was with the Ringling Show in 1912 when we day and dated the Photo Show in Wichita, Kan. In 1914 Ringlings day and dated the 101 Ranch in Easton, Pa. I was with Bobby Fountain's two-car show when we day and dated Mollie Bailey in Texas.

Three Wagon Shows Lined Out Together

I was with the Mighty Haag (mud show) when we day and dated M. L. Clark & Sun Bros. Combined Shows in a small inland town in North Carolina. The next morning both shows went out of town on the same road. A few miles out the Rose Killian Shows (also mud show) cut in from a side road. There were three wagon shows all lined out together. We had quite a time getting

towards the betterment of all branches of the show business."—S. L. CRONIN, manager Al G. Barnes Circus.

Comments on The Billboard's Anniversary Number

"Orchids to you! Sure was a dandy. Without The Billboard I would be like a ship without a sail, so don't let me 'flounder.'"—JOE MILLER, concessioner.

"Compliments! It contains enough interesting reading to keep one's spare moments occupied for many days."—ESTHER L. SPERONI, P. J. Speroni Shows.

"I congratulate you. It is indeed an issue for you to be proud of. The circus section is, of course, what interests me most, but as I have a warm spot in my heart for all people engaged in the amusement business, the whole paper is one of great delight to me."—CHARLES KITTO, secretary William C. Coup Top 19, CPA, Beloit, Wis.

"Congratulations! It is splendid."—R. D. WAGNER, Washington, D. C.

"Permit me to heartily congratulate you on your 40th Anniversary Number, of which I have heard nothing but the most favorable comments. It is an issue that truly represents the spirit of the entire show world toward their friend, The Billboard, which so richly deserves this great success for its untiring efforts

to part company. Haag had three bulls and Clark had two. Big Ned was one of the Clark elephants. Later he was sold to Al G. Barnes and renamed Tusko. The Killian Show had no bulls. I also day and dated the Photo Show with Ringlings in Wichita Falls, Tex. I recall the time the Haag and Sun shows backed up in Bristol. Haag had a nice parade. Sun never paraded. Tom Tucker had the Sun Show big top. Dutch Myers had the Haag canvas. I have trouped for 36 years as a butcher and ticket seller and have been with most all of them. The worst blowdown I ever saw was with John Robinson's 10 Big Shows on July 4, 1911, in Uniontown, Pa. I have day and dated several other times but cannot recall the dates and places.

RUSH K. FOSTER.

Portland, Ore.

I wish to "blow off some steam" after noting the avowed intention of "Mahra the Great," as reported in The Billboard's Magic Department, of exposing secrets of our now-hard-enough art. So far as being able to put magic "on the shelf," he or no other man can hope to accomplish such a thing. Magic has weathered many hundreds of years and will continue to do so for many more.

It seems to me that a good magician or mentalist can put himself over without recourse to exposes. He harms only himself; the public does not like to be "shown." It wishes entertainment, not education. If it wishes knowledge on magic public libraries have many books explaining practically every angle of magic. And they are explained in a way that no magician (?) could ever hope to do.

I cannot recall a single expose show that made a real financial success. I believe someone should speak in no uncertain terms to our "magicians" who try to take the bread and butter from our mouths (most of us are lucky to get butter nowadays). I visit and say my say to all these people that I can reach, and if it were possible I would not be behfuhl in telling Mahra what I think of him.

HERMES.

"While we may be a little late, we have always been told that it is better late than never," so we want to tell you what a wonderful production your 40th Anniversary Number was. The show will possibly have started its 1935 season before we finish reading all of the issue."—FRED BECKMANN, Beckmann & Gerety's World's Best Shows.

"The greatest publication I have ever seen, and you and your associates must be given a lot of credit for getting out such an edition."—JESS ADKINS, Cole Bros. Circus and Clyde Beatty's Gigantic Wild Animal Exhibition.

"We have read many Billboards, but your 40th Anniversary Number was the best yet."—ELKIN BROTHERS, managers Temple Theater, Aberdeen, Miss.

"Congratulations! I ordered three copies from the news stand, and what a volume I received. You played a very important part for my success in former business connections, and I am counting (See COMMENTS on page 47)

and Miller Bros.' first road tour with the Ranch show. I saw the Ringling Show; it played to turnaway business while the Ranch Show played to capacity.

Charlie B. Campbell's letter in The Forum of January 5 stated that the Al G. Barnes Circus and Sells-Floto Circus played day and date in Oshkosh, Wis., on July 26, 1931, and again in Kenosha, Wis., on July 29. He got his day dates right, but the year is wrong. It was in 1921 instead of 1931, for I was on the Barnes Show that year. The Barnes Show had a wonderful season, giving three shows in Cincinnati, Louisville and Lexington, Ky.

41st YEAR

The Billboard

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Vol. XLV. JANUARY 19, 1935. No. 3

En Route.

It surely surprised me to read in the 40th Anniversary Number of The Billboard that Mahra the Great, out in California, has to expose magic and illusions to make a living. Is his mental act so good that he has to do exposing? Suppose a few magicians started to expose some of the mental acts? What then? Does he realize that then mental acts might have to go "on the shelf," as I personally know a number of magicians who would still be able to continue to entertain and mystify. But what about mentalism? Does Mahra realize that magic-mental acts, etc., come under mysticism? It probably will be good to think things over.

What If Magi Should Expose Mental Acts?

PRINCESS ZEELLA.

Lynchburg, Va.

The past summer and fall there were several letters in The Forum regarding wrecking of the Cook & Whitty Circus. One writer stated that there were two wrecks of the show on two consecutive days. Another writer declared that there was only one wreck. It is possible now, since the subject has been up several times, that some of The Billboard's readers can tell us more about the facts of this matter.

ALBERT CUSHING.

Atlanta.

Referring to a recent letter in The Forum from Frank J. Pouska regarding circuses playing day and date, I recall one instance in my old home town, Nashville, Tenn., on Friday, October 2, when the Ringling Circus and the 101 Ranch Wild West showed day and date. It was Ringling Bros.' 25th year, 1908, the jubilee season, and Miller Bros.' first road tour with the Ranch show.

When Ringlings And 101 Ranch Day and Dated

I saw the Ringling Show; it played to turnaway business while the Ranch Show played to capacity.

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E. W. ADAMS.

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Acborn, Myrtle
Adams, Dorothy
Adams, Peggy
Adams, Mrs. Hugh
Addison, Mrs. Elmer

- Faulkner, Mrs. Hazel
Faut, Rose
Fay, Mrs. Corina
Fay, Mrs. Corina

- Gardner, Jolly
Garney, Joseph
Garlock, Mrs. Leo
Garner, Walter
Garrett, Mrs. M.

Letter List

NOTE—The mail held at the various offices of The Billboard is classified under their respective heads, i. e., mail at the Cincinnati Office will be found under the heading of NEW YORK OFFICE, etc.

- Jacobs, Mrs. Helen
Jain, Mrs. Helen
Jain, Mrs. Helen
Jain, Mrs. Helen

- McIntyre, Irene
McIntyre, Irene
McIntyre, Irene
McIntyre, Irene

- Parker, Mrs. Lucy
Parker, Mrs. Lucy
Parker, Mrs. Lucy
Parker, Mrs. Lucy

- Sheppard, Mrs.
Sheppard, Mrs.
Sheppard, Mrs.
Sheppard, Mrs.

- Williams, Arnette
Williams, Arnette
Williams, Arnette
Williams, Arnette

- Adams, Alex
Adams, Alex
Adams, Alex
Adams, Alex

- Winters, Mrs. W.
Winters, Mrs. W.
Winters, Mrs. W.
Winters, Mrs. W.

- Beusman, Wm.
Beusman, Wm.
Beusman, Wm.
Beusman, Wm.

- Brown, Tiny & Big Boy
Brown, Tiny & Big Boy
Brown, Tiny & Big Boy
Brown, Tiny & Big Boy

- Burton, Arthur
Burton, Arthur
Burton, Arthur
Burton, Arthur

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.

BERINGER—Hedwig, 92, a favorite of the old German stock company in Milwaukee, died January 7 at her home in that city. Mrs. Beringer came to Milwaukee from Germany in 1879. She had no surviving relatives.

BERRY—Leslie D., 53, for 25 years a prominent figure in the world of minstrelsy, died Sunday afternoon, January 6, at his home in New Martinsville, W. Va. Three years ago Mr. Berry suffered a stroke of paralysis from which he never recovered. Mr. Berry first became associated with the Neal O'Brien Minstrels 25 years ago and later became interlocutor and balladist with the Al G. Field Minstrels. He also trouped with various other minstrel organizations. Funeral services were held in Parkersburg, W. Va., January 8, with interment in Mt. Olivet Cemetery there. Mr. Berry is survived by two brothers, Florid, of Parkersburg, and Donald H., of Huntington Park, Calif.

BOURQUE—Charles O., 69, died January 7 at Nashua, N. H. He was a native of Sherbrooke, Que., and headed the commissary and dining departments of the Ringling Bros. Barnum & Bailey, Sells-Floto and other circuses over a period of 40 years. He retired in 1932. He was a member of the Elks' Lodge, Ocean, N. Y. Survivors are his widow; three brothers, George, Peru, Ind., steward at circus farm, and Emery and Hector Bourque, Nashua, N. H., and a sister, Mrs. Lena Helm, Nashua. Services were conducted January 10 from St. Patrick's Church, Nashua, N. H., with interment in Nashua Cemetery.

BRADY—Thomas, 44, Northfield, N. J., for several years stage manager of Garden Pier, N. J., and the Music Box Theater, New York, and other playhouses, died at his home January 2. He is survived by his widow, Helen, and a daughter, Olive Brady, now on the stage.

COLLINS—George H., 49, former tab and burlesque comedian, died at his home in Rochester, N. Y., December 28. He retired from the stage 10 years ago, but his brothers, Tom, Neil, Walter and Daniel, are still in the profession. He is survived by his mother, a sister and five brothers. Burial was in Mt. Hope Cemetery, Rochester.

COOK—Thomas J., 79, former minstrel man, died in the Oak Nursing Home, Royal Oak, Mich., January 2 after a year's illness. He was a printer with *The Detroit Free Press* for 18 years, retiring a year ago. He is survived by a son, Frank Cook. Burial was in Roseland Park Cemetery, Detroit.

DEVERE—Harry A., 70, of the old-time vaudeville team of Dalley and Devere, died in Somers Point, N. J., December 23. Interment was made in



Pleasantville Cemetery, Atlantic City. His widow, Lillian C. DeVero, survives.

DENNEY—G. Burton, 60, died January 6 at Aurora, Ill. Deceased was formerly a clarinet player in the Chicago Symphony Orchestra in the days of its founder, Theodore Thomas, and was for 10 years director of the Moosehart Band. He is survived by his widow, Alice.

George Pierce Baker

Professor George Pierce Baker, 68, of the Yale University Drama School, died January 6 at the Neurological Institute of Columbia-Presbyterian Medical Center, New York, where he had been confined for two weeks. Death was due to high blood pressure and pneumonia.

Professor Baker contributed much to modern drama thru his training of budding playwrights and producers, although he had never appeared on the stage himself. Among his pupils were such well-knowns as Eugene O'Neill, Sidney Howard, Walter Pichard Eaton, playwright and critic, who succeeded Professor Baker as teacher of drama "47" at Yale; Heywood Brown; Leo Simonson, scenic designer and director for the Theater Guild; Robert Edmond Jones, scenic and costume designer; Van Wyck Brooks, author; Philip Barry, playwright; Edward Sheldon and many others.

After 36 years as a member of the Harvard faculty he went to Yale in 1925 as chairman of the Department of Drama and director of the new Yale University Theater. He retired July 1, 1933.

His widow and four sons, John Hopkinson Baker, Edwin Osborne Baker, Dr. Myles Pierce Baker and George Pierce Baker Jr., survive.

DIETRICH—Theodore, publicity and promotion director with Hearst Metro-tone News and Cosmopolitan Productions, passed away in New York January 6 following a long illness.

EMERY—Gilbert Warren, 52, film character actor, died December 31 at Los Angeles. Funeral services were held January 3 and interment was made in Hollywood Cemetery, Hollywood.

FOEDOR—Mme. Jeanne, dramatic soprano and grand opera star, died in New Orleans January 2 of a heart attack. Mme. Foedor sang in a number of operas at the French Opera House, New Orleans. She introduced in New Orleans the role of Anita in Massenet's *La Navarraise*, a role in which she was coached by the composer himself. She was also well known for her performances in the operas *Aida*, *La Gioconda*, *Il Trovatore* and *Les Huguenots*. She was born in Paris, where she studied voice. Mme. Foedor made her operatic debut in *Romeo and Juliet* in Brussels, Belgium, and appeared in opera houses in Europe and Mexico before she established her home in New Orleans 25 years ago. She is survived by one son, Charles Bolaget, and a daughter, Mrs. Stelly Czarnak.

IN LOVING MEMORY OF

Mrs. Louise B. Gazzolo

Wife of Frank B. P. Gazzolo, and mother of Dudley and Bernice, who passed away at her home, 5536 Washington Boulevard, Chicago, on Tuesday, January 8, 1935.

GAZZOLO—Louise B., 68, wife of Frank A. P. Gazzolo, theatrical producer and veteran Chicago theater manager, died January 8 after an illness of two years. Formerly Louise Bernero, she was married to Gazzolo 38 years ago when she was an ingenue in one of his dramatic stock companies. She was a sister of Johnny Bernero, for years a Chicago box-office man, later manager of the Playhouse, Chicago, and now connected with the Studebaker Theater, that city. She is survived by her husband, a son and a daughter. Burial was in Calvary Cemetery, Chicago.

GEORGE—Helmar, 49, inventor of the sky-writing projector much used in show business, died in Baptist Hospital, Memphis, last week. He was stricken with appendicitis. Peritonitis developed following his removal to the hospital and he died shortly after when pneumonia developed. A native of Sweden, George came to this country 28 years ago. He was an expert photographer and at one time operated a studio in Pontiac, Mich., where he also owned five theaters some years ago. Surviving are his widow, Mrs. Norma Andrews George, of New York; a daughter, two sisters and four brothers. Burial was in Memphis Memorial Park Cemetery.

GORDON—Mrs. Frank A., 57, known on the stage as Grace E. Leslie, English actress, died at the home of a son in Philadelphia last week. She was a resident of Birmingham, Detroit suburb, for the last 24 years. She made her stage debut in New York and then went to England, appearing in numerous child roles. She later played leads in dramatic companies until her retirement in 1908. She is survived by her husband and two sons, William and Frank. Burial was in Birmingham.

HENDRICK—Laura A., 69, former stage star known as Laura Bigger, died at her home in Los Angeles January 3 of heart disease. Her first success was in *Sir Henry Rider Haggard's She*, first produced by William Brady at Hazard's Pavilion, Los Angeles, and later taken to New York. Funeral services were held January 7 and cremation followed. She is survived by a son.

KING—Mrs. Louretta, 73, mother of Austin King, manager World's Museum, San Francisco, died January 4 at East Oakland Hospital, Oakland, Calif. She was well known to the outdoor show world. Interment in Masonic Rest, Livermore, Calif.

LEE—John R., 58, vice-chairman of advisory council of Detroit and Michigan Exposition, died January 8. He was formerly chief engineer of the Ford Motor Company. Burial was in Elma, N. Y. He is survived by his widow, Jessie D.

MATHEWS—Marion L., 41, veteran carnival operator, died of pneumonia January 2 while visiting his sister at Hardinsburg, Ind. Burial was in Baylous Cemetery, Huntington, W. Va., his home town, June 5. He is survived by his widow, Lulu; four sons, Harold, Mari-

on, John and Bobbie, all of Huntington; a sister, Mrs. Corn Martin, Hardinsburg, Ind., and a brother, John, Charleston, W. Va.

MITCHELL—Georgia, 39, former actress and widow of Jim Mitchell, film columnist, passed away December 28 at Los Angeles from a heart attack. Funeral services were held December 29 and cremation followed. She leaves her mother, daughter and a son.

NEUENSCHWANDER—D. C., 77, chorister and orchestra leader, of Berne, Ind., died at his home there January 5. Funeral services and burial were held in Berne.

PILLOIS—Jacques, French composer and lecturer, died suddenly in New York January 4. He had been a special lecturer at New York University on French music for five years before 1933 and composer of several well-known chamber music pieces. He was a laureate of the Society of Composers and the Institute of Paris. Besides his widow, two sons, living in Paris, survive.

PISTEL—Louis, 60, actor, was found dead in bed in Baltimore recently. He had been suffering with heart disease. Deceased was a member of the Actors' Equity Association.

SCOTT—Frank E., 75, owner of the Union Ticket Agency, operating in the Chicago Loop hotels, died December 11 at the West Suburban Hospital, Oak Park, Ill., after a 10 months' illness. Interment was in All Saints Cemetery, Chicago. His sister and two daughters survive.

SHALET—Jacob A., 58, died suddenly in Bridgeport, Conn., January 6. He was a well-known chorus leader and soloist.

SMITH—Ralph Gates, 70, Detroit musician, died January 3 in that city following a long illness. He was formerly a member of several musical organizations in Michigan and elsewhere. He is survived by two brothers. Deceased was a member of the Moose. Burial was in Woodmere Cemetery, Detroit.

SMITH—Mrs. Louisa, 66, fat woman, died of pneumonia at Niagara Falls, N. Y., recently. She weighed 400 pounds and for years traveled with circus side shows. She had lived in retirement in that city for more than 10 years. Burial in Oakwood Cemetery, Niagara Falls.

SMITH—Mrs. Nellie, better known to the profession as Blondetta, dancer, died suddenly at her home in Pittsburgh January 2 after a nervous collapse while filling an engagement in Altoona, Pa. Vincent Russell, her husband, survives.

STEPANLO—Paul, 38, violinist, was shot to death by robbers in New York January 5 when he unwittingly interrupted the holdup of a card game.

TAPFIELD—Selvy, 65, chief carpenter with Earl Carroll's *Varieties*, died last week in Baptist Hospital, Memphis, of pneumonia contracted during the *Varieties* engagement in Memphis Christmas week. A native of England, Tapfield had been a stage carpenter in the United States and Canada for 45 years. His wife came to Memphis from their home at Atlanta Highlands, N. J., and was at his bedside when he died.

TENO—Louis A., 64, former operator of the Casino in Belle Isle Park, Detroit, died January 3 in Herman Kiefer Hospital, that city. He was born on the island and in later life operated the Casino, and was in charge of the returning of canoes and bicycles which were features at Belle Isle 30 years ago. Burial was in Mount Olivet Cemetery, Detroit. He is survived by his widow, Laura Stauch Teno, and one son, Louis.

WEST—Jack, 65, father of Mae West, picture star, died at Oakland, Calif., January 8 following a heart attack. He was a former pugilist. Funeral services were held in Los Angeles. Body was taken to Brooklyn and placed in a vault at Cypress Hills Cemetery. Two daughters and a son survive.

MARRIAGES

BAKER-PATTISON—George Baker, connected with the Louisiana Amusement Company, New Orleans, and Edith Pattison, Bedford, Ind., were married January 3 in the Christian Church, Mitchell, Ind. The couple left immediately for New Orleans.

BROWN-DOOLEY—Haywood Brown, columnist, and Mrs. Johnny Dooley, dancer, who under her stage name, Connie Madison, is appearing on Broadway in the musical *Merrily We Roll Along*, were married at the Municipal Chapel, New York, January 9. The bride was the widow of Johnny Dooley, comedian, who died in 1928.

HAAS-LYON—Harold K. Haas and
(See MARRIAGES on page 52)

Marcella Sembrich

Marcella Sembrich, 76, one of the greatest opera singers of all time, died at her home in New York January 11. Since her retirement in 1909 she was known as "the first lady of the opera."

Born in Lemberg, Poland, as Praxsada Marcelline Kochanska, she made her operatic debut in Athens in 1877 in Bellini's "The Partisans." Soon afterwards she changed her name to Marcella Sembrich. A little later she married her piano teacher and adviser, Wilhelm Stenget.

In 1878 she went to the Royal Opera in Dresden, and two years later she was heard in Covent Garden, London, in "Leda." She followed this with appearances in Berlin and the Opera of the Csars in St. Petersburg.

She made her New York debut with the Metropolitan Opera Company's first season in 1883. At that time Adelina Patti was packing 'em in at the Academy, and the Metropolitan sent to Europe for Sembrich. She soon stemmed the tide of the Academy opposition.

It was with Sembrich in "Rigoletto" that Caruso made his debut before the "Golden Horseshoe" in November of 1903. Caruso also sang with her in her farewell performance, with Scotti and Pasquale Amato. One of her best-known pupils is Ouzilina Ciannini. Until a year ago she kept up her work as director of the Curtis Institute of Music, Philadelphia.

With her when the end came were her son, Marcel William Stenget, and his wife. Funeral services were held at St. Patrick's Cathedral, New York, Sunday afternoon, January 13. There was no mass, and, at the family's request, the rites were simple.

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Handle, book, advertise. Have been with some
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ORGANIZED 12-PIECE DANCE UNIT WANTS
to contact booker who has established terri-
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equipped in every way. Transportation is two
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Standard combination is three violins, four
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Will accept. All new, modern equipment.
Featured Double Bass, Bass Chair, Five Saxes, Trumpet
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Soloists. Latest type system, latest
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FLASKY ORCHESTRA—Smartly uniformed,
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Good instrumentalists. Library. Photos. Go any-
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den, fairs or other suitable enterprises. Booking now
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Pennsylvania's leading night club, hotels, col-
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Offers invited. Join at once. Myriam, Carni-
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MONDU, care General Delivery, Tampa, Fla.

ROJAS DUO — Revolving Ladder, Wireline
Ladder, Loop Drilling with Minnie (Girl), Open
for rings for coming season. Good acts, beautiful
wardrobe, stick the season. Address **Gilmanville,**
Fla. ja26

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AT LIBERTY—SINGING AND DANCING JU-
venile, age 22. Exceptionally strong spe-
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field, Ala.

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MAGICIAN—AMERICAN, RELIABLE, WANTS
to join theatrical company. Give any
length time, small-large apparatus, equipped
for complete show. Young lady from com-
pany as assistant. **DELANEY,** Mystician, 17
Channing Newport, R. or care **LEARY**
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Over 25 years' experience stock and studio.
Lettering also **JACK PLATZER,** 415 State
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AT LIBERTY JANUARY 20—Round Man with
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VAUDE-PRESENTATIONS

Aldrich's Hawaiians (Criterion) Greensboro, N. C., 21-33. Alton Girls (Marbro) Chicago. Bartha, Alex., & Serenaders (Criterion) Bridgeton, N. J., 18-19. (LaCasa Ballroom) Philadelphia 23. Beardsley, (Pal) New York. Bernick, Count (Oriental) Chicago. Betty, Bebe, Orlis (Pal) Cleveland. Blackstone (Oaks Ave.) Brooklyn. Blake, Larry (State-Lake) Chicago. Bobby Gang (Globe) Bridgeport, Conn. Boop, Betty (Albee) Brooklyn. Bowan, Sybil (RKO Boston) Boston. Broadway Nights (Colonial) Dayton, O. Bryack, Raina & Young (Roxey) New York. Burke, Johnny (Paradise) New York. Byrne Sisters, Three (Uptown) Chicago. California Revels (Uptown) Chicago. Callaway, Cab, & Orch. (Met.) Brooklyn. Callaway, Harrel, & Her Cotton Club Revue (Ambassador) New York. Carleton (Paradise) New York. Carleton & Ballou (RKO Albee) Providence. Carney, Bob, & Co. (Oriental) Chicago. Carr, Bobby, & Co. (Tower) Kansas City. Carr Bros. & Betty (Tajana) Jamaica, N. Y. Carroll, Harry (Marbro) Chicago. Cass, Mack, Owen & Tony (Orph.) Minneapolis. Cherie (Colonial) Dayton, O. Ching Ling Foo Jr. (State) New York. Cobb's, Gene, Bamble in Rhythm (Orph.) in Falls, Ind., 18-19. (Pinney) Boise 20-21. Colleano, Maurice, & Family (RKO Albee) Providence. Compton, Helen, & Orch. (Paradise) New York. Connors, Frankie (Fox) Detroit. Cooper, Jerry (Roxey) New York. Craig Jr., Freddie (Uptown) Chicago. Danwells, Six (Chicago) Chicago. Davis, Benny & Co. (Met.) Boston. Deacon & Romaine (Oriental) Chicago. DeLong Sisters, Three (Paradise) New York. Delnon, Helene, & Co. (Pal) New York. Deveraux, Jean, & Co. (RKO Boston) Boston. Dillon, Bobby (Fox) Detroit. Don & Betty (Marbro) Chicago. Dormonde, George, & Partner (Pal) Cleveland. Drayton Sisters (Pantages) Birmingham, Ala. Edler, Grace, & Reed Brothers (RKO Albee) Providence. Elms, Five (Fox) Detroit. Evans, Rue, Trio (Shrine Circus) Springfield, Mo.; Pittsburgh, Kan., 21-26. Evans, Steve (Orph.) Minneapolis. Everett & Conway (Shrine Circus) Springfield, Mo.; Pittsburgh, Kan., 21-26. Felovs (Tower) Kansas City. Flann, Serge (Capitol) New York. Flippen, Jay C. (Century) Baltimore.

TOP-NOTCH ACCORDIONIST. GOOD SINGER. Double first Piano. Fast reader. Plenty swing. Modern style. Been with best club, radio hotel. Call for references. A-1. CORDONIST, 3145 S. W. 13th St. Place, Des Moines, Ia. TRUMPET—MODERN. GOOD READER. U212 range. Reliable. MUSICIAN, 1212 Bush Circle, Birmingham, Ala. TRUMPET AND DRUMS. BOTH MODERN. Read and fake. Go anywhere. Can also entertain. HARRY PROSPERI, Carpill Hotel, Des Moines, Ia. ACE GUITARIST, SINGER—Experienced Radio, hotels, clubs. Memberships, here and abroad. Read, good dance man, some arranging. April 24, Radio, here, take your own. Consider pop personality, appearance, gentleman. Offer must be sensible. Don't misrepresent. MUSICIAN, 6 Lewis St., New London, Conn. A-1 STRONG EUPHONIUM—Baritone Soloist. Repertoire, name concert band and circus. Musician or director. Plenty references. Has diploma. DeCARLO, 319 Walnut St., Macon, Ga. ALTO SAXOPHONE—Clarinet, Baritone if necessary. Trumpet, No hot choruses or larks. Will join union. Wichita if in. References reliable. single, age 26. Will travel. JAMES CURRIE, Murray, Ia. ALTO SAX, Double Clarinet. Modern, at sight. Good "take-off", and some fake also specialties. Appearance, plenty clothes, can play show, concert, all rhythm you want, lots of brasses. Consider all offers anywhere, prefer Florida. Good mixer. Write or write. GOLDON MALLE, Process, Pa. MUSIC TEACHER—Wishes directorship industrial, municipal, school or Shrine Musician build. Best of experience. All letters answered. BOX C-297, Billboard, Cincinnati, O. fe2b MODERN RHYTHM DRUMMER—Plenty swing and lift. Play Bufo and Vibes but don't have. Sing and arrange. Modern, sober, reliable; willing to cooperate. Prefer location in Florida, but will accept other sections. All communications answered. Don't misrepresent. I haven't. THOMAS CHATELLE, 240 Harriet St., E. A., Atlanta, Ga. ja26 MODERN DRUMMER—Desire contact with reliable nite club or dance orchestra. Experienced, union, young, dependable. Plenty pop and flash. Fine equipment, modern accessories. DRUMMER, 111 West First St., Duluth, Minn. ORCHESTRA LEADER and Singing Entertainer. With or without excellent 12 to 12-piece Orchestra. Vocalists and Novelties. Open for hotels, nite clubs, theatres, etc. LEE STUART, 1030 S. 17th St., Milwaukee, Wis.

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EXPERIENCED PIANIST — BAND, CLUB OR Tavern. Reliable. BOX C-309, Billboard, Cincinnati, O. YOUNG RHYTHM DANCE PIANIST—GUARANTEED all essentials, take off, etc. Drive anywhere. WAYNE BORER, Marshall, Mich. A-1 PIANIST—23 years. Read, fake, union. Anywhere. Prefer position with small reliable combination. HAY, Musician, 805 E. Washington, Indianapolis, Ind.

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AT LIBERTY—ALL-AROUND TEAM. CHANCE two weeks. Sketches and Novelty Act. Man A-1 Black. (See under N. Family shows need answer. THE ACKERS, Arco, Ga. TWO GIRLS — ACROBATIC, CONTORTION, Dancing, also Roman Ring Act. Nite club vaudeville. Address HELENE SISTERS, Billboard, Cincinnati, O. ja26 AT LIBERTY—Walter, Molly and Pat King. 3 versatile people. Change for 2 weeks or longer. Comedians, Singers, Dancers, Magic, Contortion, Escapes, Cowboy Singing with Guitar, Fast Doo for girls. Play own music. Best of vaudeville. WALTER KING, Parish, N. Y. ja26 AT LIBERTY—Team. Man does Black, Guitar, Banjo Single, Dances, Harmony Singing. Know all med acts. Vaudeville or Nite club. MACK AND JAZZ, 714 Bank St., Dallas, Tex. ja26 AT LIBERTY—Now or coming next season, for rep. reader, tab, carnival, circus, etc. A-1 Band Leader (Trumpet), Director, Arranger, etc. Double Novelty Act (2 Musicians). Large concert Xylophones, 6 other instruments. Age 40, experienced, reliable. Have solo, humor acts, material (optional). Address BAND LEADER, care Ida M. Thomas, R. R. No. 2, Ft. Warren, Ind. ENTERTAINER WITH RAID and theater experience. Nite club or stage work. Female impersonator and Eclectic Dancer, different specialties. Do Fan, Solo, Solo, Solo, Waltz, Clog, Sailor and Gooty Dance. Also St. Louis Minst. Splendid wardrobe. Special references. DELORIN DONAVON, Box 623, Newton, Ia. HERE THEY ARE—Lamon's Bird Act. Yet cannot ask for any better novelty. Something different; not an ordinary act, but a high-class attraction that is of merit and quality. The Original Headstart Bird, the Back Somersault, the Butterfly, the Blue display and a flash. Address 112 South Boulevard St., Tampa, Fla. ja26 MAGICIAN—Speedy routine with happy comedy. Light Apparatus and Sleight-of-Hand. Stage or Nite Club. Five minutes. SKIDDY, 3910 Prospect, Kansas City, Mo. MALE DANCER—6 ft., 175 lbs. Ballroom, Adagio, Spanish. Team, trio, quartet experience. Boy and girl interested in getting act together. Write. Must be good. Box 22, Billboard, Chicago. MALE TEAM—One Female Impersonator, "The Male Jerry Lee". Real singing, modern modern guitar, pianist. Other Comely Female features for unit tab, rumba, nite clubs, singing, dancing. Both young, sober, reliable. Join now. Reliable managers only, no agitators or vacationists. MONDETTE DUO, General Delivery, Dallas, Tex. PUNION AND JUDY—Strictly first class, with Educated live Dog. Excellent. Gurus and extras. For theaters, department stores, exhibitions, etc. CALVERT, Billboard, New York. fe23 SKETCH TEAM—Man, Comic; Lady, Honorette. Plenty humor, doubles and stunts, play own on strings. Know act. Twenty per week, join now. Address SKETCH TEAM, care Show, Bearta, O. Oliver, Via (Pal) Cleveland, Olympia Boys: Springfield, Mo.; Pittsburgh, Kan., 21-26. P Pappy, Ezra, Zeke & Elton (RKO Albee) Providence. Parsons, Chauncey (Missouri) St. Louis, and Park & Clifford (Boulevard) New York. Paul Sisters (Pal.) Minneapolis. Peerce, Jan (Mich.) Detroit. Petch & Deauville (Pal.) Cleveland. Phillips, Joe, & Co. (Loew's) Jersey City, N. J. Philo, Viola (Fox) Philadelphia. Proski's Tugs (Missouri) St. Louis. Purians, June, & Co. (Pal.) Minneapolis. R Radio Ramblers (Fox) Detroit. Rasso & Co. (State) Newark, N. J. Rich, Larry (Colonial) Dayton, O. Rome, Inc. (Globe) Bridgeport, Conn. Rosmers & Dudley Revue (Fox) Minneapolis. Ross, Audrey (Loew's Orph.) Boston. Rossy Rhythm Orch. (Orph.) New York. S Sallie Puppets (Earle) Washington, D. C. Samuels, Al, Revue (State) Newark, N. J. Savo, Jimmy (Chicago) Chicago. Saxe, Ray (Earle) Washington, D. C. Shore, Harris & Sylvia (Marbro) Chicago. Eldney, Jack, Revue (Loew's Jersey City, N. J. Sims & Bodley (Chicago) Chicago. South, Eddie, & Orch. (Orph.) Minneapolis. Spices of 1935 (Oriental) Chicago. St. Claire & O'Day (Plymouth) Worcester, Mass., 18-16. (RKO Tilyou) Coney Island, N. Y. Stecker (Marbro) Chicago. Stone, Bernice, & Perry Twins (Orph.) New York. Stone & Vernon (Fox) Washington, D. C. Stuart & Lass (Valencia) Jamaica, N. Y. Sittler, Paul (Oriental) Chicago. Sweet & Lowe (Orpheum Gardens) Omaha, Neb. Sydel, Paul, & Spotty (RKO Boston) Boston. Sykes, Harry (Pantages) Birmingham, Ala. T Talent & Merit (Pal.) Minneapolis. Tankel & Orin (Loew's Orph.) Boston. Tip Top Girls (State-Lake) Chicago. Tins, Betty, & Co. (Boulevard) New York. Trainor Bros. (Mich.) Detroit. V Valettes on Parade (Pantages) Birmingham, Ala. W Ward, Flinky & Terry (Riverside) Milwaukee. Weber, Rex (Fox) Washington, D. C. Wee, Robert (Fox) Philadelphia. Whittette, Thelma (RKO Boston) Boston. White, Danny (Tower) Kansas City. White, Eddie (RKO Boston) Boston. William & Charles (Loew's Jersey City, N. J. Wilson & Davis (RKO Pal.) Rochester, N. Y. Wilson, Evelyn, & Co. (Orph.) New York. Winnie & Dolly (Met.) Brooklyn. Wood, Britt (RKO Pal.) Rochester, N. Y. (See ROUTES on page 51)



ROUTE DEPARTMENT

When no date is given the week of January 12-18 is to be supplied. In split week houses the acts below play January 16-18.

Pogarty, John (State) New York. Foley & Letour (Globe) Bridgeport, Conn. Poor, Gene (Globe) New York. Franklin Fantasy Follies (Campomar) Havana, Cuba. Freed, Carl, & Orch. (Buffalo) Buffalo. Pross, Sylvia (Earle) Washington, D. C. Future Stars of Tomorrow (Marbro) Chicago. Gabr, Frank (Albee) Brooklyn. Gile & Carson (Paradise) New York. Gardner, Wolf & Hawkins (Oriental) Chicago. Gay Boys, Five (Uptown) Chicago. Genl. DeQuincy & Lewis (Mich.) Detroit. Gardline (Uptown) Chicago. Oivot, George (Mich.) Detroit. Glaser, Vaughn, & Co. (RKO Pal.) Rochester, N. Y. Gordon, Paul (Riverside) Milwaukee. Gordon, Gene, & Co. (Fox) Washington, D. C. Gory, Gene & Roberta (Orph.) Seattle, Wash. (Orph.) Tacoma 18-20. Gould, Venita (Valencia) Jamaica, N. Y. Green, Margie (Uptown) Chicago. Grenadines, The (Colonial) Dayton, O. Grims, The (Pal) New York. Grindell & Esther (DeLucas Supper Club) Dundalk, Md. H Hadji Ali (Riverside) Milwaukee. Hall, Bob (Uptown) Chicago. Hulst, Mal, & Orch. (Paramount) Springfield, Mass. Hanley, Eddie, & Co. (Met.) Brooklyn. Harris, Phil, & Leah Ray (Pal.) Cleveland. Harris Twins & Loretta (Capitol) New York. Havel, Arthur & Morton (State) Newark, N. J. Hayworth's, Senber, Broadway Novelties (Paramount) Kingston, N. C., 14-16; (Carolina) Elizabeth City 17-18. Hill & Hoffman (Uptown) Chicago. Hollywood Flashers (Capitol) Raleigh, N. C., 16-17. (Imperial) Columbia, S. C., 18-19. (Arlington) Rock Hill 20; Burlington, N. C., 21-22; Concord 23. Honan, Helen (Pal.) Cleveland. Howard, Harry (State) New York. Hudson Wonders (Buffalo) Buffalo. Hunter & Perovai (State-Lake) Chicago. Hyde, Alex, & Orch. (State) New York. J Jenkins, Al, & Orch. (Orph.) New York. Jerome, Major (Pal.) Minneapolis. Jerry & Baby Grands (Mich.) Detroit. Jones & Wilson (Plymouth) Worcester, Mass. K Kane, Helen (Marbro) Chicago. Ketchel, Iva (Marbro) Chicago. Kline, Mickey (Plymouth) Worcester, Mass. Lambert (Loew's Orph.) Boston. Lafayette & LaVerne (Capitol) New York. Large & Morgner (Pal.) Cleveland. LaVola, Don (Shrine Circus) Springfield, Mo. LaZarr, Irving (Missouri) St. Louis. LaZellas, Aerial (Wagon Wheel Nite Club) Nashville, Tenn. Leonoff, Suscha (Capitol) New York. LeKays (Loew's Orph.) Boston. Lewis, Fred, & Orch. (Earle) Philadelphia. Lewis & Moore (Albee) Brooklyn. Lightning Mishes, Three (Colonial) Dayton, O. Little, Frankie (Marbro) Chicago. Lorraine & Elford (State) New York. Loyal's Dogs (RKO Pal.) Rochester, N. Y. M Mack, Freddy (Roxey) New York. Mann, Jerry (Roxey) New York. Manning & Glass (Winter Garten) Berlin, Germany, 1-31; Eberfeld Feb. 1-6. Marcus, A. B., Continental Revue (National) Boston. Marcy Bros. & Beatrice (State-Lake) Chicago. Marvey, Gene (State) Newark, N. J. Mazy & Bobby (Oriental) Chicago. Mattison's Rhythms (Orph.) Minneapolis. May, Bobby (Loew's Jersey City, N. J. McNally, Claxton & Lloyd (Loew's Orph.) Boston. Medley & Dupree (Pal.) New York. Menken, Hal, Revue (Loew's Orph.) Boston. Miller, Louise (State-Lake) Chicago. Miner & Howard (Boulevard) New York. Miner & Root (Valencia) Jamaica, N. Y. Ming & Toy (Tower) Kansas City. Montmartre Nights (Ritz) Aniston, Ala. 18; (Tiger) Auburn 17; (State) Chattanooga, Tenn., 18-19; (Pantages) Birmingham, Ala. 20-21. Moody's Louisa, Vanity Pair Revue: Oklahoma City 13-17; Dallas 18-20; Ft. Worth 21-23. Mullen Sisters, Four (State-Lake) Chicago. N Newman, Leona (Capitol) New York. Norwood & Danillo (Capitol) New York. N. T. O.'s Paradise Revue (Century) Baltimore. Nazarro Jr., Nat (Missouri) St. Louis. Neuton, Martha (Marbro) Chicago. O O'Donnor Family (Missouri) St. Louis. O'Donnal & Blair (Orph.) New York.

POST OFFICE AID ASSURED

Department Outlines Rulings On Mail Tampering Question

Reports of improperly delivered mail are invited—offenders shall be fined not more than \$2,000 or imprisoned not more than five years, or both, says law

By THE RAMBLER

After an extensive study of all questions involved, the U. S. Post Office Department has issued official rulings on a number of points submitted to Postmaster-General Farley by a group of showfolks in an endeavor to stamp out the evil of tampering with mail and wire messages on outdoor shows by unscrupulous managers. The facts in this campaign have been given during the last two months exclusively to *The Billboard*. Postmaster-General Farley, who was personally very much interested in the matter, transferred the questions involved to the Division of Post Office Service, which is under the supervision of First Assistant Postmaster-General W. W. Howes. The official answer, signed by W. W. Howes and dated January 6, does not go, we are frank to say, as far as we would have liked to see the Post Office Department go in the matter. However, the department promises fullest co-operation in all cases of law violation and advises that individual complaints are to be made to the chief inspector for the Post Office Department at Washington. This official will decide if the law has been violated in fact and will institute proceedings against any violators.

It is also stated in the rulings that the local postmaster has the right to deliver mail addressed to individuals to the "mailman" of an outdoor show if said mail is addressed in care of general delivery and not in care of the show. In such cases the postmaster is only allowed to deliver the mail to the show mailman if a written permit is given by the addressee to call for this kind of mail.

The Letter

The official answer of the Post Office Department reads as follows:

Receipt is acknowledged of your letter of November 19, 1934, complaining about the way mail for show people who are constantly on the road is handled, and propounding a number of hypothetical questions.

It has been necessary to give considerable study and research to the questions asked by you, and there is some doubt if the Postal Laws and Regulations may be extended to cover the depositions complained of. The Department does not deem it advisable to issue any regulations covering the handling of mail by an agent or messenger appointed by show authorities. Section 777 of the Postal Laws and Regulations provides that mail matter should be delivered to the person addressed or in accordance with his written order. When the addressee habitually sends for or receives his mail thru his clerk, servant, agent, etc., and recognizes or acquiesces in such delivery, no written order need be required.

It should be understood from reading of this regulation that the addressee may direct the way in which he desires his mail delivered. In the event he does not desire the show agent or mail man to handle his mail he should instruct the postmaster accordingly either by writing to the office in advance or by personal call. If he so directs, the postmaster will deliver his mail to him only, or to any agent he may designate.

When a mail messenger is designated by the show owner and is accepted by the postmaster (See POST OFFICE on page 27)

Big Acts Booked By Detroit Show

DETROIT, Jan. 12.—Preparations for the 26th annual Shrine Circus, conducted by Moslem Temple, were completed this week by Tunis E. Stinson. Outstanding acts already booked include Clyde Beatty's lion and tiger act; Christiana's bareback riding act; Bob Eugene, comedy bar act, and the Great Gretonas, high-wire act.

The Cole Show menage will be used for the Shrine, with complement of horses and animal acts. A Spanish style spectacle will be built to open the show. Dates are February 4 to 17, at Coliseum, Michigan State Fair grounds.

Sale of tickets is the biggest in several years, Stinson reported to *The Billboard*, with present sales already running \$6,000 ahead of advance tickets at the same period of 1929.

Cole Signs More Acts

NEW YORK, Jan. 12.—Lew C. Delmore has signed several more acts for the side show he will manage for the Cole Bros.-Clyde Beatty Circus aside from Koo Koo the Bird Girl, announced last week. Delmore has bought a chimp from Mrs. Billie Rogers, chimp having been shipped to Rochester (Ind.) winter quarters the past Sunday. F. G. Lowry, minstrel band leader; Winsome Winnie, fat girl; Ward Hallings, tattooed man, and Cliff Thompson, giant, formerly on the Al G. Barnes Show, are among others contracted.

Arthur Hopper in Chicago

CHICAGO, Jan. 12.—Arthur Hopper, general agent of the Hagenbeck-Wallace Circus, arrived in Chicago this week and will be located in the local Ringling office for some time.

Bob Hickey to Florida

CHICAGO, Jan. 12.—R. L. (Bob) Hickey, press agent for Cole Bros. Circus, is leaving for Florida for three weeks' vacation. He recently closed with Max Reinhardt's *Midsummer Night's Dream*.

The Robinsons to Florida

CINCINNATI, Jan. 12.—John G. Robinson and wife left today for Miami, Fla., where they will spend the remainder of the winter. Mr. Robinson, following a recent operation, is coming along ok.

Indoor Show for Savannah

SAVANNAH, Ga., Jan. 12.—Arrangements are being made for a circus to be staged in the Municipal Auditorium here February 4-7. It will be staged under auspices of the Eagles.

Louis Garfunkel, manager of the Auditorium, will be in charge and is chairman of the committee on arrangements. Walter D. Nealson is in charge of advertising and publicity and is assisting Mr. Garfunkel in lining up the program, which will have 20 acts. Raymond A. Walton will be in charge of the program and banner advertising.



THE ENTERTAINMENT program for the Baker-Lockwood annual Christmas party for children of the employees, staged in its building, was furnished by Seal Bros. Circus, including dogs, ponies and an elephant act. Bud Anderson, owner-manager of the circus, is at the extreme left of photo. Seventy-five children attended and were given toys and 97 adults were presented with turkeys.

Alliance Makes New Wage Scale Agreement With Several Shows

BOSTON, Jan. 12.—An agreement for a new wage scale for 1935 was reached by the International Alliance of Bill Posters and Billers of the United States and Canada at its meeting at the Hotel Greatham this week, according to William McCarthy, secretary. After a lively but friendly two-day period of discussion the agreement was reached late Tuesday evening for substantial increases in salaries and allowances for board and lodging. Other officials of the organization in attendance were A. Thomas Noonan, president, and Leo Abernathy, treasurer.

Altho the invitation to the meeting was extended to all the foremost circuses in the country, only the following were represented and signed the agreement: Charles G. Snowhill, general agent of Ringling Bros. and Barnum & Bailey Circus, who also represented the

John Robinson and Sells-Floto shows; Arthur Hopper, general agent for Hagenbeck-Wallace and Forepaugh-Sells Combined Shows; Floyd King, representing the new Cole Bros.-Clyde Beatty Shows; J. B. Austin, general-agent Al G. Barnes Show.

The Alliance hopes to reach an agreement with the remainder of the shows in the near future, at least before the season opens.

CHICAGO, Jan. 12.—At the IABPB meeting in Boston this week, according to "Babe" Boudinot, business manager of the local here, salaries of road men were boosted to \$110 per month, an increase of \$5; allowance of \$1.75 per day for meals against \$1.50 as before, and \$1.75 a night for lodgings instead of \$1. There was no change in the scale otherwise.

London Has Five Shows

Plenty of circus entertainment being offered in English metropolis

LONDON, Jan. 1.—In addition to Bertram Mills' Olympic Circus, London has four other circuses running over the holiday period and well into the end of January.

The Annual World's Fair Circus, at the Agricultural Hall, has a good lineup booked by Stanley W. Wathou, and all the acts hail from the Continent. Chief hits are Johnny De Kok and his lions and tigers, the Alfredo-Kohler Troupe of teeterboard and horizontal bar performers, the Naitto Troupe of Chinese wire walkers, Capt. Ankner's Blackpool horses, and Maria Rasputin, daughter of the late Russian monk, who grabs most of the publicity.

The Crystal Palace Circus is unusually good this year, and the big hits are scored by Austel and Arthur, equestrianists; Ada and Eddie Daros, international comedy novelty; Aida and Doret, thrilling balancing specialty; the Four Cortys, daring French gymnasts; the Ricono Sturla Troupe of riders; the Kimri Family, high aerial novelty, and the Carre Family of riders.

A 60-minute circus is interpolated into the programs at the Granada, Tooting, and the Gaumont Palace, Lewisham, both London supercinemas, and the innovation is successful.

Three other fine circuses are the Belle Vue, Manchester; the Waverley Market, Edinburgh, and the Kelvin Hall, Glasgow, all of which are booked by Stanley Wathou.

Chapman's Circus continues to tour the principal theaters with success.

Several big departmental stores in London and the provinces are using circus talent to amuse both kiddies and grownups, and many other acts are in pantomime.

Codonas to South America

CINCINNATI, Jan. 12.—The Flying Codonas (Lalo Codona, Clayton Behec and Rose Sullivan Porter) are en route to Lima, Peru, South America, via Cuba and the Panama Canal. They will be in Lima for the winter and return to the States in April.

New Trucks, Cages For Downie Bros.

MACON, Ga., Jan. 12.—Work has begun in the shops of Downie Bros. Circus, where Fred Delvey and crew are engaged in placing the machinery preparatory to the building of a number of new trucks and cages. Allen Hauser has the ring barn in readiness and a number of new horses will be purchased shortly. Carlos Carreon also is in quarters and is at work on the menage stock.

Irish Horan, advance press representative, has been in and out of the city several times recently. He is at present with the Moore Attractions out of Atlanta and his firm will produce the Police Benet Revue on February 5. E. L. Mallard, of Charlotte, N. C., was a Christmas visitor at the park.

Charles Katz recently returned from the North, where he visited the homefolks in Cleveland and, incidentally, made several side trips in the interest of Downie Bros.

Clifton Sparks, wife and son, Clifton Jr., of Flushing, L. I., were guests of Mr. and Mrs. Charles Sparks at Hotel Dempsey for four days. Clift and Marion Shuford have returned from St. Louis. They were guests of Clift's mother during the holidays.

Word comes from Ft. Lauderdale that (See NEW TRUCKS on page 37)

To All Members: International Alliance of Billposters & Billers of U. S. and Canada

The Following Shows Have Signed the International Agreement for 1935 Season:

- RINGLING BROS. AND BARNUM & BAILEY CIRCUS
- HAGENBECK-WALLACE SHOWS and 4 PAW SELLS CIRCUS COMBINED
- AL G. BARNES CIRCUS
- SPARKS CIRCUS
- JOHN ROBINSON CIRCUS
- SELLS-FLOTO CIRCUS
- COLE BROS.' SHOWS AND CLYDE BEATTY'S GIGANTIC TRAINED ANIMAL EXHIBITION

The Following Shows Have Not Signed the International Agreement for 1935 Season:

- DOWNIE BROS.' CIRCUS
- RUSSELL BROS.' CIRCUS
- TOM MIX CIRCUS AND WILD WEST
- BARNETT BROS.' CIRCUS
- SEILS-STERLING CIRCUS
- SCHELL BROS.' CIRCUS
- LEE BROS.' CIRCUS

And all other circuses which have not signed our agreement.

ALL MEMBERS OF THE ALLIANCE ARE WARNED UNDER PENALTY OF EXPULSION NOT TO SIGN UP OR DO ANY WORK FOR CIRCUSES WHICH HAVE NOT SIGNED OUR AGREEMENT FOR THE SEASON OF 1935.

INTERNATIONAL ALLIANCE OF BILLPOSTERS & BILLERS OF U. S. AND CANADA

821 Longacre Bldg., 42nd Street & Broadway, New York City

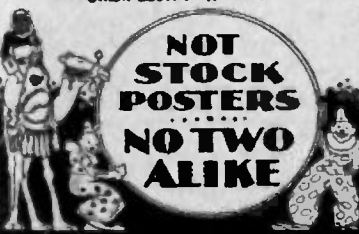
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Chicago, Ill. Norwich, Conn.
(Conducted by JOHN SHEPARD, Editor, The
White Tops, 600 Fulton St., Chicago, Ill.)

Eastern Vice-President George Duffy, of Fort Plain, N. Y., is spending a few weeks at Miami Beach, Fla.
Charles S. Kitto, of Beloit, Wis., secretary of the W. C. Coup Top, visited with Joe Taggart and his mother recently at Rockford, Ill. Says Joe is busy making miniature model circus wagons.
Pat Sullivan, who formerly lived in Metairie Falls, Wash., is now a resident of Spokane and attended the Christmas party of the W. W. Cole Top for the benefit of orphans of that city. The Cole Top has a new letterhead in which they use a reproduction of the 100-sheet poster used by the W. W. Cole Circus in the early 80s.
On the evening of January 6 the Armo Band broadcast a spectacular march, *Royal Decree*, by Walter F. English, a great circus bandmaster of the old days. This march was dedicated by Mr. English to his friend, Karl L. King, also a famed circus bandmaster and a member of the C.F.A., residing in Fort Dodge, Ia. We listened in and what a treat it was to hear this stirring circus composition.
Ex-Governor of New York Al Smith, an honorary C.F.A., recently received 10 cents as half of his annual salary as night superintendent of the Central Park Zoo in New York City. It is said that Mr. Smith visits the zoo several nights each week and that he is very fond of elephants.
Dr. P. A. Bendixen, 52, of Davenport, Ia., died in a hunting lodge at Beardstown, Ill., on December 31. Was at one time chairman of the finance committee of the C.F.A.
Oscar Decker, Johnnie Werner and Mrs. Cora Wilson presented Harry Baugh,

of Hotel Cumberland Circus Room, New York, a miniature steel flat railroad car, made true to scale and loaded with three cages of wild animals. Is beautifully striped and lettered "Sells-Floto."
Frank Friedmann, chairman of the Adam Forepaugh Top, has a Clyde Beatty display in windows of his drug store in St. Paul, Minn.
W. L. Montague, of West Hartford, Conn., had a pleasant visit on Kay Bros.' Circus in Miami, Fla. Met Mr. and Mrs. William Ketrov and Frank and Mary Ellen Ketrov.
A. Morion Smith, of Gainesville, Tex., during 1934 placed 11 circus articles with various publications.
Don Howland, of South Bend, Ind., was in Madison, Wis., on January 3. Had luncheon with Sverre Braathen. Dr. Tom Tormey and Le Roy Butler and they talked circus. After luncheon they went to the shores of Lake Waubesa and paid a visit to the "White Tops," cottage of Mr. and Mrs. Braathen.
A swell party was held in Hotel Cumberland Circus Room, New York, January 5. Fried chicken, Virginia ham, crab salad, home-made custard pie and all the trimmings were served. The banquet was supervised by Mrs. Cora Wilson, a real circus fan, of Larchmont, N. Y. Recent visitors to the room were Joe Short, Billy Walsh, Dagmar Lundwell, Mrs. La Rue Dietz, Harry M. Strauss, Emil L. Mang Jr., Jack Croake, Vivian L. Redford, Frank V. Baldwin, May Wiederman, Betty Olesen, Ross L. Hankins, Claude J. Meyer, John Brody, Paul J. Mattley and Ray Goody.
Canton's Second Annual
CANTON, O., Jan. 12.—R. E. Garvin has arrived here to direct the exploitation campaign for the Canton Shrine Truismum's second annual indoor circus in the city auditorium, week of January 31. Local show will precede the Cleveland circus this year instead of following it. Orrin Davenport will handle the circus presentation.

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DENNIE CURTIS
NOW BOOKING
SHRINE INDOOR CIRCUS
Zure Temple, Minneapolis, Week of Feb. 18
Also Possibility of Week Previous or One Following.
SENSATIONAL ACTS WANTED
Open for High School Horsemanship (Hoaglan, please write), High-Jumping Horses, Lady Menage Riders, Iron-Jaw Girls, Springing-Ladder Girls, to double back of statures.
(Clowns with sensational Walk-Arounds (Describe all Walk-Arounds in first letter.) Other suitable Acts written. Salary must be right. Transportation paid to and from Chicago. Address DENNIE CURTIS, Box 547, Westmont, Ill.

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Under the Marquee

By CIRCUS SOLLY

ROXY FIBER postcards that he is still "doing" Florida.

JACK MESSICK, cornet player, is wintering in Indianapolis.

MILTON BAKER recently promoted a sporting dog show at Akron, O., for two days.

AERIAL LaZELAS recently played at Princess Theater, Nashville, Tenn., and then went into Wagon Wheel Night Club for two weeks.

RALPH CLAUSON, of Hagenbeck-Wallace Circus, who maintained a residence at Lincoln, Neb., has moved to Chicago.

ROY ROBERTS has been appointed manager of advertising cars for Sells, Sterling Circus. He was car manager for Schell Bros. for eight years.

REX DOLPH, who has operated his own show, has booked his show and pony ride with Lewis Bros.' Circus. W. E. Currier will be with him.

M. L. ANDREWS, clown, and Earl Branch, of Hagenbeck-Wallace band, and

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WANTED—Trained Ponies, small Bucking Mink, Goat Act, large Bear, 50' Top with 30' Middle, 70' with 3 Middle. Must be clean for cash. Man with Ponies and Dogs. Low salary, long season.
CLAYTON BROS., Perma, Mo.

wife, at present in New London, Conn., will again be with the big tops.

HORACE LAIRD, producing clown, after closing at Stix, Baer & Fuller store in St. Louis on December 24, returned to his home at Chester, Pa. He was booked there by Rex de Rossetti.

WALTER WILLIAMS, superintendent of police at Peoria, Ill., has, in his home, the pet of the giraffe "Harold," \$15,000 menagerie specimen with Ringling-Barnum Circus, which died last year.

THE HAROLDS, flying act with Ringling-Barnum Circus, have arrived in Canton, O., for their annual training season. Their rigging has been installed in the city auditorium.

THE LINDEMANNS (Bill, Pete and Al), T. Weber and J. C. Admire visited the Cole Bros.' quarters, Rochester, Ind., January 7. Fred Kilgore, local contractor, showed them around.

WELCH'S RIDING ponies are in quarters at Anderson, S. C. A four-pony drill is being trained by Doc Weber. Management has new ring equipment, also truck and trailer.

THE ENQUIRER, Cincinnati, in its 50 Years Ago column stated that a half century ago the John Robinson Indoor Circus was at the Robinson Opera House on Christmas Day.

DOC TRUDELL, veteran showman, until recently owner of Trudell's Dog and Pony Circus, is spending the winter at the Buck Maughman farm, near Canton, O. He recently returned from a several weeks' tour of the South.

HARRY ASHTON JR., advertising agent, who is now at the Veterans' Hospital, North Chicago, Ill., states that he will take out a road-show picture, route thru the Southwest and then sail for Australia.

THE TRIBUTE to Ollie Webb by Frank (Doc) Stuart, recently published in *The Billboard*, was reprinted in *The Alexandria (La.) Daily Town Talk*. Hunter Jarreau, manager of the daily, is interested in shows and showfolk.

B. W. BANARD, of Banard Bros.' Circus, has been in New York and Jersey City, buying monkeys and small animals for side show. He delivered goats, ponies and dogs to Gus Tramer, of Jersey City.

HUGHIE HART, of Frank McIntyre's department on Ringling-Barnum Circus, spent two days in Massillon, O., with William B. Meinhart Jr., Jack Meinhart and Ralph Wagner on his way to New York.

SLIVERS JOHNSON, former circus clown, for the last several seasons playing parks and fairs with his Funny Ford act, is playing Eastern Ohio theaters with a revue, headed by his wife, Dorothy Franks. Unit is labeled *The Cocktail Revue*.

CHARLES E. STOODON, billposter, of Rockbridge, O., recently lost his home by fire. He has been with Leon Washburn, Walter L. Main, John Robinson and Hagenbeck-Wallace shows. Stoodon would appreciate hearing from his friends.

BAND CONCERTS are given on Sunday afternoons in high-school auditorium, Ft. Dodge, Ia., by the Municipal Band, Karl L. King, conductor. Among the numbers on program on January 13 was circus gallop, *The Big Cage*, by King, and dedicated to Clyde Beatty.

HOEY KYLE'S SHOW was at the Walker Store, Los Angeles, during holiday season. Acts included Irene McAfee's toy dogs; Covington's ponies and cockatoos; Homer Goddard, clown juggler; clowns headed by Hoey and including Bernie Griggs, Lawrence Swalley and Goddard. George B. Rearick did Santa Claus. Hoey has contracted for a Los Angeles store for next holiday season and show will be known as "Melody Cruise of

the Sea," using an eight-piece band and three acts. Hoey has a troupe of clowns known as the Hollywood Jesters. Elsie Kyle will soon appear in a picture.

AL PITCHER, frog man, who has been out of show business since 1928, is located at 113 Spencer avenue, Owego, N. Y. He will be glad to have troupers call on him when in the city. He was with the Frank A. Robbins, LeRoy, Walter L. Main, John Robinson and other shows.

LOUIS McDONNER is in St. Anthony Hospital, Room 201, Louisville, Ky., having undergone an operation for double hernia. He has been in novelty department with Gentry Bros. and Walter L. Main circuses and recently closed with Barnett Bros.' Circus. Letters from friends will be appreciated.

LARRY D. HOOPER, of Plainville, Conn., states that he will be with the Yankee Smith Circus, working on press, in charge of reserved seats and will be in concert, clown band and spec. Herb Cheatham, also of Plainville, will be in charge of front door and handle banners. Hooper adds that show will have two specs.

M. L. BAKER is still operating the Standard Service Station at Crouse, N. C. He expects to be on road again this season. Blair Camp was a recent visitor, stopping on his way to Hendersonville, N. C., to play a Public house. Is with a vaude unit. Newman, magician, is playing schools and theaters in vicinity of Crouse. Baker's daughter, June, has returned to school.

CLINT BARNES, Miami, Fla., writes that there are about 20 circus folks in "Circus Alley" (500 Block, N. W. 63d street), and that the boys and girls are working out daily on riggings. Bryan Bros.' Circus, Bryan Woods, manager, is putting on a dog, pony and monkey circus every Sunday at the Opa Locka Zoo, and it is the Sunday meeting place for troupers. Harold Barnes, juvenile wire walker, is breaking in some new stunts for coming season.

FOLLOWING are with Frank H. Lee's Show in New England: Buck Leahy, assistant manager; Henry Lee, agent; Stanley White, transportation; Harvey Spaulding, director; Clara Black Olive, Albino girl; Rita Phillips, Sybil Caspell, Helen Gray, Elsie Card girls on high-school horses; Benson's elephant; George Card's dogs, ponies and monkeys; Spike Hooper, putting six-inch spikes up his nose, etc.; Al-Alberta; Marie Guggenberger's Band (women); J. C. Moriarty, banners and privileges.

Chi CSSA Meets January 15

CHICAGO, Jan. 12.—The Chicago Tent of the Circus Saints and Sinners, presided over by Fred D. Benham, national president of the CSSA, will hold an executive meeting and luncheon in the Blackstone Hotel grill on January 15 at 12:30 p.m.

Paris Shows Clean Up Over Holidays

PARIS, Jan. 7.—With Christmas and New Year's Day falling on a Tuesday the circuses enjoyed eight days of capacity business, both matinees and nights, as but few people worked from Friday until Wednesday of the holiday weeks. All three of the big circuses, Medrano, d'Hiver and Amar, ran matinees every day and all did big business.

Medrano had a good bill flavored strongly of vaudeville. The Baby-Jazz Masspacher, a peppy band of youngsters led by an extremely young girl who danced and sang, scored a show-stopper. The acrobatic dance quartet of "Chick" Dressler, Moma, Tymga and Era also brought down the house with their spectacular adagio number. The Four Kradocks, comedy acrobats, were held over from last program. Others on excellent bill were the Nor-Ber-Tys, aerial act; Daley Trio of jugglers; Alto and partner, sensational equilibrista; Balzar, card tricks; Kremmo and Karlino, acrobats; the splendid cavalry of Ernest Schumann and the clowns.

Circus d'Hiver, as added attraction, is offering Trubka, the animal tamer, who recently was severely clawed by his big cats, and the popular clowns, Antonet and Baby. Cirque Amar featuring big animal acts and a good program of circus numbers. Jean Houcke's horses are at the Empire.

Cole - Beatty Adds Animals

ROCHESTER, Ind., Jan. 12.—Everything is going nicely at the Cole-Beatty Circus quarters and things are set for the many winter circus dates. Regular season opens at Coliseum in Chicago April 20. New horses are arriving weekly and management has added many new wild animals for menagerie exhibit. Clyde Beatty has his big lion and tiger act under control. The show now has 17 elephants, two having recently been added.

Car shops were opened January 1 and machine shops have been open for a month. Wagons are being built and daily the training of horses, dogs and wild animals goes on.

Allen King will have a big mixed group of lions, black panthers, tigers, pumas, leopards and Polar bears. Capt. John Smith, Merritt Belew and H. J. MacFarlan are busy with menage horses. Jorgen Christensen is putting his stallions thru their paces. Captain Firth has broken 15 seals. He has taught them to give a tune on different instruments. Charles Lucky and Fred Seymour are very busy. All new canvas has been ordered.

Carl Hathaway and Fred de Wolfe, of Ringling-Barnum, were recent guests of Messrs. Adkins and Terrell.

Floyd King, general agent, will get out all new paper for the show.

Mr. McGrath has the cementing done in the car sheds and the paint shop will open soon. Wardrobe is being made for the spec which will be written and produced by Rex de Rossetti. The Associated Press has had representatives here and motion pictures have been taken of each department. Menagerie will be one of the largest and finest on road. Show will give a parade. More than 200 people are employed at quarters.

Letter From Stanley Dawson

CINCINNATI, Jan. 12.—Stanley F. Dawson, of Ringling-Barnum Circus, who has been on a cruise to recover his health (last July and August he was in the Cleveland Clinic Hospital), writes under date of December 29 (aboard *Tatsumaru* in Pacific Ocean): "Am en route from Orient to America. Have regained my health. Three months at sea and the salt air and open-air life of the tropics did it. I visited many countries. Victor Hugo was in Hongkong, but did not see him. I met many friends of Merle Evans, fellows who were in orchestras at the ritzy hotels in Saigon, Hongkong, Singapore, Shanghai and Kobe. One in particular is Dick Adamson, old-time circus, minstrel and theatrical trouper. Learned from him that Glen Halley is in Hollywood.

"Went to a carnival in Singapore. It was interesting, everything very clean, nicely illuminated and on a par with the ones you see in America, only the games are much 'stronger.' One couldn't win if one tried on any of their merchandise games. In the carnival enclosure was a fine cabaret with splendid music and dancing. The taxi dancers are petite Chinese girls. Visited Elks' Club at Honolulu and found it on a par with the major Elks' clubhouses of mainland of America.

"On Christmas Day we had turkey, a tree, presents, etc. At Honolulu I received my Christmas mail and you can bet I was 'king of the ship' when I opened a big box of pecans sent to me by Mr. and Mrs. Capt. Bill Curtis, of Cuevas, Miss. Curtis is with Al G. Barnes Circus. Found a few of the Orientals who had learned the Punk Swing system of drumming when 'Punk' made his memorable tour. Met many people who had met Mr. Fowler, of whale fame, and had the adventure of riding with Charley Armitage, the only Caucasian ship officer in employ of the N. Y. K. Lines. He can give you the news of show people and always has *The Billboard* in his office.

"In San Francisco I hope to see Mark Stone and at Los Angeles to be met by George Harrison, Dick Mitchell, Ed Nagle, Mark Kirkendall, Charley Wuerz and Billy Denny. I was sorry to have missed the Pacific Coast Showmen's ball. Am looking forward to again be among people who talk my language and have my usual seat at Showmen's clubrooms, Agents' Club, the Elks and the Shrine in Los Angeles."

AVAILABLE FOR SEASON OF 1935

AL. F. WHEELER'S "New Model" SHOWS

Will consider proposition to lease this title to responsible party, together with considerable amount of valuable Show Property, including Trucks, Tents, Trained Animal Acts, Calliope, etc. @ will take Partner with \$5,000 cash to finish equipping high-class motorized show. Address AL. F. WHEELER, General Delivery, Blakely, Ga.



The Corral

By Rowdy Waddy

LET'S HAVE results of all the rodeos staged in the South this winter.

AMONG the folks in Oklahoma City this winter are Clyde and Frances Widener.

INDOOR RODEOS in the East have whetted the appetites of many Easterners toward seeing outdoor events in the West.

MRS. MAXWELL McNUTT, wife of the president of the Rodeo Association of America, received a broken leg when thrown from her horse recently. At last report, thru Fred S. McCarar, Mrs. McNutt was in St. Luke's Hospital, San Francisco.

CAPT. VICTOR F. GODY, veteran sharpshooter and knife thrower, who some weeks ago motored from the Central States to California, is back home in Table Rock, Neb. On his trip Gody encountered but one severe wind and sand storm, which was in the Mohave Desert.

A LETTER from Lou and Tony Young, who were with the E. K. Fernandez troupe at Honolulu and the Islands, Lou riding in the arena and Tony playing in the cowgirls' band, states that they had a wonderful time with the Fernandez show but are glad to be back home (Philadelphia) with their 18-month-old daughter, Tony Lou.

JAMES B. HAWK, singer, along with Natchee, fiddler; the Singing Cowboy and Fiddlin' Red, in Cincinnati, the bunch broadcasting over Station WFBE. They will enter the fiddling contest and radio jamboree to be held in Music Hall (Cincinnati) January 20. James was a caller at The Billboard last week. He played fairs last season.

HANK WALSH, one of the surviving cowboys of the old Buffalo Bill Wild West, has been selected by the parade committee of the North Platte (Neb.) Roundup to "gentle down" a yoke of wild Brahmas to head the parade at North Platte this year. John A. Stryker, secretary, infos that Hank, altho well past three score years, says that by his method of training he will cause 'em to respond to his commands within a few weeks' work.

A PRESS DISPATCH issued at Ponca City, Okla., last week stated that Jack Webb had announced that he had purchased approximately 500 acres of the 101 Ranch, including the showgrounds and cafe. It also stated that the purchase was made from the Phoenix Joint Stock and Land Bank, of Kansas City, which foreclosed on the land in 1933, and that the tract was included in that on which the 101 Ranch trustees held an option to purchase under the moratorium, which has expired.

LETTERS from several rodeoists in the West received by the editor of this column during the last two weeks asked if it would be okeh for them to send news-photos of contestants and other rodeo folks for publication. Answering these: Yes! (and yes! yes! yes!)—one of 'em a well-known cowgirl in the Southwest), and at any time you're in the mood for writing. In fact, there needs be more news of the hands—they appreciate reading of each other. This editor could print several hundred names and say, "Let's hear from them," but that should not be necessary, as the "column" has always been open to everybody in the rodeo and Wild West field.

A VETERAN of Cheyenne (Wyo.) Frontier Days management, George H. Coohs, has been selected as chairman of the committee for this year's event. He succeeds Eddie Storey, member of the directing group for 13 years, longer than any Cheyenneite ever held such an office, but retired because of ill health and business duties. New members of the 1935 committee include J. H. (Dick) Schroeder, treasurer; Robert Hanesworth, secretary; Dorsey Morris, in charge of tickets; Fred Porter, Indians, and Art Black, parades.

FOG-HORN CLANCY info from Sa-

vannah, Ga.: Deaf Scott, cowboy artist, is with the Bonard-Fitzgerald Outdoor Advertising Company here. . . . Hootis Killinger, old-time clown, has his house trailer parked at the fairgrounds here for the winter. . . . Bert Northrup, with his trained mare, Bess, passed thru en route to Florida. . . . Tin-Horn Hank, Little Hank and the missus, of the Keenan family, played the Savannah Theater here, along with Capt. Rudolph's animals, with the E. S. Holland Circus Review. . . . Chief White Horse, Princess Yellow Robe and Little Pawn, formerly of the Hinkle Rodeo, are camped at the fairgrounds.

SEVERAL TIMES during the last two years the editor of The Corral has stated that citizens and tourists at Miami needed a REAL CONTEST winter rodeo and in a recent issue intimated that one of the Col. W. T. Johnson caliber might function, or words to that effect; commented, however, that "There's a lot of amusement 'politics' (indoor and outdoor) in Florida." Tex Sherman writes from Miami, in part, as follows: "In the issue of January 12 I noticed a paragraph about the editor of The Corral stating that he believed that a rodeo in Miami would go over big. That's right, but here is the correct dope on the Miami feeling towards a rodeo, and I am ready to back the facts of this statement: In the first place, there are three licenses to pay—State, county and city—which will run into plenty, and in the next place officials here do not want any outside shows to come here and take money out of the city. The next opposition is a chain of movie houses that apparently will go to any methods to keep anything out of the State of Florida that will take business away from them. Outside of the dog tracks there is no place where a rodeo could be staged, and on a dog track the track itself is too small to put on any events. There are more people here this winter than any time in the history of the State or city, and five and six sections of fast trains unload every morning and night, but hotels and rooming houses have doubled their rent, so it is almost impossible to get a nice place to live without paying excessive rents. With the heavy license and the cost of shipping several carloads of stock here, it will be impossible for a rodeo to make money unless they can find a way to eliminate the license. Mayor Sewell here claims that he punched cows on various cattle outfits in Oklahoma, but he does not seem overanxious to pave the way for a rodeo, which would draw if given the right support. Today upon my return from Sarasota I received word that a rodeo that was planned is called off owing to the fact that the cost of movement of stock is too great with the heavy license."

Los Angeles Briefs

LOS ANGELES, Jan. 12.—Walter Jenner and his seal, "Buddy," last season on Tom Mix Circus, has been playing vaude dates. Will be with Downie Broas' Circus this season. Al Butler returned east to assume duties with Ringling-Barnum. Denny Denham and wife, Bertha, spending the winter here, are contracted for Hagenbeck-Wallace, Eddie Burbank, in transportation department of R.-W., will soon leave for Peru, Ind. Sam B. Dill is greatly improved in health. He plans to return to the field with a new Sam B. Dill Circus. Dale Turney, of Tom Mix Circus, is at quarters at Compton, Calif. The report that Mix was going to Russia was denied by him. Arthur Windecker, last season side-show manager of the Barnes Show, opened his new revue of 23 people at Paramount Theater. A street parade is given. Revue is contracted for Pancho & Marco Time. George Tipton in town from Culver City. Dan Dix is working in films. Tom Plank is with Charley Cook. Latter has much equipment on locations. M. D. (Doc) How is back at Paramount Theater as manager, Nick Wagner and Bill Bullen, who headed the Georgia Minstrels on Southern trip, are back in town.

Howard Anfenger, of Pacific Whaling Company, is getting ready for next season. M. H. Hutton is back in town and will be associated with Howard in handling of several units that are to take the road. Mrs. "Checkers" Malone is in Southern California. Cliff Clifford is on location with his candy Boss in an outdoor film now shooting. Harry Levy and crew had a cleanup in Pasadena at Tournament of Roses. Stanley F. Dawson has arrived and states having completed a tour of practically 25,000 miles. He is the guest here of Colonel and Mrs. Ed Nagel.

Showfolk at Perry, Okla.

PERRY, Okla., Jan. 12.—Bill Shaw, for many years a "bull" man with the Ringling-Barnum Show, is again wintering with his brother, Bert Shaw, a former trouping musician. Captain Richard V. Swift, formerly with the 101 Ranch Show, is also wintering here with his troupe of Zouaves and wall scalars. Swift's Zouaves have been playing dates. Frank Marshall, of the 101 Ranch and Ringling-Barnum Side Show, is doing political work for the Democrat Party. Dr. W. D. Marshall, former clarinet player with the old Binging "mud" show and late of the 101 Ranch, has a dental office here. Perry lays claim to being the largest little trouping town in the United States, having more than 200 troupers in a 5,000 population town.

New Acts at Brownsville

BROWNSVILLE, Tex., Jan. 12. — The past week has seen a lot of barn and shop activity here. Capt. Gullfoyle has the new acts working fast and the newly acquired bears are coming along fine. Mlle. Harriette now has them to herself. There are now five trainers in the barn. New cage trailers to be used by several acts are soon to be finished. In all there will be eight trailers. Work on the other two new arenas has been started. Capt. Gullfoyle and Manuel King left for New Orleans and Galveston to meet a Castle Line steamer that has a large transhipment of animals, and as soon as the steamer lands and the animals are cleared from customs they will be shipped to the barn here. Manuel has completed his new tiger and lion act. At present he has 14 African lions and two Royal Bengal tigers in his act. R. Welton, Central America circus owner, was here. He brought a big lion act, also some ponies and dogs, reports G. White.

Activity at Quarters Of Al G. Barnes Show

BALDWIN PARK, Calif., Jan. 12. — There is much activity at the Al G. Barnes quarters here. Mabel Stark has started on her tiger group. She will have 17 cats. Capt. Terrel Jacobs is also busy with cats. Red Forbes and his gang have begun operations. The painting of show will again be done by E. L. (Yellow) Burnett. Frank Chicorelli is superintending the various activities. The elephant group, much larger than former seasons, is being divided and new routines are being taught them by Walter McClain and assistants. Joe Belovocky is making much progress with the student seal recently acquired. Manager S. L. Cronin states that program will be a fine and snappy one with some new features. Poodles Hanneford and the Clarks have not definitely announced their plans. There is, however, being built truck bodies to accommodate the stock. Theodore Forstall is back from trip east and has assumed duties at quarters. J. Ben Austin, general agent, is busy with details of the opening. Mr. and Mrs. William Denny are back from Palm Springs and Bill is back at quarters. Leonard Wakeling, assistant to Denny on Barnes train, is back from trip to Hot Springs and points in Texas. W. H. Kolp, legal adjuster, is back from northern trip. Paul Eagles, of Eagles Hay and Grain Company, has contract to furnish feed for the more than 1,000 horses quartered at Santa Anita track. Bernic Head will again be on publicity staff. Chester Pelke, Kenneth Mapes, Homer Cantor, of Barnes Show, and Jack Burslem, of Tom Mix Show, are living in Hollywood. Mark Kirkendall, Harry Youden and Turner Thomassen are at Santa Anita track. Arthur Stahlman is working with his uncle, who has two pictures in production at Tallman Studios. Arthur will, at close of Barnes season, be made production manager.

Nelson Speaks at Clubs

KOKOMO, Ind., Jan. 12.—Bert Nelson, animal trainer with Hagenbeck-Wallace Circus, in winter quarters at Peru, made the principal address at a joint meeting here of the Rotary and Lions' clubs. He recently joined the circus after 10 years spent in Hollywood, where he was employed by MOM.

POST OFFICE

(Continued from page 34)
formers in the form of the payment of a fee for the employment of the messenger, that

person then becomes the agent of the addressee and delivery is immediately completed by the Post Office Department when the mail is delivered to that agent. In that event the Post Office Department would have no further jurisdiction.

The Postal Laws and Regulations also provide that unless the delivery of registered and insured mail is restricted by the addressee of the sender, such mail addressed to members of theatrical companies at a theater may be delivered to any responsible person who customarily receives the ordinary mail of the theatrical company or its members, or to any responsible person to whom ordinary mail for the theater is customarily delivered. Postmen should hold any general delivery mail addressed to individual members of a show troupe in care of the general delivery, unless instructed by the addressee to turn it over to the show agent or mail man.

The Department will appreciate prompt reports of any mail intended for show people addressed in care of the general delivery that has been improperly delivered.

It is difficult to state in the abstract whether the Department could or would investigate and prosecute cases of tampering with mail before it is delivered to the true addressee, but any complainant will receive careful consideration. In this connection attention is invited to 18 U. S. Code 317, which reads, in part, as follows: "Whoever shall take any letter, postal card or package out of any post office or station thereof, or out of any authorized depository for mail matter, or from any letter or mail carrier, or which has been in any post office or station thereof, or in the custody of any letter or mail carrier, before it has been delivered to the person to whom it was directed, with a design to obstruct the correspondence, or to pry into the business or secrets of another, or shall open, secrete, embezzle, or destroy the same, shall be fined not more than \$2,000 or imprisoned not more than five years, or both."

It would be impracticable to state what action could be taken by the Post Office Department until the facts in the individual case were known.

The Department appreciates the difficulties experienced by the show people in securing prompt and proper delivery of their mail, and desires, so far as possible, to be of aid to them, and it is requested that the facts in particular cases should be submitted to the Chief Inspector for the Post Office Department at Washington, who will determine whether or not the law has been violated, and if prosecution may be warranted.

Covers Case Fully

It is of the greatest interest that the law covering the tampering with mail is very comprehensive. It covers our case fully in every respect, as it declares that any violator who takes mail matters before they have been delivered to the person to whom they are directed "with a design to obstruct the correspondence, or to pry into the business or secrets of another, or shall open, secrete, embezzle or destroy the same, shall be fined not more than \$2,000 or imprisoned not more than five years, or both."

The fine and prison sentence apply just as well to a simple letter as to mail containing valuables. The violation of the secrets and snooping into the private business of a performer or show attaché are just as much punishable by law as the embezzling of money orders or registered packages would be.

In an amended statement to the Federal Communications Commission we have asked this highest federal source of relief in the wire tampering question to kindly study closely the ruling of the Post Office Department, which we enclosed, and have given word to our hopes that the commission will see fit to make a ruling which extends the fines of the postal law also to the wire messages. If that can be done remains to be seen. A decision of the commission on the entire question is not expected before late in the spring.

In the meantime we have done our work in the interest of the long-suffering outdoor show performer and attaché. We can only advise them to stand by their rights and in a case of open law violation of mail or wire tampering to go immediately to the proper authorities for redress. If they have a true case they will get justice without any trouble, cost or consequences.

NEW TRUCKS

(Continued from page 34)

the Gilligan flats are being overhauled and a number of innovations will be found when the work is completed, among them being a novel library idea in which the magazines and books are carried in the grooves of the wall.

Larry Davis and wife returned from Texas and Larry has started on new routines for the elephants. Teresa Morales and mother returned from Beaumont, Tex., where they spent Christmas with Brother Felix and family; also Concha and Billy Page, who are en route to the West Coast with a revue.

Ralph Redden, of Downie Bros.' Side Show, was at Ritz Theater two days, his magic act being one of the features of Garrison of Girls Revue, reports Harry Mack.

BAKER PANS DRONES

Shirkers Are Hit by New Head Of NAAPPB; for "Georges" All

President demands that members strut their stuff and that ideas be submitted to take advantage of opportunities offered by new leisure—leaders back him up

NEW YORK, Jan. 12.—In his first official statement since his election to the office of president of the consolidated National Association of Amusement Parks, Pools and Beaches, Harry C. Baker indicated that he will be one of the most "fightingest" men who ever wielded the top gavel in the organization. The head man of all the works intends to make a "George" out of every member or fracture an underpinning in the attempt, as one park man expressed it. "You can say for me," President Baker said, "that I feel it is incumbent upon every member to do his or her bit in the effort that we will put forward in attempting to reach our goal."

"An organization is no greater than its members, and those composing it ultimately get what they deserve, and no more. If all of us sail into our problems with plenty of determination, it is a sure sign that we are headed for some place in 1935.

An "Idea" Business

"If there are some who do not display this needed alacrity, they need blame no one but themselves if profits for the coming season are not up to expectations. Ours is an idea business (Mr. Baker emphasized 'idea'), and the sooner some of us awaken to this fact the better off we will be.

"No one man has the correct solution for every problem, and that fact, more than any other, has caused me to formulate plans whereby every member of the association will become a worker—not a shirker—for the common good. I cannot impress too forcefully upon the minds of those in the industry that ours is also a very necessary business.

"People must play, and with the coming of more leisure time for the middle-class wage earner we will be expected to lead in this vital activity. If we do not, we certainly can have no kick coming if more progressive groups snatch the business away from us."

For United Action

Mr. Baker's views are being supported by the bulk of membership strength, including his entire cabinet. He plans to weld every industry under the consolidated roof into a group concerned almost entirely with united action and one which will serve as a clearing house for ideas and where difficulties may be smoothed out.

The problem of getting more business will be given a thoro going over on the basis of research. The new NAAPPB prez wants all members and potential members to communicate their suggestions to him. They will be carefully considered, he said, and passed on to others with proper credit.

Bob-Lo, on Detroit River, To Operate After 3 Years

DETROIT, Jan. 12.—Bob-Lo Amusement Park, on Bois Blanc Island in the Detroit River, will be opened next season for the first time in three years, Fred J. Simpson, president of the operating company, announced.

Park is reached by steamer from Detroit and two or more boats will be used daily, Mr. Simpson said. The island is also accessible by ferry from Amherstburg, Ont.

Post Quits at Akron Spot

AKRON, Jan. 12.—Buddy Post, who during the 1934 season managed Sandy Beach Park, south of here, has resigned and gone to Canton, O., where he is operating The Barn, a tavern on the Akron-Canton highway. He came to the Akron amusement center last spring from California. Owners have announced that the park will be operated again this summer, opening late in May, but no successor to Post has been named.

Week-Ends Are Sans Holidays This Year

ATLANTIC CITY, Jan. 12.—Favorite pastime of Jersey resorts is discussion of week-end holiday possibilities for the coming season.

As a whole, 1935 looks not overpromising, a large number of holidays being in midweek. These are not much on bringing out visitors and usually are too far in middle of the week to grant extension of time for week-ends. Resorts this season must concentrate on week-ends without holidays to count on.

Here is the crop: Lincoln's Birthday, Tuesday; Washington's Birthday, Friday; Decoration Day (season's opening), Thursday; July 4, Thursday; Columbus Day, Saturday, and Christmas, Wednesday.

Mutual Insurance Money Saver, A. Joseph Geist Shows in Plan

This address by A. Joseph Geist, president of Rockaways Playland, Rockaway Beach, N. Y., caused considerable discussion in Toronto, where it was delivered before a session of the National Association of Amusement Parks, Pools and Beaches on November 27. The talk won the Dentzel Memorial Award for the best one delivered at the convention.

I feel that I must express a little trepidation in facing an audience of amusement park men, notwithstanding the fact that I am slightly identified with an organization of that kind. It has been an avocation for me rather than a vocation, and I can assure you that the avocation, unfortunately, has cost me quite a bit. But we still have a little courage left, and that little courage I am using here in facing you this afternoon to tell you something about this very important subject which Mr. (Fred) Panaher agrees is so important.

The question of accident liability to the public is one that I think every one of you is familiar with, and is something likewise that men engaged in the law profession are, of course, familiar with.

Now, being identified with amusement park operations, and at the same time being a member of the bar of New York City, I have had practical as well as professional and legal experience appertaining to the matter. While I may not be able to speak with much authority on the subject, I can only tell you of our experiences and our ideas, and our methods of solving the problem.

You all know that some years ago we had our casualty insurance written by one or two of the leading companies of America, and that their rates were somewhat in consonance with the operating charges; they were more or less reasonable, and they were able to be borne by us in our operations. Particularly were they able to be borne in view of the fact that in those days the receipts of our businesses were much larger than they have been during recent years. Now, instead of those costs being reduced by these casualty companies, those costs



HARRY C. BAKER, New York, who was elected president of the National Association of Amusement Parks, Pools and Beaches at the recent Toronto convention. His first pronouncement on NAAPPB policies indicates that he will be an aggressive leader and will demand that members be "workers" rather than "shirkers."

Barton Connected With MCA

CINCINNATI, Jan. 12.—Dr. Arv G. Barton, field secretary of the National Association of Amusement Parks, during 1932-'33 and part of 1934, was a visitor at offices of The Billboard on Wednesday and announced that he is connected with the Music Corporation of America in a traveling capacity.

Annette Walks Out

PARIS, Jan. 7.—Because of alleged failure of the management to give her any billing, furnish costumes or co-operate in putting on her numbers, Annette Kellerman walked out on the opening night, December 22, at the swank Paris-Plage (Les-Lido), swimming pool-cabaret. Miss Kellerman rehearsed a troupe of girls for a number in the big swimming pool and she was billed for a wire act over the pool and a dive for which she was supposed, it is claimed, to receive feature billing. House publicity made no mention of Kellerman or her numbers. A member of the Paris-Plage staff wallpiped Jimmy Witteried, p. 2 of Kellerman, who returned the compliment by knocking out his assistant, after which the Kellerman group walked out. The joyous holiday season was off to a good start!

Playland's '34 Gross \$616,000

NEW YORK, Jan. 12. — Marking its first full season under the management of Director Herbert F. O'Malley, Playland, Rye, the most ambitious recreation project of the Westchester County Park System, grossed \$615,900, running \$10,842 ahead of 1933, according to figures made public by Chief Engineer Jay Downer.

Depreciation and debt service are not figured. With operating expenses of \$422,268, the profit was \$198,632.

Louis Berni Visits Italy

PARIS, JAN. 5. — Louis Berni, well-known Franco-American outdoor showman, has left for a business trip thru Southern France and Italy. Louis Brown, former American park showman, has returned to Paris from Portugal.

Clair Huddles With Jones On Location of N. E. Meet

BOSTON, Jan. 12.—Arch E. Clair, president of New England Section, NAAPPB, spent a full day this week with W. St. Clair Jones, past president, discussing section matters, especially the site for the annual meeting. A decision is expected within a few days.

A. C. And May Bar Games

ATLANTIC CITY, Jan. 12.—Altho there is a record number of requests for use of the Auditorium for football games next season, the dirt floor may not be laid at all, according to Manager Phil Thompson, who said the big hall is dickering for several large national exhibits and conventions which, if booked, will prevent use of the hall for games. Morris Guards have asked for Armistice Night for a big military game and the Little Army-Navy game, successful here last Thanksgiving, wants a return date.

For Jubilee in Blackpool

BLACKPOOL, Eng., Jan. 12.—A suggestion in the Town Council that Blackpool hold an Empire Exhibition next June has been referred to committee, according to The World's Fair. It would be held as one of the celebrations of the Jubilee Year and has been considered by the attractions and publicity committee. It is suggested that progress in science, transport, art and other lines during the past 25 years be depicted.

Remodel Pavilion for Shows

TALLAHASSEE, Fla., Jan. 12.—Recreation Park Pavilion, used for skating, boxing and dancing, is being remodeled with stage accommodations for presentation of vaudeville and dramatic productions. Alterations are under supervision of Bert Betram, head of a dramatic organization here to remain indefinitely.

BLACKPOOL, Eng.—Steady progress is being made at Blackpool Pleasure Beach with construction of the Grand National, monster Coaster ride, which promises to be a real superthriller for visitors to the famous amusement park next season, reports The World's Fair.

(Continued next week)

PARIS.—T. Jay Quincy is presenting Venis Quincy in her under-water tank act at the Casino Municipal in Aix en Provence.

NAAPPB

Manufacturers and Dealers' Section

By R. S. UZZELL

No better time than now to read or re-read Barnum. The film, *The Mighty Barnum*, now running, is attracting a very large attendance. The play gives some very colorful and vivid portrayals of the life and work of Barnum, but also at the same time some grossly erroneous and unjust ones.

In trying to justly appraise the picture, I am torn between a very unusual set of loyalties. First, I have known for almost 30 years and have enjoyed thru those years the friendship of Joseph Schenok, producer of the picture. We started in the amusement business at old Fort George at the upper end of Manhattan Island. We also helped him and his brother, Nicholas, develop Palisades Park in Jersey, across from 125th street, Manhattan. Our business relations were always harmonious and satisfactory.

Making a Movie

We see the picture from his point of view. He was "making a movie" for entertainment and was not writing history nor biography. Hence his liberty in dealing with the subject. He uses one character to represent all of Barnum's partners. Mr. Shaw could well represent some of the first ones but never the last and best one, Mr. Bailey. Bailey as a drunkard is unthinkable.

Then, secondly, the long and careful study of Barnum by the writer, who has read every book on the great Phineas, including the autobiography. It was neither Shaw, Bailey nor Jenny Lind who procured Jumbo. That colossal task fell to none other than the matchless "P. T." himself.

He was sent from the Royal Zoo to the Lord Mayor of London, who told him he might as well try to purchase the statue of Lord Nelson at Trafalgar Square. Barnum retorted: "Well, what will his Lordship take for the statue of Lord Nelson?"

Not To Be Stopped

The price asked for the world's largest elephant was supposed to have stunned America and the world's greatest showman. Not him. The total cost of Jumbo, with transportation and all necessary expense, was approximately \$30,000. Who but Barnum would have paid it? After purchase was made there was every attempt to prevent removal.

Phineas T. would not be disconcerted or turned aside once launched on the enterprise. Again it was not Shaw or Bailey who signed up with Jenny Lind. The Connecticut Yankee did this marvelous thing himself. Read the fascinating story of how he raised the \$157,000 by importuning all of his friends and hypothecating all of his possessions. The banks would let him have nothing. Yet he sent her the money in advance of her departure for America. He earned over \$700,000 with the Swedish nightingale. Mrs. Nancy Barnum was not jealous of the great singer.

Barnum as Lecturer

Jumbo was dead and the sweet singer had returned to her native land before the two men whose names headed the "Greatest Show on Earth" met. Neither was ever a drunkard. Barnum actually lectured on temperance.

Read it for a background of the many sided Barnum. He also lectured on thrift, occupied pulpits, was mayor of Bridgeport, and a good one. He served in the Connecticut Legislature with distinction and ran for Congress.

It was he, not Shaw, who thought of placing "This Way to the Express" at the exit of the museum to get the crowd out and prevent congestion. He, in his anxiety to develop East Bridgeport, endorsed for the Jerome Clock Works notes for \$1,500,000. They exploited Barnum. He failed completely, but later paid every cent of the indorsed notes. This could have been used tellingly in the play.

Mrs. Barnum never left him. She died while he was in Europe. Those were the days when it required a month to cross the ocean. He could not return in time for the funeral—the saddest day of his life.

Thinking of Critics

Then, thirdly, I must think of my friends, Earl Chapin May and Harvey

Root. How I should like to sit thru the picture between these two men! They could point out the many mistakes which I have seen. They will confirm me in "Truth is stranger than fiction" and would make a better picture. Harvey Root wrote the book, *The Unknown Barnum*. It is a masterpiece and shows Barnum far from a humbug.

Reread the gripping story of our premier showman who could not be stopped by five fires, three great financial failures, the loss of Jumbo and failure to renew contract with Jenny Lind. He left a fortune of about \$11,000,000 and "The Greatest Show on Earth," when after each fire and failure he was advised by best of friends to quit. Times are ripe for action. Buckle your belts and go to it.

Seashore Breezes

By WILLIAM H. McMAHON

ATLANTIC CITY, Jan. 12.—Resort begins a new year with prospects for many large conventions and, according to Al Skean, convention bureau head, amusement people can look for quite a few more, bookings of which are expected within next couple of weeks. . . . Checkup of New Year's biz showed that no one amusement got all the play—attendance was equally divided. . . . theaters with flesh got cream, while flickers reported light. . . . rail estimate large. . . . Vincent E. Martino, ex-amusement promoter, has been confined to bed for several weeks.

Word is that Orlando, Fla., has taken up Atlantic City's successful Festival of Lights, which, incidentally, will be renewed next year with even more elaborate preparation. . . . Ice hockey is showing a \$2,500 increase in receipts over last year. . . . observers lay this to bright idea of the Auditorium in bringing sport down to pop prices with 2,000 two-bit seats. . . . move on to open 7,500 balcony seats at same price. . . . Million-Dollar Pier had 'em standing this week despite installation of another 500 seats for basket ball.

Jarrett Museum of World War History on Steel Pier nearing 20th anniversary. . . . during celebration thereof several private war collections will be displayed.

Pier seeking relics of crown prince of Germany. . . . Alex Bartha and his Steel Pier Serenaders will shortly go vaude with big unit and Bridgeton, N. J., as first date. . . . Johnny Marvin and brother, Frankie, topped off good week-end bill at the pier.

Beach next summer going in for "color." . . . Director Bill Casey has approved blue coats, pants and middie hats a la navy for beach cleaners. . . . new "seawalks" to beach also being installed. . . . move under way to uniform chair pushers. . . . Richard Oruhler, youngest son of Prof. Henry Oruhler, pianist of note, and late Frances Oruhler, once prominently identified with the Oscar Hammerstein Company, captured the Bing Crosby contest of Steel Pier, a cash prize, radio work and possible vaude booking. . . . more than 35 took part in the contest, which had plenty of bally.

With the Zoos

NEW YORK.—Bronx Zoo and Aquarium drew 5,147,718 people during 1934. Madison Grant, president New York Zoological Society, announced at the annual meeting of the organization here. Zoo attendance was 2,969,540, against 2,853,908 in 1933.

MILWAUKEE.—Two bleen in Washington Park Zoo gave birth to calves during the holidays despite a natural law that buffalo births should be in summer. The herd now numbers eight.

SYDNEY, Australia.—Will Tyler, animal trainer at Taronga Zoological Gardens, lost two valuable riding monkeys, death due to tick infection. The animals had been brought to high perfection.

SALT LAKE CITY.—Hogol Gardens Zoo had a mystery attack when someone jumped the fence and slashed a zebra about the neck. Why the animal was attacked is a puzzle. The zebra, though cut badly, will not die. President R. Murray Stewart, Salt Lake City Zoological Society, reported the outrage to the police. Capt. Ralph McCallum has added mountain lions to the local collection, the result of a hunt.



The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, care of New York Office, The Billboard.)

Al Friedman, my typographical neighbor, sends me a heap of Long Island pool news, for which I'm greatly indebted. Bob Biersdorfer, major-domo of Broad Channel (N. Y.) Pool, is an early bird. He is not, however, interested in worms. He's much concerned about his tank, which he's already improving for next summer.

Hans Klein, manager of Rockaway Playland Pool, Rockaway Beach, N. Y., has plans for next summer that have to do with formation of a water polo league that will include teams from many parts of New York City. Hans is not new to water polo. In his native Austria he was recognized as one of the greatest performers in the sport.

Joe Schwartz, Steeplechase Pool, Coney Island, N. Y., busies himself in winter in the movie business.

Park Inn Pool, Rockaway Park, N. Y., hopes to do promotion work among New York City civil service employees next summer. Much business has come from this type of patron.

Lifeguards at Jones Beach, L. I., missed a chance last fall to show what they could as football players. They wanted to put a team on the field, but when the group who at first volunteered to underwrite the cost of uniforms stepped out the plan went haywire.

Joe Johnson, instructor in chemistry at Far Rockaway (N. Y.) High School, is much in demand as a pool manager for next summer in the Long Island territory. The managing of pools is not new to Joe, for he has done much of it in the past. Until two years ago he was chief of the Far Rockaway life-saving force of more than 50 men.

And now to that letter from my old friend Leonard B. Schloss, Glen Echo Park pool, Washington, who writes: "You are undoubtedly aware that the AAU (where have I heard that name before?—Editor) allotted Washington the national outdoor 10-foot dive for women. District of Columbia AAU will hold this event at the Crystal Pool, Glen Echo, during the summer.

"This event was successfully conducted at the Glen Echo Pool in 1933, while in 1934 the national outdoor 10-foot dive for men was successfully conducted. Glen Echo Pool will also be the scene of several other important swim meets sanctioned by the District of Columbia AAU."

New York pool owners are still up in arms over that action of Park Commissioner Robert Moses to build many municipally operated natatoriums thru-out the Gotham area. One local pool man has come forward with the suggestion that New York City reduce taxes and assessments for tanks if it proposes to compete against them. The substance of his argument is that the pools independently owned will suffer a curtailment in revenue as a result of the competition from city-operated aquadromes, therefore the city should make a tax concession of some sort to balance the thing off evenly.

DOTS AND DASHES—Harry Pincus, twin Cascades tanks, New York City, and his appendix have parted. . . . Gertrude Mayer, dean of Mayfair Mannequin Academy, who is the miss who recently broke all those front pages with her fight against society models, may put on a fashion show next month at Miami-Biltmore tank, Miami, Fla. . . . See where Frank Foster and Eddie Meyers didn't go to Florida this winter;

not yet anyway. . . . It's not enough that Charlie Golembe runs the Morning-side outdoor pool in Hurleyville, N. Y., but I understand he has a private pool in the basement of his home in Liberty, N. Y.—St. George indoor tank, Brooklyn, N. Y., has changed its newspaper ads to read, "Swim and Gym Daily," and I also note "where they have revamped the trite "Swim for Health" phrase to "Swim to Health," and what a difference one word makes.

Long Island Patter

By ALFRED FRIEDMAN

FROM ALL AROUND: Just when the amusement mob is planning for the arrival of an early spring the Long Island Railroad comes along and starts conditioning its snow-battling equipment. . . . Civic groups around the Island are campaigning to discourage shoeing roadside promoters. They argue that unpaid help fills up the courts, delaying other legal procedure. . . . Billy (Side Show) Devine got a spraying that was intended for the trees at Forest Hills Park. He hopes that he won't grow leaves now.

Dick (Long Island Daily Press columnist) Linehan and emcee much in demand around the cabarets. . . . Annie (NBC) Laurie singing around local places. . . . Illuminated signs will direct night autoists in the near future. . . . Frank J. Ross Jr., Island builder, has gone to the Coast to join his wife, Jean Arthur, the cinema player.

Guy (Far Rockaway) Endere, a figure in the local amusement colony, doing well in Hollywood. . . . Savoy Theater, Jamaica, celebrated its fifth anniversary in an auspicious manner. . . . Freeport is taking a page from Long Beach's book by launching a "Boost Freeport" campaign. . . . Emil Coleman's music-makers are the thing among the dancers at the swanky Island clubs. As a result, Emil is much in demand.

The Hempstead Emeralds, five-piece ork, had all their instruments stolen when they packed the playthings into an auto after a dance recently. The car was recovered, but the instruments weren't. The victims are searching for five fellers who are taking up music.

ROCKAWAY BEACH: Joe (Steeplechase) Kushner is back after a long road jaunt. . . . Billy Wester III. . . . Harry (Boardwalk Museum) La Pine is ballying on 42d street, Manhattan. . . . Willie (Palais Danse) Allen hopes to start spring preparations next week. . . . Joe Sullivan, Rockaway Park pool lifeguard, is Notre Dame's new football captain.

Localities in Florida include Fred Thorpe, Tommy Smith, Phil Hogan, A. E. Ailes, Hal Lutz, Bill Brunner Sr., Ben Friedman, Ben Lisman and Charley Durrell.

"It is estimated that there'll be upward of 500 entertainers in the Rockaway Peninsula area the coming summer. Very few "name" personages, however.

LONG BEACH: Three breweries are known to be dickering for places in the Long Beach area. Breweries seem to think it's a good means of garnering money and publicity. . . . Peter's Park Avenue Grill hit by fire. . . . Lido Theater reopened after being closed for a span. . . . Jack McBride, ex-All-American football ace, will be in the pool bis locally again next season. . . . Won't some enterprising person bring an honest-to-goodness side show to the Boardwalk?

SAN ANTONIO.—Two porcupines were donated to Brackenridge Park Zoo by William Randolph Hearst, sent from his ranch in San Simeon, Calif.

SPACES TO LET AT REVERE BEACH

The Playground of New England. One lot 150 feet by 100 feet, and another 100 by 100 feet. On the Boulevard facing the Ocean. Suitable for any legitimate device for Summer Amusement. Rent reasonable. Apply at 991 6th Ave., N. E., St. Petersburg, Fla., of JOHN O'CONNOR, Derby Racor, Revere Beach, Mass.

1935

Auto-SKOOTER-Water

THE RISE THAT ENJOYED GREAT POPULARITY AND BIGGEST NET PROFITS AT "A CENTURY OF PROGRESS," OHIOAGO, ILL.

AUTO SKOOTER. WATER SKOOTER.

LUSEY BROS., INC., 286 North Fairview Street, Philadelphia, Pa. D. S. A. LUSEY BROS., LTD., Central House, 45 Kingsway, London W. C. 2, England.

MINNESOTA ASKS MORE AID

\$1,500 Per Fair Set as the Goal

Federation of County Managers to petition legislature—Shell board head

MINNEAPOLIS, Jan. 12.—There was no particularly burning question or urgent problem to be considered by Minnesota Federation of County Fairs at its annual meeting here on Wednesday and Thursday in the Radisson Hotel, so sessions were quieter than usually is the case. Just friendly, homey get-togethers at which ideas were exchanged and some excellent suggestions were presented by the various speakers. Most important of topics considered was that of State aid and it was unanimously agreed that the Legislature should be asked to increase the amount to \$1,500 per fair. In view of improving economic conditions, it is likely the request will find favor with legislators.

While before the meeting there was some talk of a contest in election of officers, it failed to develop. Ed Zimmerman, veteran secretary from Caledonia, who has served as treasurer and vice-president of the association, was elected president for 1935 without opposition.

R. S. Thornton, Alexandria, treasurer last year, was elected vice-president; E. P. Hall, who has served so efficiently as secretary for a number of years, was re-elected, and L. M. Schofield, secretary of Goodhue County Fair, was elected treasurer. Directors chosen were: District 1, Ben Campbell, Utica; District 3, John A. Stoneburg, Cambridge; District 5, E. U. Burdahl, Minneapolis; District 7, Harry Steele, Appleton; District 9, Robert Lund, Thief River Falls. All of these were re-elections with exception of District 6. The president, vice-president and secretary were designated as delegates to the meeting of the State Agricultural Society.

To Boost Club Work

Routine of meetings was changed somewhat, federation sessions being held Wednesday evening and Thursday afternoon, while sessions of the State Agricultural Society were held Wednesday afternoon and Friday morning. Les W. Emery, president, presided at the Wednesday night meeting. S. E. Olson, Ada, president of Norman County Fair, discussed *Our Success With the Early Fair*, explaining weather and other advantages of holding a fair early and making suggestions as to how adequate exhibits may be obtained early in the season.

Our 4-H Club Plans for the 1935 County Fair, assigned to T. A. Erickson, State club leader, indicated that club work will receive special attention during the year. This work has steadily grown in importance and is rightly regarded as one of the most useful of the fair's educational efforts. Olga V. Hanscomb was unable to be present to discuss cooking-school demonstrations, and discussion (See MINNESOTA ASKS on page 42)

Furniture Show in Chi Is Biggest Since 1930

CHICAGO, Jan. 12.—The 22d semi-annual national furniture show opened on January 7 in the Furniture Mart with the largest displays since 1930, an indication that the manufacturers and dealers of the country are confident that business will be materially better during 1935.

About 600 manufacturers are displaying their household offerings and some 6,500 buyers are expected to view them. The show runs two weeks.

COLUMBUS, O. — Myers Y. Cooper, honorary president of Ohio Fair Managers' Association and former governor of Ohio, under treatment in White Cross Hospital here during the last month for a vertebral fracture sustained in an auto accident, expects to be removed by ambulance to his home in Cincinnati in about a week.



RAYMOND A. LEE, secretary of Minnesota State Fair, whose talks are in great demand at meetings of fair executives who want to hear details of the successful plan of the Gopher State Fair board which caused the slogan, "Everybody Pays," to become much more general last year, with a prospect that many more fairs will adopt it during the 1935 season.

Beam Re-Entering Auto Race Ranks

NEW YORK, Jan. 12.—B. Ward Beam, manager of the International Congress of Daredevils, announces his intention of staging auto races during the coming season, which would put Beam in the comeback class in that field, as he was a top speedway impresario years ago in the Middle West. Announcement appears in the first issue of his organ, *Fairs*, published simultaneously with this issue of *The Billboard*, although a few copies were distributed privately early this week.

Beam has directed races in Cleveland, Toledo and Akron, O.; Pittsburgh, Chicago and other cities. He is lining up a list of fairs and still dates and will also have his Congress of Daredevils contingent working.

Some years ago Beam had topnotch drivers under his wing. Nearly eight seasons ago he directed the race in which the late Frank Lockhart smashed 101 records for dirt track racing. According to *Fairs*, Lockhart's feat occurred in a 100-mile race, the world's record for qualifying time in the trials broken during the morning, the driver negotiating the fastest mile ever registered in a race and keeping ahead of the record in each succeeding mile.

Many Topics Are Heard by Kansas Officials; Grievance Board Busy

TOPEKA, Jan. 12.—At the 12th annual meeting of the State Association of Kansas Fairs on Tuesday and Wednesday in the Jayhawk Hotel, called to order by President John Redmond, secretary of Coffey County Fair, Burlington, many subjects were brought up in the sessions which proved educational to fair managements, although there were no drastic measures presented or changes made. The grievance committee made charges against a carnival company for alleged failure to fulfill a contract at a Kansas fair and failing to notify the fair that it would not appear. The matter was referred to a special committee to report to the association secretary, who is instructed to advise members of the future standing of that company in Kansas.

Address of welcome was by Frank A. Ripley, president Topeka Chamber of Commerce, and response by J. B. Kuska, vice-president State association and secretary of Thomas County Fair, Colby, followed by annual report of Secretary-

Racing Revenue Now Sought By Hoosier State's Managers

Indiana association votes to support a suitable bill providing financial aid for fairs, under control of board of agriculture—opposes tax on attractions

INDIANAPOLIS, Jan. 12.—After more than two years of consideration and failure of bills to pass the Legislature, the Indiana State Association of County and District Fairs is now sold on the necessity of a suitable law legalizing pari-mutuel race betting as a financial help to the Hoosier fairs which, unlike those in many other States, do not receive State or county aid. The association went on record for passage of a proper pari-mutuel bill during its annual meeting in the Assembly Room of the Hotel Claypool here on Tuesday. However, any bill to be supported by the association must provide for control by the State Board of Agriculture.

After hearing an exposition by C. Y. Foster, Carmel, on advantages to be derived from a law which would swing betting money into a fund to be administered by the agricultural board rather than by custodians of the general fund, the members instructed their legislative committee to support a bill being drafted by men interested in getting race revenue for the State Fair and county fairs.

Carnival Men Attracted

The meeting this year was notable in that it attracted an unusual number of outdoor showmen and attractions representatives. Reports that Indiana State Fair could be played on percentage, as it was last year for the first time, and that the midway might be more advantageously laid out drew emissaries from several major carnivals in conjunction with sessions of the State Fair board.

President W. P. Struckman, Huntingburg; Vice-President Roland Ade, Kentland, and Secretary-Treasurer Oren E. Felton, Fairmount, were re-elected. On motion of F. J. Claypool, Muncie, it was unanimously voted to pay Mr. Felton \$50 for his work in 1934.

In the discussion on mutuels it was brought out that the plan is for such racing only in centralized favorable spots and that such racing will not and need not be put on at all fairs, although the State Fair and all county and district fairs are to share in financial benefits. Fred Terry, Indianapolis, warned that close regulation should be assured to protect harness horse interests as against the runners. Mutuel bills have been killed in the Legislature, it was noted (See RACING REVENUE opposite page)

Vet Will Be Missed

SYRACUSE, Jan. 12.—One of the oldest employees of New York State Fair will be missing when the gates swing open in August, for George Harrison, auditor and all-round executive, must step out on July 2 after 37 years' service. He is known to fair men all over the nation. He has always had charge of tabulation of race entries, checking exhibitors and many other jobs not covered by the auditor's department. Mr. Harrison is 72 and the Civil Service Board notified Secretary J. Dan Ackerman that he must retire, although the secretary requested a two-year extension for him. One such extension was granted when he reached 70.

Chicago World's Fair Grounds Cleared by July

CHICAGO, Jan. 12.—Demolition of A Century of Progress buildings and return of the city park grounds to the public by July 1 is expected, according to Major Lenox R. Lohr, general manager of the World's Fair.

Major Lohr says he expects a start on tearing down buildings will be made by February 1. Many of the privately owned buildings are already in course of demolition, but some owners are waiting until a definite decision is reached on the question of a new fair next summer.

Benton, Meigs to Florida

ATLANTA, Jan. 12.—M. M. (Mike) Benton, president, and Virgil Meigs, secretary of Southeastern Fair, will leave shortly for Florida, where they will attend sessions of the Association of Agricultural and Industrial Fairs of the Southeast, of which Mr. Benton is president, in Winter Haven on January 24 and 25, during Florida Orange Festival. They will also visit De Land, Lake Helen and Florida Fair in Tampa.

Dayton, O., Showing Good

DAYTON, O., Jan. 12.—A balance of \$9,219.59 in bank at close of the year was reported by Montgomery County Fair board in annual meeting. The board spent \$10,691 on buildings and grounds out of its earnings. The present balance is in contrast to \$3,290.82 at beginning of last year, Secretary Ralph C. Haines said the fair was a financial success, despite adverse weather.

Season Good in Vancouver

VANCOUVER, B. C., Jan. 12.—During 1934 Vancouver Exhibition Association paid the city \$25,293, which cleared all old accounts, reports Walter Leek, president and chairman of a committee which made the arrangement with city council. The association reports a good year. There has been no deficit for some time.

W. F. Concessioner Bankrupt

CHICAGO, Jan. 12.—A petition has been filed in the United States District Court here by three creditors, throwing Continental Concession Company into involuntary bankruptcy. The company operated The Bowery, Lincoln Village, Solomon's Temple and other concessions at A Century of Progress and it is said that it will not contest the bankruptcy action.

(See MANY TOPICS on page 42)

S. C. Reviews Its Best Year

Fair managers of State reelect all officers—Mitchell emphasizes new ideas

COLUMBIA, Jan. 12.—In good humor over the 1934 season, which many described as the best in the State's fair history, members of South Carolina Association of Fairs re-elected all officers at their meeting here on January 7. While a number of dates will depend upon local conditions later in the year, the State Fair was set for week of October 21 on the improved grounds in Columbia.

J. P. Moon, Newberry, was again named president and these other officers were returned: J. M. Hughes, Orangeburg, vice-president; J. A. Mitchell, Anderson, secretary-treasurer, and Paul V. Moore, Columbia, secretary of the State Fair, chairman of the executive committee. J. Cliff Brown, Sumter; W. M. Frampton, Charleston; W. W. Smoak, Waltersboro; E. D. Sallenger, Florence, and J. P. Fielder, Spartanburg, were returned to the executive committee.

Phillips Is Host

The convention was climaxed at night by a banquet given by E. Lawrence Phillips, owner of the Johnny J. Jones Exposition. Numerous amusement and outdoor show representatives were present. The convention was opened by Williams Lykes, secretary Chamber of Commerce, who introduced Ames Haltiwanger, chamber president, who delivered a welcome in the Jefferson Hotel ballroom.

J. A. Mitchell, on the Outlook of Fairs From the Recovery Standpoint in 1935, said many fairs last year had enjoyed their best season and that all had a better year than in 1933. Amusement and concession folk, too, he said, were pleased.

"Recovery will not come unassisted; you must put your shoulders to the wheel; be original and inject new ideas and features into your fairs," he declared.

Our Negro Problem—Separation From or a Part of Our White Fairs was discussed in open forum by J. H. Hughes, Paul V. Moore; J. J. Collins, president State Negro Fair Association, and W. O. Lewis, Orangeburg. The association is endeavoring to establish better relations between white and Negro fairs.

Lessons From Toronto

Carnival men and fair executives discussed Relationship Between the Fair and the Carnival and Mr. Moore led a discussion of As I Saw It in Toronto, telling of features of the Toronto exposition which made it so successful and declaring that many of the same principles could be applied to fairs in South Carolina. W. W. Smoak, on My Particular Problem, said that meritorious exhibits and a sound method of paying premiums benefited fairs without exception.

Among amusement people attending were Mrs. Mamie Frances, Jack D. Wright Jr., I. Cetlin, John M. Shesley, Harry Bemick, Max Gruber, Yates D. Smith, H. L. Small, S. A. Kerr, Eddie Lipman, A. T. Vitale, E. Lawrence Phillips, J. P. Bolt, E. A. Reed, Art Lewis, Matthew J. Riley, Frank West, Frank Conway, George Hirshberg, D. L. Basinger, Bob Alexander, James Davidson and A. Westergard.

Smith's Superba Band was awarded contracts for Orangeburg and Anderson fairs. It was said three other South Carolina dates are pending.

Auglaize on Profit Side

WAPAKONETA, O., Jan. 12.—During his first term as secretary last year, Harry Kahn reported to Auglaize County Fair board, the fair showed a profit for the first time in 20 years. Net was more than \$2,000, from which a \$2,500 deficit for 1933 was made up, leaving a balance of \$400. Attendance was more than 40,000. Secretary Kahn is a stickler for high-class attractions, a midway and night show.

Sam Levy's Mother Honored

CHICAGO, Jan. 12.—The mother of Sam J. Levy, past president of the Showmen's League of America and a member of the firm of Barnes-Carruthers, is a very proud lady these days. Mrs. Levy, who is 81 years old, made a beautiful collar and cuff set, which she

Fair Meetings

South Texas Fair Association, January 21 and 22, Plaza Hotel, Gonzales. George J. Kempen, secretary, Sequin. Western Canada Fairs Association, January 21-23, Fort Garry Hotel, Winnipeg, Man. Keith Stewart, secretary, Portage La Prairie, Man.

Western Canada Association of Exhibitions, January 21-23, Fort Garry Hotel, Winnipeg, Man. Sid W. Johns, secretary, Saskatoon, Sask.

Maine Association of Agricultural Fairs, January 22, Elks' Home, Waterville. J. S. Butler, secretary, Lewiston.

Illinois Association of Agricultural Fairs, January 23 and 24, St. Nicholas Hotel, Springfield. B. S. Vick, secretary, Marion.

Michigan Association of Fairs, January 23 and 24, Hotel Fort Shelby, Detroit. Chester M. Howell, secretary, Saginaw.

Massachusetts Agricultural Fairs Association, January 24 and 25, Hotel Northampton, Northampton. A. W. Lombard, secretary, 136 State House, Boston.

Vermont Agricultural Fairs Association, meeting with Massachusetts Agricultural Fairs Association, January 24 and 25, Hotel Northampton, Northampton, Mass. G. W. Rubles, secretary, Enosburg Falls, Vt.

Texas Association of Fairs, January 25 and 26, Baker Hotel, Dallas. Ed C. Burris, secretary, Lufkin.

Association of Agricultural and Industrial Fairs of the Southeast, January 24 and 25, Winter Haven, Fla. E. Ross Jordan, secretary, Macon, Ga.

Western Fairs Association, January 25 and 26, Hotel Whitcomb, San Francisco. Charles W. Paine, secretary, Sacramento.

Pennsylvania State Association of County Fairs, January 29 and 30, Penn Harris Hotel, Harrisburg. Charles W. Swoyer, secretary, Reading.

Wisconsin Association of Fairs, January 30-February 1, Hotel Schroeder, Milwaukee. J. F. Malone, secretary, Beaver Dam.

Association of Tennessee Fairs, February 5, Noel Hotel, Nashville. O. D. Massa, secretary, Cookeville.

New York State Association of County Agricultural Societies, February 19, Ton Eyck Hotel, Albany. G. W. Harrison, secretary, Albany.

SECRETARIES of associations should send in their dates, as inquiries are being made.

sent as a gift to Mrs. Franklin D. Roosevelt. When the Roosevelt Christmas card came out it bore a picture of Mrs. Roosevelt wearing the set which Mrs. Levy had made.

Midget Auto Racing Bows in New York

NEW YORK, Jan. 12.—Midget auto racing made its New York debut on the afternoon of January 6 at the Coliseum in Starlight Park. The Bronx, in a healthy bid for recognition as a big time sporting event. The vest-pocket races are popular on the Pacific Coast and are also being staged in Chicago. The races are held on Sundays and Wednesdays and are scheduled to run 20 weeks.

About 1,500 people attended the inaugural race, and a few race men and affiliates put in an appearance, including Ira Vall, Eastern promoter and former driver, and B. Ward Beam, manager of Daredevils Attractions and former promoter of Speedway attractions. It was noted around that the latter would use half a dozen of the dwarf cars in his unit.

The contest board of the American Automobile Association, including Capt. Eddie Rickenbacker, board chairman, and Ted Allen, secretary, were present, the meet being held under its sanction. Five hundred dollars are cash prizes for each meeting. Heading the organization is S. F. (Red) Criss, general manager Metropolitan Midget Automobile Racing Syndicate.

There were three or four spectacular spills but no real injuries. It seems there are few major accidents in races of the midget variety. Most of the jams occur on the turns and in the Coliseum they are dangerous because the track is quite narrow. The cars are capable of doing as high as 70 miles on a straightaway.

Matheson Is Back on Job

VANCOUVER, B. C., Jan. 12.—J. K. Matheson, manager of Vancouver Exhibition Association, is back at his desk after a serious illness of several weeks.

RACING REVENUE

(Continued from opposite page.) said, because they were not satisfactory to all interests.

Opposing Tax Bill

The association favors repeal or amendment of the Gentry Bill proposing a tax on all separate attractions and ride units at fairs. Former President Charles A. Halleck, Rensselaer, on the program to lead discussion on a mutual bill, was not present, being in the midst of a congressional campaign for a vacant seat in his district.

Indiana State Board of Agriculture at its annual meeting on Wednesday also went on record as favoring passage of a pari-mutuel betting bill by the general assembly, which convened the day following. The board's stand, however, was based only upon a bill covering horse-race betting. The board agreed to take a stand against pari-mutuel betting for dog racing.

Board members said that a pari-mutuel system would bring several thousand dollars into the State treasury annually, but no definite estimate of the amount was offered, there never having been legalized betting in the State, so that comparisons could be made.

Dog Racing Opposed

The board, however, will not have a bill of its own for introduction. A bill already has been drafted, apparently by sporting groups, it was said. It would place administration of the betting under a separate commission. Members of the board prefer that the agriculture board itself should be the administrative body. Proceeds, both under the proposed bill and under the plan endorsed by the agriculture board, would be divided between the State and county fair associations.

"We favor a bill for pari-mutuel betting so long as it is a clean, fair measure and so long as it will bring revenue to the State. The measure, of course, must not include dog races," Levi P. Moore, Rochester, board member said. "The moment dog-track betting is included we are against the bill." The pari-mutuel bill has been introduced at previous sessions of the State Legislature. It passed one session, but was vetoed by the governor. Another bill died in committee two years ago.

Priddy Follows Claypool

The board also conducted its annual reorganization. E. S. Priddy, Warren, was elected president, succeeding Frank J. Claypool, Muncie. Charles Taylor, Boonville, was elected vice-president. Four board members were re-elected and one new member elected. Those re-elected were C. Y. Foster, Carmel; O. B. Jenkins, Osgood; Mr. Priddy and O. L. Reddish, Waveland. Harry Caldwell, Connersville, was elected to succeed Russell G. East, Richmond, who was not a candidate for re-election.

Mr. Priddy announced membership of the finance committee as follows: Dick Heller, secretary to Lieut.-Gov. M. Clifford Townsend; Mr. Claypool, Mr. Moore, Mr. Friddy and Mr. Townsend.

Tuesday night's banquet in the Riley Room of the Claypool was well attended, President Struckman being toastmaster and Mayor J. W. Kern welcoming the delegates. Dr. W. P. Dearing, Oakland City, gave a masterful address on trend of the times and what is needed to revive a better spirit in America. Several acts were presented, mostly those that happened to be playing locally, with compliments of Barnes-Carruthers Fair Booking Association, Inc.

Visitors Are Numerous

Among showfolk attractions representatives and visitors at the fair managers' meeting were J. C. McCaffery, Rubin & Cherry interests; J. C. Simpson, Johnny J. Jones Exposition; C. W. Cracoff, Mighty Showley Midway; Larry S. Hogan, Beckmann & Gerety's Shows; Floyd Gooding, Gooding Greater Shows; Sam Solomon, Sol's Liberty Shows; Oscar Bloom, Gold Medal Shows; Mrs. L. E. Roth, Mrs. William R. (Rose) Hicks; Blue Ribbon Shows; Mrs. C. E. Pearson, C. E. Pearson Shows; J. C. Weer, J. O. Weer Shows; James Bond, Great Sutton Shows; William C. Fleming, H. William Pollack Foster Print, J. P. Porcheddu, Harold McCray, Illinois Fireworks Com-

pany; Sam J. Levy, Barnes-Carruthers; E. B. Williamson, Jones-Williamson Rodeo and Hippodrome; Fielding W. Scholler, Al G. Marriott Attractions; W. O. Senior, Gus Sun Exchange; L. E. Holt, American Fireworks Display Manufacturing Company; Frank S. Stout, Stout's Circus Unit; W. F. Weary, Regalia Manufacturing Company; D. Michle, Harry Lessinger, Hudson Fireworks Display Company; Jack St. Julian, the St. Julians; Claude R. Ellis, The Billboard, Cincinnati; Vaughn Richardson, L. E. Poynter, Indianapolis; John Oalligan; Mike T. Clark, Santa Claus, Ind.; George V. Adams, rodeo; Edward A. Hock, Goodman Concession Company, Inc.; H. B. Kelley, Hillsdale, Mich.; Fred Terry, Indianapolis.

Mr. and Mrs. H. B. Kelley, Hillsdale, Mich., were visitors. Mr. Kelley, secretary of Hillsdale County Fair and member of Michigan State Fair Board, generally makes it a point to attend the Indiana and Ohio meetings.

Lieut.-Gov. Townsend and Manager Dick Heller, of the State Fair, are given considerable credit for having helped muzzle a bill to tax amusements at fairs.

Sam Solomon, Sol's Liberty Shows, was being congratulated on observance of his 21st wedding anniversary. Sam proudly showed a telegram from Mrs. (Judith) Solomon felicitating him on the occasion.

GEORGE A. HAMID INC.
GENERAL AMUSEMENTS

CHEAP ACTS

Generally give cheap, unsatisfying performances. They harm your show in dollars and cents, much more than the money you saved in booking them. Play safe! Book Hamid "Hit" Acts.

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**Bids Wanted By The
TENNESSEE
STATE FAIR**

FOR EXCLUSIVE PRIVILEGES FOR THE
1935 FAIR, SEPTEMBER 16 TO 21.

Candy Floss, Cushions, Frozen Custard,
Candy Apples, Ice Cream, Novelties, Palm-
istry, Scales, Ice Cream Cones—sell for 5c.

This Exclusive Does Not Include the
Carnival Midway.

Bottled Soda, Peanut, Buttered Popcorn,
Crackerjack Peddling in Grand Stand, Re-
served Seats, Bleachers and Night Horse
Shows. Separate Bids on Each of the Above.

Rights reserved to reject any or all bids.
Upon acceptance successful bidders must
deposit 25% within ten days after noti-
fication.

All bids must be in by noon of Thurs-
day, January 31, 1935. Address all bids to

PHIL C. TRAVIS
Superintendent of Concessions,
Tennessee State Fair, Nashville, Tenn.

Address Correction

Our address was incorrectly given in
the 40th Anniversary Special.

The Beacon Entertainment Exchange
is Still Located at

100 Boylston Street
BOSTON, MASS.

WANTED

WILD WEST SHOW AND CIRCUS

FOR COUNTY FAIR IN AUGUST, AT POINT
PLEASANT, W. VA.
Communicate with W. H. BARDIN, Point Pleas-
ant, W. Va.



By CLAUDE R. ELLIS
(Cincinnati Office)

JACQUELINE AND PIERRETTE VIVES are giving skating exhibitions in Mollitor Rink, Paris, while Melitta Bruner is performing in Jeff Dickson's Palais des Sports Rink.

CHAMPIONSHIP roller-skating races for the Northeastern Indiana title were scheduled in Bell's Roller Rink, on Lincoln highway, east of Fort Wayne, Ind., on January 15. On January 8 an exhibition speed race was staged, with Jesse Biesada, Bill Hines and Erwin Beyer competing.

EARL J. FRYE, veteran Canton (O.) rink operator, in charge this winter of the roller rink in Meyers Lake Park, near Canton, reports business satisfactory and better than last year. He recently had as guests members of the State championship McKinley High School football team. Rink is one of the largest in that section.

SWINGER and SWINGER, one of the pioneer roller-skating acts, just finished a date in the Butterfield house at Battle Creek, Mich., and a New Year's Eve date at the La Salle Hotel in the same town. They played a show at the Furniture Mart in Chicago on January 9 and are booked at the Elks' Covered Wagon Exposition, Elkhart, Ind., week of January 18.

THREE BLUE STREAKS, working on the West Coast, scored heavily during New Year's week in the Golden Gate Theater, San Francisco.

SAM SHOLOVITZ, manager of American Roller Skating Arena, branch 5, Salisbury Beach, Mass., is spending the winter at the Roney-Plaza, Miami Beach, Fla. He has announced that he will resume skating activities in April after extensive alterations which will include an enlarged and raised floor.

CHARLES BEESON, formerly of Muncie, Ind., now living in Ocean Park, Calif., and one of the few living professional roller polo players of the '80s, has invented two rink games which he says are to be copyrighted and will be forthcoming soon, reports E. M. Mooser, YWCA Roller Rink, Coatesville, Pa. Beeson was a member of the celebrated Galesburg (Ill.) team which played 173 games, winning 170, losing two and tying one. He has also supplied Mooser with names and positions of all players on every amateur and pro polo team from 1880 until 1904.

CHESTER Park Roller Rink, Cincinnati, is advertising free skate lessons Thursday nights.

ROLLER skating is back in a big way in Duquesne Garden, Pittsburgh. Nightly sessions started on January 16 and, according to Owner Johnny J. Harris, will continue indefinitely.

A RECENT dispatch from Chicago was to the effect that "the United States Amateur Skating Union sent charges of professionalism against amateur ice hockey to the AAU and asked in a resolution that the sport be returned to jurisdiction of a skating body. The Amateur Athletic Union has had charge of the sport since the United States Amateur Hockey Association dissolved. President Henry Kemper, St. Louis, president of the Skating Union, was instructed to appoint a committee to negotiate with the AAU. The resolution charged that

companies owning buildings where hockey is played have imported foreign players and paid them salaries openly while labeled matches in which they play as amateur contests." In view of the above, why not combine roller and ice skating into one solid organization?

PRINCIPAL ice-skating events scheduled in Europe this winter: French figure-skating championship, Palais des Sports Rink, Paris, January 10 and 11; European figure-skating championship, St. Moritz, Switzerland, January 24-26; European speed championship, Helsingfors, Finland, February 2 and 3; world's championship figure-skating (women) Vienna, Austria, February 8 and 9; world's championship figure skating (men and couples), Budapest, Hungary, February 16 and 17; world's speed championship, Oslo, Norway, February 23 and 24. Sonja Henie, Norwegian fancy skater, is giving exhibitions in Jeff Dickson's Palais des Sports Rink, Paris.

MANY TOPICS

(Continued from page 40)

Haughwout, Onaga, first president of the association.

The meeting was adjourned to the banquet room in the Roof Garden, where the annual testimonial dinner was served, again under supervision of Maurice W. Jencks, manager of Kansas Free Fair, Topeka, to 168 guests. Entertainment was by Lida Jane Terrell's Dancing School and the Grogan Family. Speakers included President Redmond and Charles W. Thompson, lieutenant-governor, whose talk centered on taxation as applied to fairs.

Kuska New President

Attendance at the Wednesday session was greatly increased, with 72 delegates present. About 25 attraction people attended and 42 fairs were represented.

Thomas I. Dalton, assistant chief food and drug inspector, on Why the Board of Health Inspections, enlightened delegates on health laws affecting fairs. The Department of Inspections and the Fairs, by A. W. Logan, director of the department of inspections and registrations, dealt chiefly with safety laws and tax.

O. Higdon, president of Richmond Free Fair, outlined the manner of conducting his fair and made known that the champion baby beef at the American Royal Live Stock Show, Kansas City, was an exhibit from Richmond Fair.

J. B. Kuska, vice-president of the association and secretary of Thomas County Fair, Colby, was elected to the presidency. Mr. Jencks was elected vice-president, and George Harman, Valley Falls, was re-elected secretary-treasurer for the 10th consecutive term.

Directors elected were: First district, Mr. Jencks; second, George Dietrich, Richmond; third, W. P. Royer, Coffeyville; fourth, A. H. Haughwout, Onaga; Bert Fisher, Clay Center; fifth, Carter Harrison, Wichita; sixth, T. J. Charles, Republic; seventh, H. W. Avery, Hutchinson; legislative committee: Mr. Jencks; C. A. Sayre, Cottonwood Falls; W. B. Spitznagle, Waukeensy; W. P. Miller, Clay Center, and Mr. Redmond.

Many Problems on List

Mr. Jencks opened the closing session with *The Fair Business as I See It*, and *The Rural School Day* was the topic of A. E. Reiter, secretary Montgomery County Fair, Coffeyville. In report of the resolutions committee thanks were extended to the officers, to Lida Jane Terrell and the Grogan Family, *The Billboard*, 4-H Club of Coffey County, Lieutenant-Governor Thompson, hotel management and speakers. The committee also recommended endorsing the need of every fair association in Kansas to affiliate with the association and that all fair managements make special effort to furnish co-operation to all 4-H Clubs, declared essential in successful operation of fairs.

Some of the meeting's most important topics were premiums, paying them

promptly, distribution of premiums, revising premium lists and amounts of premiums; grand-stand attractions, costs, size, number of days, types, etc.; traffic problems, arranging circuits, taxes, pass evils, 4-H Clubs and their importance, budgets, co-operation of merchants and Chamber of Commerce; advance sales of tickets, season tickets; paying judges and legislation.

Included in attractions people and showmen present were Miss Amy Cox, RKO; Don M. Brashear, Jack Ruback, Western States Shows; C. O. Baldwin, Williams & Lee (Attractions); Gregg Wellinghoff, *The Billboard*, Kansas City; Ray W. Anderson, Theafie-Duffield Fireworks, Inc.; E. S. Buchanan, T. J. Tidwell Shows; Frank Sharp, Regalia Manufacturing Company; Ben Brodbeck, Fred Brodbeck, Brodbeck Shows; Eddie Lynch, W. S. Veal, Yellowstone Shows; E. C. Truex, Truex's Fireworks; J. O. Wiziards, Wiziards Novelty Circus; George M. McCray, Illinois Fireworks Company; J. L. Landes, C. G. Buton, J. L. Landes Shows.

MINNESOTA ASKS

(Continued from page 40)

along other lines was substituted, H. A. Nourse, editor and publisher of *The Poultry Herald*, St. Paul, discussed importance of Poultry Exhibits at Fairs.

In connection with the night meeting the session was enlivened by some pleasing entertainment features. Among those who appeared were Rita Rose in clever tap, toe and novelty dance numbers; Gloria Vester, youthful dance artist; Charlie Clevet, young character artist, who sang *Pink Elephants* and *The Man on the Flying Trapeze*, and Brancel's Fala, clever canine act, presented by Gale Brancel, a charming 16-year-old miss, accompanied at the piano by Deyette Brancel. They were given repeated rounds of applause.

Session on Thursday

In lieu of a set address, President Emery called attention to the fact that Secretary Hall's printed report contained a most complete resume of the association's activities for 1934 and needed no supplementing. President Emery voiced optimism with regard to 1935.

Following reports of secretary and treasurer, Roy C. Frank, assistant attorney-general, discussed *Regulatory Laws Relating to Policing and Appropriations*, and assured the fair men that the attorney-general's department would co-operate with the fairs to the fullest extent. George Umland, scheduled to speak on *How We Filled Our Fair Grounds With Visitors on a Rainy Day*, was not present, and R. E. Thornton, Alexandria, substituted. He gave an interesting account of how his fair had drawn huge crowds on what was usually an off day by staging an automobile gift contest. His suggestions as to how best to handle such a contest to avoid any unpleasant after effects were of a constructive nature. H. J. Miller, president of the Civic and Commerce Association, Minneapolis, gave an interesting address on *How the County Fair Stimulates Business*.

Most important of resolutions adopted were one advocating continuance of the present fair system and another asking the Legislature to continue State aid and to increase the allowance to \$1,500 for each fair. Several newly elected fair secretaries were introduced.

Banquet and Entertainment

Annual banquet, entertainment and ball in the Flame Room of the Radisson Thursday night was brilliant and successful. The room was filled to capacity, attendance being about 500, and following an excellent repast a very entertaining show was presented. During the banquet a band played familiar tunes and guests joined heartily in singing them. Miniature hats, balloons and other like favors helped to enliven proceedings. The show presented included a wide variety of offerings. Leo Semb handled the m. c. job in a masterly manner. Al Lawson was stage manager and Rube Liebman his assistant. Jay Gould's Million-Dollar Gems furnished music for the program, which included the following acts:

Dubell's Pets, a fast and entertaining dog act; Rainbow Chorus, an attractively costumed group of girls in pleasing dance routine; Woodard Sisters, versatile entertainers; Rollins and LaRue, clever instrumentalists and dancers; Patsy Gould, entertaining acrobatic dance routines; Wedding of Mickey Mouse, a fantastic comedy number; Skating MacGowans, who gave some marvelous exhibitions of roller skating, aces in their field, and the audience went for them in a big way; Miller's Jewels Revue, beautifully costumed re-

vue in a routine that won generous applause; Lester Raymond, accomplished juggler, whose work won rounds of applause; Three Jays, graceful and accomplished dancers; Charlie Brugge, whose banjo and guitar-mandolin playing and comedy should land him in a production. He was accorded one of the heaviest hands of the evening; Johnson and Dean, old-time colored team. In cake-walking and old-time songs, a riot and had to respond to several encores; Baby Pat, clever young singer and dancer; DeYette Brancel, attractive and talented vocalist, who scored heavily, especially with *When Irish Eyes Are Smiling*; Chinese Novelty Revue, presented by some half-dozen Chinese boys and girls, all of them possessed of real talent and one of the big hits of the show; Al Miller, cornet and sax player, whose solo work went over big, as it always does. Piano accompaniment of DeYette Brancel helped materially. Frances Wobig and Jack Ring accompanied at the piano for most of the acts, ably supplementing the work of the band. Following the show there was dancing until the morning hours.

Attractions Representatives

Among attractions people and firms represented at the convention were M. H. Barnes, Rube Liebman, F. J. Ibbets, Barnes-Carruthers Fair Booking Agency; William Bazinet & Sons, rides; Billie J. Collins, Collins Enterprises; De Waldo Attractions; E. Viola, Mme. Viola, A. Pinet, E. J. Lippert, De-Lite Amusement Company and Mme. Viola's Society Circus; Emophone Company, loudspeakers; John Francis, Harry A. Smith, John Francis Shows; J. O. Engle, Gopher State Attractions; Heland P. A. System; Goldie & Connell, booking agency; Jay Gould and family, Jay Gould's Million-Dollar Gems; Irving Grossman, Station WHO; Orville Hennies, Noble C. Fairly, Hennies Bros.' Shows; O. W. Hinck, thrill day programs; G. E. and R. K. Hall, Hall Sound Systems; Albert Reader, Interstate Fireworks Company; Phil Little, R. V. (Kentucky) Ray, concessions; Al Lawson, Lawson Attractions; Al Miller, Al Miller Revue; Vernon L. McReary, sound system; Mr. and Mrs. Clyde Miller, Roy Straus, Miller's Rodeo; Julie Miller, Leo Semb, Northwestern Amusement Company; Minnesota Fireworks Company; Northwest Harness Horse Association; Van A. Oikou, Van A. Oikou Company; Program Advertising Company; Florence E. Reinmuth, booking agent; Lew and Jake Rosenthal, Lew Rosenthal Attractions; Carl J. Sedlmayr, Royal American Shows; T. P. and A. F. Eichelsberger, Mert Gribble, Regalia Manufacturing Company; Sam Solomon, M. J. Donahue, Bob's Liberty Shows; Henry Gordon, magician and entertainer; Swain's Service Exchange; Mose Stanberry, promotions; E. E. Smith, Van A. Oikou, E. G. Staats & Company; M. H. and C. P. Tucker, Buster Goodwin, Tucker's Novelty Circus; Tri-Flex Manufacturing Company; Frank P. Duffield, Mert Gribble, Theafie-Duffield Fireworks Company; Earl and Frank Taylor, Earl Taylor Attractions; Myrtle Vinton, Vinton & Bulmer; William Wolf, Wolf Shows; Mr. and Mrs. Billy Williams, Williams & Lee; Station WDAY, Fargo; Zimdar's Greater Shows; Ernie A. Young, Ernie Young Agency; H. L. Hines and Geo. E. Sharp, Golden West Shows; H. L. Hines Amusement Company; Bremer's Midway Attractions and Middle West Shows; Nat S. Green, *The Billboard*, Chicago.

Lee M. Shell, Worthington, was elected president of the State Agricultural Society, in charge of the State Fair, on Friday. Lee F. Warner, St. Paul, was re-elected vice-president. William A. Lindemann, New Ulm, and A. H. Dathe, Barnum, were re-elected to the board. Mr. Shell succeeds J. V. Bailey.

RINKMEN, ATTENTION!

Hockey Is All the Rage!

NOW is the time to get the younger set in your Rink. Give them some encouragement and a good time.

CHICAGO ROLLER SKATE CO.

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QUALITY

RICHARDSON BALL BEARING SKATE CO.

Established 1884.

3312-3318 Ravenswood Avenue, Chicago, Ill.

The Best Skates Today

51.75 MEN'S NEW WHITE BUCKERIN SHOES.
All Sizes. Special Price in Dozen Lots.
WEIL'S GURIOSTITY SHOP,
20 South Second Street, Philadelphia, Pa.

EXEMPTION RULED IN FLA.

RAS Has Two Press Agents

Frank Winchell joins staff—will alternate at show's dates with Jack Dadswell

ST. LOUIS, Jan. 12.—While in this city early this week Frank Winchell, last three seasons press representative for Rubin & Cherry Exposition Shows and until recently this winter agent and press with Cash Miller's Oddities, informed that he has signed with Royal American Shows for the coming season. He was en route from Chicago, where he had a conference with Carl J. Sedlmayr, to the show's opening fair engagement at Largo, Fla.

This gives the Royal American Shows two press representatives, the other being Jack Dadswell, who held that position with the show last year and who previously was on *The Tampa (Fla.) Daily Times*. They will alternate during the season, each going one week in advance of the show's exhibiting at a city and remaining thruout the engagement.

In addition to the two publicity agents Royal American will use the airplane of Walter Kemp to ballyhoo at each city, the advertising to be known as the "Voice From the Sky."

Carl J. Sedlmayr was in Memphis, Tenn., Monday and Tuesday and while there completed arrangements for his organization to play the Memphis Cotton Carnival in May.

Claude Mullen Seriously Ill

CINCINNATI, Jan. 12.—Claude (Blacky) Mullen, formerly trainmaster with Rubin & Cherry and other carnivals, later in various capacities with West's World's Wonder Shows for several years, is ill at his home at Port McCoy, Fla. He has not tramped the last two years because of his ailments, which include rheumatism. He is able to move about by using a crutch and a cane. He also has a probably more serious ailment, a lump in his chest which some doctors have diagnosed as possibly a cancer, at least requiring a removal operation. Mr. Mullen would appreciate communications from his showfolk acquaintances.

Reckless Vernon Again A Free Attractionist

AUSTIN, Tex., Jan. 12.—This year will mark the return of the well-known and sensational performer, Reckless Vernon, to the free attraction field after more than 20 years' activities in other lines of show business, including Motordrome with various carnivals. His last free-act engagement was with the Foley & Burk Shows in 1913. Vernon has booked his Whirl of Death (motorcycle riding in a supported cycle-whirl) with the Great White Way Shows. He states that free acts have been gradually coming back to carnival midway; hence, his return to this line of work.

Ladies' Aux., PCSA, Installs Officers

LOS ANGELES, Jan. 12.—The Ladies' Auxiliary, Pacific Coast Showmen's Association, installed its officers for the new year at the Monday night meeting. The new officers to assume their duties Monday night were Martha Levine, president; Florence Webber, first vice-president; Ethel Krug, second vice-president; Vera Downie, secretary-treasurer. Board of directors: Mabel Crafts, chairman; Clara Zeiger, Lucille King, Rose Clark, Mabel Brown, Vera Downie, Charlotte Cronin, Pearl Vaught, Blossom Robinson, Nell Ziv, Grace McIntyre, Sis Dyer. Committees were appointed for new year: (See LADIES' AUX. on page 48)



MRS. MARGARET HANEY, who was recently elected president of the Ladies' Auxiliary, Pacific Coast Showmen's Association, for 1935. She is the wife of R. E. Haney, who operates rides in parks.

Royal Palm Plays A Fair at Eustis

EUSTIS, Fla., Jan. 12.—Royal Palm Shows are furnishing the midway attractions and free acts for the Lake County Poultry Show and County Fair, which opened Tuesday. It is the first fair held in conjunction with the annual poultry show, and with the co-operation of County Agent C. R. Blatt it is fair to believe that it will be an annual event here. Mr. Blatt is the newly elected manager of the association.

The amusements provided by Royal Palm Shows, including 10 riding devices and 10 shows, newly painted and brilliantly illuminated, present a very neat appearance. Among the rides are twin Ferris Wheels operating across the rear of the midway and four new show fronts, representing royal palm trees, symbols of the show's title, were erected here by Tom Salmon, the show's superintendent of construction. Much new canvas is in evidence. Manager Berney Smuckler advises that the remainder of the rebuilding of the attractions will be completed before the show enters its regular circuit of fairs in two weeks. Among the free acts are Aerial Bowers and the Sensational Cramers.

Three large tents for exhibits were furnished by Mr. Smuckler. The largest is 130x70 feet and is filled with agricultural and commercial exhibits; another, 100x50, is used for the poultry show; and a new 70x40 tent was erected Thursday to house a dog and cat show. A special Children's Day was arranged for today, with special events for school children.

New Deal Gets Fair

COLUMBUS, Miss., Jan. 12.—New Deal Shows, of which T. L. Dedrick is manager, has been awarded contract to furnish all midway attractions at this year's Columbus Radius Fair, September 30-October 5.

A Favorable West Virginia Tax Law Possible, Says P. Martin

CINCINNATI, Jan. 12.—Communications to *The Billboard* from Percy Martin, veteran showman, now general representative Gruberg's World's Exposition Shows, advises that with the West Virginia legislature in session, at Charleston, he has great assurance that the high licenses that have been in effect in that State can be eliminated, at least greatly reduced.

Mr. Martin is enthused over prospects but states that funds are needed from showmen and concessioners to defray at-

H. S. Carren Dies; Relatives Sought

KANSAS CITY, Mo., Jan. 12.—H. S. (Candy, Shorty) Garren died December 26 in Henryetta, Okla., according to Fred Webster, agent of the McMahon Shows, who further stated that burial was made December 27 in Bonora Cemetery, and that anyone knowing the whereabouts of Garren's relatives should notify them to contact Buchanan's Undertaking Parlors at Henryetta.

Great White Way Ends 42 Weeks' Tour

AUSTIN, Tex., Jan. 12.—Great White Way Shows closed a 42 weeks' season last week at Brownsville, Tex., and moved to this city for the winter.

Work of rebuilding the show for the coming season will start in late January with a force of 30 men. The show will be enlarged and will carry 12 shows, 8 riding devices, about 30 concessions and 2 free acts. The show moves on 30 trucks and trailers.

Ruback in Kansas City

KANSAS CITY, Mo., Jan. 12.—Jack Ruback, manager of Western States Shows, is spending a week here with his mother and brothers, and while here advised that the show is undergoing many changes in the winter quarters at San Antonio, Tex. Some new equipment is being added, and the old paraphernalia is being completely overhauled. The Alamo Buffet, also operated by Ruback, is a daily gathering place for showfolks in the Alamo city.

St. Louis

ST. LOUIS, Jan. 12.—Frank Winchell, press agent of the Royal American Shows, was a visitor to the local office of *The Billboard* Tuesday, en route from Chicago to join the show at its opening fair engagement at Largo, Fla.

Mrs. Viola Fairly and Mrs. Orville Hennies are at present in the city visiting friends. While here they are guests of Mr. and Mrs. Charles Goss.

Robert (Bob) Hancock, last season with the Dee Lang Shows, opened a restaurant here several days ago, which is being frequented by many of the outdoor showfolk now in the city.

Dee Lang, owner of the Dee Lang Shows, purchased some additional motor equipment for his show from Charles Goss during the past week. Lang plans on enlarging his show considerably for 1935.

Mr. and Mrs. Cliff Jewell, who have been sojourning here for the past month, plan leaving for Florida some time next week to join Royal American Shows. This will make the 14th consecutive season that Jewell has been with that show.

Danny LaRouech, who operated the cookhouse on the Dodson World's Fair Shows last season, is at present in the city visiting with friends.

Able L. Morris, friend of the outdoor showmen, returned to the city Tuesday after spending the holidays in Hannibal, Mo.

Ted Reed informed from Elvins, Mo., that he is down there for the winter on his Ozark farm.

Fair Attractions Not Under Tax

Supreme Court holds amusements are immune to occupational levy

TALLAHASSEE, Fla., Jan. 12.—The Florida Supreme Court ruled Thursday that Merry-Go-Rounds and other amusements operated at fairs in this State cannot be taxed because they are not operated by fairs for profit and they aid agriculture in making the fairs possible and successful.

The tax collector of Duval County (Jacksonville) had been ordered by the lower court to collect an occupational license tax from the Duval County Fair and Exposition Association for concessions it operated at Jacksonville in 1934. The lower court's decree was reversed.

The decree Thursday said courts have recognized the expediency, if not the necessity, of fair associations providing amusement concessions in order to attract crowds and to finance agricultural exhibits. "By this means," it said, "fair associations may evade the necessity of procuring a large part if not all" of their needed finances from appropriations of public funds.

Capt. Nail at Hot Springs

MONROE, La., Dec. 12.—Capt. C. W. Nail, of the shows bearing his name, is ill at Hot Springs, Ark., where he is taking treatments for rheumatism, with which he has been suffering several months. Mrs. Nail, who has been at the hotel they have operated here the last five years, is leaving today to spend a few days with her husband. Incidentally, Mrs. Nail's parents, Mr. and Mrs. John F. Brown, celebrated their 63d wedding anniversary recently on Christmas.

Altho winter quarters work on the show's paraphernalia for the coming season has been started, plans are progressing and Capt. Nail has decided to enlarge his organization for this year.

PARIS, Jan. 12.—The holiday weeks provided a great break for the show and ride operators at the big street fair taking place along the boulevards in the Montmartre cabaret section of Paris.

During both holiday weeks the weather was decidedly mild. The rides and attractions ran full blast all night Christmas and New Year's eves, with crowds hanging on until 7 o'clock in the morning. The Paris street-fair season has now ended, but the new season begins on February 17 at the Place d'Italie. The Gingerbread Fair has been set for April 21-May 19 at its usual spot, the big Place de la Nation.

Real Trouper Spirit

ASHEVILLE, N. C., Jan. 12.—Earl Cole, last two seasons employed by M. C. (Doc) Eberstein with Dodson's World's Fair Shows, now at his home, 10 Cherry street, this city, is grateful to some fellow showmen for their trouperish spirit and aid to him in real hours of need.

The night of last November 17 Cole was held up and robbed, allegedly by three colored men, in Memphis, Tenn., and on resisting was slugged from behind and he received a skull fracture. Apparently thought dead, he was stripped of his clothing and he was placed in an empty boxcar of a freight train headed south. About the hour later he was discovered by a brakeman at Lambert, Miss., and was taken to the office of Dr. Walker, of that city. The county sheriff and some other people later arrived at the doctor's office. Among them were some trouperes of Russell Bros.' Circus (Cole remembers Charles Blakewell as one of them), who bought him clothing and paid two men to take him to the State Hospital at Jackson, where he received proper treatment. At the time of being slugged he had just been paid off by Mr. Eberstein.

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 30 in. in diameter. Beautifully painted. We carry in stock 12-16-20-24 and 30 numbers. Special Price.
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 Send for our new 1935 Catalogue, full of new Games, Dolls, Bonnets, Lambas, Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Favors, Confetti, Artificial Flowers, Novelties.
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 Will not crack-up. Flies high and fast. 1 1/2" wing spread. 20" long. Fast 30c. slower. Send 25c for sample. Money refunded with first order.
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 5 1/2 Chicago Fibre Rink Seats. All Sizes. \$50.00 Full Size Skeleton, Woman, in Glass Case. Fine Condition.
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 We buy Films, Concession Tents, Roller Skates, Candy Press Machines. Pay cash. **WELBOM ENTERPRISES**, 20 S. Second St., Philadelphia, Pa.

ELGIN WATCHES, \$1.65 EACH
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FLAMM CARNIVAL WATCHES, 50c Each.
 Send for Price List.
CRESCENT CITY SMELTING CO.,
 Old Gold and Silver Buyers and Refiners,
 113 N. Broadway, St. Louis, Mo.

JACK HOXIE and Capt. JACK CODDINGS
 Wire me immediately
T. L. DEDRICK
 400 North 13th Street, Columbus, Miss.

Banard & Blake Shows
 For Winter Units playing lots of MERIDIAN, MIRA, RIDES that don't conflict, SHOWS with own outfits. **LEGHIMATE CONCESSIONS ONLY.** Answer R. O. BANARD OR ROY BLAKE

COREY GREATER SHOWS
 OPENS APRIL 20.
 WANTED—Shows, Rides and Concessions of all kinds. Address P. O. BOX 018, Johnstown, Pa.

MIDWAY CONFAB
 By THE MIXER

FREE ACTS with carnivals here have lately been staging a strong comeback.

GOOD ENTERTAINMENT on midways—the ticket to better business.

ROYAL AMERICAN SHOWS two versatile press agents. That's giving opportunities for results-getting service.

IN ENGLAND carnivals are local events, the term not generally applied to traveling companies.

MONDU (Jimmie D. Dunn management) has been in Tampa, Fla. "Have not been connected with the Morris Miller Museum," a letter stated.

WHILE IN Cincinnati and during a call at The Billboard last week Felix Bled inquired of many of his old-time friends of the collective-amusements field.

L. E. (PAT) REDDING, the Two-Faced Clown, has been among homefolks at Springfield, O., for some time. "Is another Pat Redding who has been on the front of Eighth Street Museum in Philly.

SINCE CLOSING the season with Royal Palm Shows, Mr. and Mrs. Russell Hill (Mrs. Hill sister of Berney Smucker)—Russell special agent and the missus ad-



THE "WONDER BAR," arranged by Hennies Bros. Shows and Charles Goss for their guests during the recent banquet and ball of Heart of America Showman's Club in Kansas City, Mo. It was "open room" day and night. Left to right: Noble C. Fairly, business manager Hennies Bros.; Charles Goss, Standard Chevrolet, East St. Louis; Orville Hennies.

vertising banners—have been located at Lake Helen, Fla.

WHITEY DAVIS postcarded from Columbia, S. C., that he was leaving for New York early last week and would operate Phil Iser's No. 12 Ell Wheel on a South American tour.

MR. AND MRS. Speedy Raynes, late of Big Four Shows, while on route to spend the winter in Florida, stopped for a visit with Mr. and Mrs. Harry Hunting of Dave Wise Shows in Georgia.

Strange (or is it?), the augmented interest aroused among major league managers and agents when plans for betterment of midway locations at fairs are under way. Indianapolis, for instance.

MARDI GRAS at New Orleans seems to be losing its appeal to the average citizen and some local organizations. Mornus dropped out last year; this season the Duilids, which staged a magnificent parade, has decided not to participate.

SPOT TIPPS was in Cincinnati area last week an agent for House of David basketball team, playing exhibition games in Southern Ohio and southeastern

There are thousands of fair-minded citizens in Florida, also some other States. Should they do some checking up on "cause and effect" among entertainment interests they would find that carnivals and other tent shows should not alone be charged with "taking" (or sending) "great portions" of their box-office receipts "out of town."

Alabama, 2 in Kentucky, 5 in Indiana, 14 in Illinois, 4 in Mississippi, 1 in Tennessee and 6 in Georgia.

MRS. PERCY MARTIN is in New Orleans visiting relatives. Her sister, Nellie Pelegrin, was formerly on the road three years as secretary—two seasons with T. A. Wolfe Shows (1917-'18) and Percy Martin's Famous Shows (1921). Mrs. Martin will rejoin her husband on the road in about a month.

DOWN SOUTH a sign at a carnival office reads: "Wednesday night is concession night." Two men or color disputed, one saying it meant "concession" night. They finally agreed that the two words meant the same—sometimes they do. (Charge that one to Henry Hoynl).

WHILE AT the Indiana fairmen's meeting at Indianapolis last week Sam Solomon was mostly pleased at receiving a telegram from Mrs. Judith Solomon, reading in part: "Thanks for my 21 years of wedded bliss." This in remembrance of their 21st anniversary.

Among the midway workers' rank and file comes this incident of two ride helpers who made good at large. It was on a winter show in Texas 22 years ago that two employees were just getting by, but were industrious and hustled whether the boss was near or far away. They separated. Then came the World War, peace and great opportunities. A few years back one of these men, now the owner of three carloads of rides and attractions, was moving on a railroad train to a job in the Middle West, and with that same train was also that other ride man—ho was the locomotive engineer.

"LITTLE JOE" MILLER (Joe and Babe Miller, concessioners) info that he has been concessioning in very small towns in the South. The way he put it: "In the wilds of Georgia, yelling for help, and The Billboard is all the help needed"—this with an order for copies of two consecutive issues of the paper.

AFTER about a decade of circling, L. Ray Cholser (Crazy Ray), well-known steam calliopath, probably will return to his "first love," the carnival field. Early last week he was negotiating with one of the big railroad carnivals. Ray was formerly with Tom W. Allen, Jarvis & Seaman C. W. Parker, S. W. Brundage and other shows.

FALLBEARERS at the recent funeral for Arthur Porter Bell at Meridian, Miss., were Morris Alpert, Freddy Klum, Doc Stanton and Jake Ferman, of Tom Smith's Gulf Coast Shows (with which Bell was formerly connected); Al H. Fine and the veteran showman, Don Carlos. According to report, altho Bell died at night from a heart attack while with another show in another State, his body was discovered the following morning in a building where some of the Gulf Coast Shows folks were sleeping.

As helpful toward mail forwarding next season: Road folks should not tell relatives or acquaintances this winter "The Billboard al-

FRANK BURKE SAYS:
 "You have worked with me all these years. Why should I buy my Trailers from some one else? BIG HILL Trailers for mine."

 We appreciate Mr. Burke's statement. It spells business confidence. Ask about BIG HILL Trailers today.
ELI BRIDGE COMPANY
 35 Years in the Amusement Business,
 Case A Wolcott, JACKSONVILLE, ILL.

GREAT SUPERIOR SHOWS
 Now booking Shows and Concessions for the 1935 Season. WANT General Agent. Address all mail 842 Reynolds Street, Augusta, Ga.

P. J. Speroni Shows
 WANT Slide Show, Hawaiian, Hill-Billy, Athletic or any Show that can produce. Legitimate Concessions. Corn Game open. Ride Help. Write or come to Winter Quarters, Rock Falls, Ill.

NOTICE — BOB WAYNE and TED WILSON write me at once. Anyone knowing their whereabouts notify J. W. LAUGHLIN, Morley, Mo.

ways knows where I am," or "Write me to The Billboard"; either is too indefinite and likely to be misconstrued. The proper way to advise is "Write me A LETTER (or letters) care of The Billboard." Otherwise, next season many such requests as "Where is So-and-So, I want to write him (or her)" will be received by this publication. Tell them to write you care of (not TO) The Billboard. The foregoing suggestion is given because of experiences during the last many years.

SOME FOLKS attending the fair and showfolks' gathering at Indianapolis sort of wondered at the presence of the amiable Larry Hogan, as Beckmann & Gerety probably weren't after fair dates in the Hoosier State. Anyway, Larry and his good-natured "ribbing" were on hand. But Larry didn't even make a dent toward ruffling the former well-known g. a., now poster print representative, Bill Fleming, who at each meeting with Hogan made under-the-chin passes with his fingers and pleasantly said "My friend!"

AN INTERESTING communication received from Thomas H. Ray, who, incidentally, has built a new Motordrome while traveling with the Circo Carnival Beas Madelo (a circus and carnival combined) in Mexico. "When we take in two of three hundred pesos in a couple of hours that's a whole lot of money here—but when changed into American money, not so much," writes Ray (from Tampico, Tamps). The midway lineup has eight rides and 15 shows, and a one-ring circus with 14 acts. We get two Saturdays and Sundays in every spot. We move by railroad—have 13 box cars, three flats and two Pullmans. Also have a printing plant—we print our own paper."

PICKUPS FROM MEMPHIS.—Here for this winter are Famous Dixie Shows, Pan-American Shows and the Heyn Rides and equipment. . . . John Ward, out with a winter show, was home here for Christmas. . . . E. J. Doyt, concessioner for many years, here for a few days. . . . Mr. and Mrs. Bob Strayer have returned home after a trip to Kansas. . . . Louie LaPage, show agent, is up and around again after a long illness. . . . Sid Sidenberg, well-known pitchman, stopped among the troupers at the Pontotoc Hotel for a few days. . . . J. W. Laughlin was here on business a few weeks ago. . . . At the Heyn quarters the watchman, a nontrouper, became a converted reader of The Billboard when he saw the 49th Anniversary Number. . . . The second annual Cotton Carnival is already getting handsome editorials. . . . C. R. Coley, adjuster, and T. J. Smith, general agent, are on winter shows in the South.

Great Superior Shows

AUGUSTA, Ga., Jan. 12.—The repairing and building work has already a good start. Lots to be done, however, as Mr. Bealy has ordered new fronts for the entire midway. J. T. (Jimmy) Bidwell is in charge of building and W. M. Clay the painting and decorating. C. D. Scott attended the South Carolina fair men's meeting at Columbia. Word comes that Tom Tyrrell is suffering with a severe case of neuralgia and abscessed ear. Art Signor has the Minstrel Show playing houses and reports good business. With several hundred show people wintering in Augusta seats are at a premium at the nightly gatherings in quarters. Out-of-town visitors were O. L. Smith, Bullock and Weaver and Joe Evans. VIC MILLER.

Crowley's United Shows

RICHMOND, Mo., Jan. 12.—Three men have been added to the winter quarters working crew and from now activities will center on the show fronts and trucks and trailers, as all of the rides have been completely overhauled and are ready for the road. O. N. Noel, general agent, has been arranging the route and recently returned from a successful booking trip. A large organ arrived from the Eli Bridge Company, to be placed between the two Eli wheels, and is now being decorated by the scenic artist, Ralph Rallegas. A loud-speaker has been ordered and will be mounted on a truck for downtown announcements as additional to the calliope. The writer, mechanic and manager of transportation, has started overhauling work on the motors of the trucks, assisted by Otis Bradley. Among recent visitors were Roy Marr and Mr. and Mrs. Smalley. WALTER DALE.

Heart of America Showman's Club

KANSAS CITY, Mo., Jan. 12. — The first meeting of 1935, with the newly elected president, J. L. Landes, presiding, was very interesting. Six new members were admitted to membership and plans for an active year were made. The club-rooms will undergo some changes during the coming week, including interior painting.

President Landes instructed the entertainment committee to stage a series of dances during the remainder of the winter season, to be held on Friday nights following the regular meetings. Mr. and Mrs. H. G. Buchanan were visitors in Kansas City over last weekend. Buchanan, general agent of the T. J. Tidwell Shows, was en route to Topeka, Kan., for the fair meeting. . . . W. S. Neal, owner of Yellowstone Shows, and his agent, Eddie Lynch, returned to the city after the Kansas fair meeting. Expect to remain for a week's visit with friends. . . . Ralph Ray and Phil Little passed thru en route to Minneapolis for the Minnesota fair meeting. Came from Dallas. . . . Orville Hennies and Noble C. Fairly left Monday for several fair meetings, including Minnesota, the Dakotas and the Winnipeg, Can., meeting. . . . Mrs. Orville Hennies and Mrs. Noble C. Fairly are visiting friends in St. Louis.

Mrs. Catherine Oliver returned to St. Louis after several weeks here and attending the festivities of the HASC and Ladies' Auxiliary.

Ray Anderson, representative of Thearle-Duffield Fireworks Company, and O. C. Baldwin, representing Williams & Lee Offices, were visitors around the clubrooms last Sunday. Both en route to the Kansas and Nebraska fair meetings. Mr. and Mrs. Gean J. Berni are in Hot Springs, Ark., connected with a "Tango" establishment. . . . Sanmy Ansher received a political appointment last week. His political career will end in the spring when he hits the road.

Doc C. Lapuri, last season with Pan-American Shows, is a recent arrival in the city and is a frequent visitor around the rooms. . . . Mrs. Etta Nelson, mother of Hattie Hawk, arrived in time for the New Year's celebration and expects to remain until spring. . . . Rodney Crall posts that while undergoing repairs (new store teeth) he is also making plans for the coming season.

Mr. and Mrs. J. L. Landes were in Topeka early this week attending the fair meeting. George Hawk and R. E. Haney also were seen in the meeting room at Topeka. . . . Jack Ruback, manager of Western States Shows, is visiting his folks here. Expects to remain at least a week, then proceed to the Texas fair meeting. . . . Larry Hogan, general agent Beckmann & Ger-



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GET DETAILS QUICK.
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WANTED AT ONCE
No. 5 Ely Wheel, Gasoline Power Unit. Must be in good condition and Cheap for Cash.
WILL BOOK Attractions of Merit, furnishing Tops and Fronts. Showmen, why not book with a winner? Wanted—Sober, reliable Billposter that can drive truck and can get a showing.
2 SENSATIONAL FREE ACTS—Prefer Shooting-From-Cannon Act or Up-High Aerial Acts. State everything first letter. Also place Monkey Show, 10-In-1, Platform Shows, Snake Shows, Minstrels, Athletic Show. Write at once. Season opens February 21, National Orange Show, at San Bernardino, followed by Imperial Valley Fair. Other good Celebrations and Still Dates. Long season. 40 weeks or more in California.
CRAFTS SHOWS, SAN BERNARDINO, CALIF.
WORLD'S LARGEST-MOTORIZED-CARNIVAL

KAUS UNITED SHOWS, INC.
CAN PLACE FOR SEASON
7-Car TILT-A-WHIRL, CAFETERIA, etc. Will book or buy same. WANT any New Ride. HAWAIIAN, UNDERWORLD, LIFE, ILLUSION, TEN-IN-ONE or any real money-getting Show. We furnish Panel Fronts, FROZEN ON STABLE, PENNY ARCADE and LEGITIMATE CONCERNS. WANT LOT MAN, BILL POSTER and HANDBOOK MAN. ADDRESS 12 NATIONAL AVENUE, NEW BERN, N. C.

ety's Shows, left last week for St. Louis after two weeks here for the holidays celebrations.

Blue Eagle Amusement Co.
Cuba, Ala. No auspices. Weather, fair. Business, fair.
Show is being operated by its owners, Joe Karr and W. R. Coley. The writer returned from a successful booking trip in Northern Alabama and Tennessee. The spring opening of the show will be about the middle of February in Northern Alabama. The midway has Red Heller's Ferris Wheel, newly painted; Charles Bruester's Auto Ride and Kiddie Swing, and Karr is building kid ride; Dimples Karr, four concessions; W. R. Coley, three; Albert Wells, one; Doc Stanton, four; Red Heller, two. Shows include Specks Bell's Geek Show, Chief Dextater's Indian Cowboy Band, Doc Stanton's Ten-in-One and Minstrel Show; Bobby Arnett. Mrs. Karr back on her feet again after being confined for three weeks. Walter Rhyner joined here with his concessions. Albert Wells can be seen around the midway with his big smile. Mrs. H. Thorpe was on the sick list and confined to her housecar for a few days. J. WEAVER.

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Made up in 15 Sets of 100 Cards each. Wood Markers. One Winner in the entire race \$5.25 per Set of 100 Cards.
BINGO CORN GAMES
FROM 21 TO 300-CARD SETS.
20-Card Set \$1.00
30-Card Set \$1.25
40-Card Set \$1.50
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100 Cards \$3.00; 150 Cards \$4.50; 200 Cards \$6.00; 250 Cards \$7.50; 300 Cards \$9.00.
All Sets complete with Wood Markers, Tally and Direction Sheet. Send for Free Sample, etc. Send for Free Sample Cards and Price List. We pay postage except C. O. D. expense. Instant delivery. No checks accepted. Established 10 years.
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100 North Dearborn Street. CHICAGO, ILL.

men Can't Be Wrong must have walked those boulevards.
Took a night train out of Paris for Geneva, Switzerland. Saw the house my father was born in and the bed in which my grandfather died. Pooled my aunt here, as I had an interpreter to accompany me to her home. Geneva is a beautiful city. Saw all the points of interest, including the headquarters of the League of Nations. Many in-laws here. Looked at the statue of General Dufour and walked the Avenue Dufour.
From Switzerland to Italy, the land of romance, garlic and spaghetti (I almost forgot the dago red). We spent two days and a night in Milan. Stopped at the Milano Grand Hotel. Visited the Dome Cathedral, the third largest cathedral in the world, built in 1386.

Our Experiences Abroad

By LEW DUFOUR

Arrived in Cherbourg, France, 8 a.m. Took boat train from there to Paris. Time: four and a half hours; fare, \$16 each. Had lunch on train, cost 150 francs, in our money \$10. The fellow who said you could live reasonable in Europe certainly misrepresented to me.

Spent eight days in Paris. The French certainly know how to live. It seems they eat and drink from the time they get up until they go to bed. Liked Paris very much, especially at dinner time. Joe Rogers and Terry Turner are not here; therefore, I can act like a Frenchman and take two or three hours for my dinner. I know my good friends J. C. McCaffery, E. P. Caruthers and the Duffields would enjoy dinnertime here.

The French certainly can pick out Americans. They even tried to sell me postal cards in front of churches. My regrets to Eddie Brown and Morris Schack — informed that the American authorities will not permit entry into the States. Sorry boys—no postals.

Visited my aunt in Paris. On my second visit had an interpreter, as I forgot she could not speak English and she couldn't understand my French.

Saw the Folies Bergere. First time I ever saw 60 women naked. Naughty but nice (could page a lot of my friends, but their wives may read this). Also enjoyed the Bal Tabarin. Saw the Wax Museum. Well worth seeing, also the Eiffel

Tower. The Notre Dame Cathedral very beautiful—built 1066.

End up at Harry's New York Bar each night. Always run in to someone you know there.

Paid Berni a visit, also Theodore Wolf-ram. The Billboard representative. Just missed Frank Buck — he arrived the morning of the night we left.

G. A.s, take notice. Visited the Montmartre district and for 10 blocks in the center of the street I saw a carnival (I hope I won't cause Larry Hogan any trouble). Went to Luna Park—was not impressed.

Spent a day at Versailles. This place was started by King Louis XIII and all other kings of France resided there until Louis XVI lost his head. The palace is the most magnificent one in the world (I can understand why Louis XVI lost his head). For further data consult the historian, Bob Lohmar. Touched the table that the peace treaty was signed upon by President Wilson. Paid the Lotvve a visit. Saw the Venus de Milo and hundreds of famous paintings by Van Dyck, Rubens, Millet, Whistler, etc. (Page Tom Wolfe).

It certainly pays to be a fighter. You should see Napoleon's tomb.

The boulevards of Paris are grand. The fellow who wrote 50 Million French-

Showmen's League of America

CHICAGO, Jan. 12.—A nice attendance greeted Vice-President Jack Nelson who was in the chair at Thursday's meeting. Seated with him at the officers' table were Vice-President Joe Rogers, Secretary Streibich and Past Presidents Edward A. Hock, Sam J. Levy and C. R. Fisher. Vice-President J. C. McCaffery returned in time for the meeting and is getting busy on the 1935 membership drive. Application of Sam Gordon and reinstatement of Mike Rosen received favorable action. Among those who had not been present for some time were Fred Kressman, Col. F. J. Owens, Forest G. Scott, Dennis Curtis and Jack H. Beach. New members present were C. J. Callaghan and Frank Fitzgerald.

Chairman Sam J. Levy announces that his committee has met and full arrangements have been made for the big spring benefit function. This year it will be called the Gigantic Theatrical Night and will be held in College Inn of Hotel Sherman on March 4. Brother Frank D. Shean has started work on the program and tickets will be ready for distribution in a few days. The following have been named on subcommittees: Nat S. Green, publicity; Frank D. Shean, program; Jack Nelson, advertising; Samuel Bloom, reception; Dave Russell, entertainment; J. L. Streibich, tickets.

Brother Frank Winchell was a visitor at the rooms while in the city for a day and departed next.

Brother Louis Drillick is among the regular callers at the rooms of late. Says he expects to be here a while longer.

Brother Max Goodman, while in town on his way to fair meetings, spends a good part of his time with the boys at the rooms.

Vice-President J. C. McCaffery was here for a short time, but business demanded his attention elsewhere.

Brother Dave Russell and family have left for their annual Florida vacation.

Al Humke, in town for a few days, dropped in for a visit. Says he is wintering in Indiana.

Mike Rosen dropped in to place his reinstatement for membership. Glad to have Mike back. And is he glad to be back?

Vice-President Joe Rogers makes his regular nightly calls at the rooms. Joe is showing a lot of interest in the affairs of the League. Paddy, please note.

A number of the boys have received cards from Brother and Mrs. Lew Dufour who are touring abroad.

Brother J. C. (Nobby) Clark is again in the American Hospital.

Brothers Ben Feinstein and Paul Oleky were in for a call. They expect to start to Florida in a few days.

Brother Harry Thurston, wintering in Florida, showed several of the brothers that he had not forgotten them. Sent each a box of mixed Florida fruits.

Brother L. C. Kelley, in town for a short time, called to see the writer, Joe Streibich, and report himself present.

Ernest Hegeland, tattoo artist, was among visitors to the rooms.

No news from Brother Bill Kaplan, who is among those in the South. Drop a line, Bill.

Drop the secretary a line and ask about the plan for reinstatement of members who have become delinquent. A number of people are wanted back on the roster and simple arrangements are being made toward same. Better attend to this at once.

Los Angeles

LOS ANGELES, Jan. 12.—The several winter quarters of carnivals wintering in and around Los Angeles are busy spots.

Archie Clark was confined to his rooms last week but is improved. Roy Ludington spending time here and at winter quarters of Crafts Shows at San Bernardino and making some changes in his palatial housecar.

Ted Metz, who had his show on the Crafts Shows last season, back in town. Harry Bernard making near-by spots with part of his equipment.

Bob Cavanagh has rides and tops on another movie location. Will put out the Exposition Shows coming season.

Little Morocco contracted for a character part in a film now shooting. Ada Mae Moore has a contract with her big snakes on a movie location. Topsy

Gooding working in a film. Cal Lipes, with the Flea Circus, finished on newreel and now has the show on movie location.

The Long Beach endurance show is going along nicely. Harry Phillips is on the staff. Clyde Gooding returned from trip north. Ross Ogilvie back in town, working clubs. Ross R. Davis returned from a trip north.

Ben Dobbert returned from trip south. George Moffat and Bill Harvey put up the big top for the Auto Show on Wilshire boulevard, many of local concessioners were placed for this event, January 5-13. Frank Downie making hurried trips. Says outlook among outdoor showmen better than for years.

Joe Diehl and the Kiddie Park had a big season. Joe Diehl Jr. is completing a new kiddie ride. California Zoo plans much in the way of amusement features. Gay Lion Farm had a fine year, as did the Goebel Lion Farm. Horne's Zoo plans the addition of amusement features.

Beaches not doing so hot. Bad break in weather. Harry Seber and R. E. Moyer report their new promotion as going along nicely.

Danny Zegan, who was operated upon in Oakland before coming here December 23, died at General Hospital here Monday. Autopsy revealed that death resulted from peritonitis. It is alleged a two and one-half inch surgical sponge, a foot-long string and a brass ring were found in his stomach.

Julius Griffler, of New York, is acting as secretary to Will Wright in a promotion to be staged at Shrine Auditorium. Whitey Claire, Joe Glacey and Professor Q called January 6. First stop at Honolulu, then to Manila, where they are contracted with the Tait Interests for tour of the Orient. Doc Hall reports the Mojave promotion progressing nicely. Mike Taylor is a Los Angeles visitor. Just in from India. Goes to New York, sailing from there for England. Is associated with foreign show interests.

Al (Big Hat) Fisher, recently indisposed, says he is now ok.

P. J. Speroni Shows

ROCK FALLS, Ill., Jan. 12.—Winter quarters has opened. Art Reagan, who will have charge, has not arrived but is expected to put in appearance soon. All paraphernalia will be painted and repaired before leaving quarters. Manager Speroni leaves on a business trip to the South. Esther L. Speroni is slowly regaining her health, being confined to her home the last few weeks. Incidentally, last season she had the show routed with the exception of two weeks before her illness, which kept her in hospital from the first of July until the last of August. She will again have charge of the advance. Mr. and Mrs. "Kentucky" Day, who have free acts and a Side Show, have completely remodeled their home and state that they will make this city their permanent home and quarters. They played Iowa and Nebraska last season. All of which is according to an executive of the show.

LADIES' AUX.

(Continued from page 43)
House, Ester Carly, chairman; Regina Fink, Ruth Fowler, Maxine Ellison, Pearl Runkle. Door, Rose Clark, chairman; Nell Ziv, Sick, Vera Downy, chairman; Addie Butler, Cora Miller, Mora Bagby, Dorothy Denny. Entertainment, Ester Carly, chairman; Clara Zeiger, Blossom Robinson, Grace McIntyre, Edith Bullock, Ethel Krug. Finance, Mabel Crafts, chairman; Clara Zeiger, Rose Clark, Charlotte Cronin. Membership, Mabel Crafts, chairman; Clara Zeiger, Charlotte Cronin, Rose Clark, Lucille King. Publicity, Lucille King.

The retiring president, Mabel Crafts, was highly complimented by all present on her year of wonderful service in behalf of the auxiliary, and on being installed President Martha Levine received hearty applause.

One of the first duties of the new president was to present Mabel Crafts with a beautiful gold cigaret case, engraved "To Our President, Ladies' Auxiliary, 1934," in behalf of her good work the past year and loyalty to our glorious club. In return, Mrs. Crafts presented each of her cabinet a token of remembrance for their help and co-operation.

The writer, Lucille King, gathers some sidelights: Ruth Fowler, very quiet, not recovered from the holidays. Edith Bullock back home, looking spry as ever after several months in the East. Door prize donated by Rosemary Loomis was won by Pearl Runkle. Clara Zeiger, in honor of the new president and ex-president, provided all the refreshments—candy, ice cream, cake and

Pacific Coast Showmen's Assn.

LOS ANGELES, Jan. 12.—There were 133 members present at Monday night's meeting, the special occasion being the installation of newly elected officers. President Cronin presided, with John Backmann as secretary. There was considerable ceremony made of the installation. The new officers were escorted from the anteroom and lined up before the rostrum at which sat the retiring officials. Attorney A. Samuel Goldman impressively conducted the ceremony. President Archie Clarke, First Vice-President Frank Downie, Second Vice-President Theodore Forstall, Third Vice-President Dr. Ralph E. Smith, Treasurer Ross R. Davis and Secretary John T. Backmann were installed.

President Cronin congratulated the new officers and laid particular stress on the selection of so able a person as Archie Clarke to assume the duties as president. President Clarke, who had left a sick bed, responded briefly, thanking members for the honor conferred and pledged his best efforts. The board of governors: Cyville Crafts (chairman), S. L. Cronin, Will Wright, J. W. Conklin, Harry Fink, Charley Hatch, C. F. (Doc) Zeiger, Eddie Brown, Joe Krug, Felix Burk, Frank Conklin, Mel Vaught, Al (Big Hat) Fisher, William Denny, Joe Diehl Sr., E. W. Downie, Ed M. Foley, A. S. Goldman, Mark Kirkendall, Roy E. Ludington, John McGinley, Tom J. Myers, John Miller, Harry Seber, H. C. Rawlings, George Tip-ton, Will Harvey, George Moffat, Hugh Fowler and Charles Curran. House committee: Dr. Ralph E. Smith (chairman), Steve Henry, John Miller, Milt Runkle and H. C. Rawlings. Finance, S. L. Cronin, chairman. Ways and means, C. F. Zeiger (chairman). Publicity, Steve Henry, chairman. Entertainment, Charles Hatch, chairman. Finance, Joe Diehl Sr., chairman. Sick committee, John Miller, chairman. Membership, Theodore Forstall, chairman.

John D. Reilly, who has efficiently filled the position of club manager, offered his resignation. This being accepted the house committee selected John T. Backmann to assume the dual duties of secretary and club manager. Secretary Backmann being unable to at once assume the duties, Doc Hall was appointed to handle the job for a while.

A communication from Eddie Brown was read. Eddie congratulated the new officers and predicted continued success for PCSA.

For the first hookup of the new year for the "Grid Club" there was so much else doing that Hatch, Fink and Company did not have opportunity to do more than "ave minutes in one." Ed F. Maxwell and Mel Smith, newest members of the Gridders, were not given time to take swings at the older and tougher members.

Several letters received from people who had been recipients of PCSA generosity were read, but the names were omitted. After the reading of these one could feel a sense of pride in this organization, for the splendid work done by committee that handled this matter, and it can be said that Christmas was made a much happier occasion for many who otherwise would have not fared so well.

It was voted that a High Jinks be staged February 6, with Will Wright as chairman—this will be the only affair of the kind, as the opening of several shows at early dates makes but one possible.

F. Stanley Dawson was a visitor and had Col. Ed Nagel as guest. Stanley related highlights of his trip abroad.

There is every indication that with conditions growing steadily better among outdoor showfolk this organization will grow into much larger proportions, as the objectives of PCSA are desirable, if one is a trouper and located in the West. President Archie Clarke hangs out the latching for all who are eligible.

coffee—all diets were called off. Clara claimed buttermilk was very nice, but not on Monday. This is the first meeting that the "Penny March" failed to collect on Blossom Robinson for being late—Blossom says no more clutch trouble. Florence Webber comments that a jump from dishwasher to first vice-president is quite a promotion and claims that it is only done in fiction and show business. Charlotte Cronin drove in from the hills to see the new president crowned and was drawn into a bingo game.

American Carnival Association, Inc.
By MAX COHEN

ROCHESTER, N. Y., Jan. 12.—As indicated in the last edition of this column, letters have gone forward to almost two dozen shows which could not have representatives at the Toronto meeting but indicated desire to join the association, inclosing membership application and explaining the purposes of ACA.

We will appreciate the recipients of these letters replying promptly, as we plan to issue a directory of membership soon, and obviously no one joining desires to be omitted from such a list. The association will also blossom out soon with some designed stationery all its own, which will list all of its members and officers.

Arrangements are being made with the powers that be to hold a hearing on the railroad rates and demurrage charges with a view to reducing the former and ending the latter. The time, place and date of the hearing will be announced in this column as soon as it is available. In all probability the meeting will be held in New York City. We would appreciate knowing and hearing from those of the carnival world, whether members or not, who can attend this hearing and fortify our arguments in their behalf.

While we realize that it is a bit early to have definite information, we would appreciate our members giving us some idea how many membership cards each will require for his show during the coming season in accordance with the newly suggested plan of dues payment for 1935 and the future.

Certainly each of our members must have a great many ideas which would be for the best interests of all, particularly as it affects the program of the association and the method of handling the details of ACA affairs. Won't you sit down now and write us, giving your views?

Philadelphia Pickups

PHILADELPHIA, Jan. 12.—J. C. Kelly, former well-known circus adjuster, now retired and living here, has just returned from the Northwest, where he settled some old-time claims.

Max Gruberg and Harry Ramleh left to attend Southern fair meetings in the interest of Gruberg's World's Exposition Shows.

Louis Kaufman, who had the cook-house with the Endy Bros' Shows last season, returned to his home here. Reports having had a very profitable season. Will return to the Endy Shows.

Robert Clark, mechanical man, was a visitor in the city for several days. Has just concluded a long engagement in Newark and expects to leave for California shortly.

Elmer Hickman, owner of Eighth Street Museum, left this week to spend the next two months in Florida.

Red McArthur left the city to take a place on the front of the museum in Baltimore under the management of Jack Leeper.

Art Lewis and S. A. Kerr, owner and representative of the Art Lewis Shows, respectively, passed thru the city on their way to Southern fair meetings.

Jack Ryan left to join the museum in Baltimore, where it is reported he will take charge of the front.

Al C. Hansen Shows

MACON, Ga., Jan. 12.—With the "big boss," Al C. Hansen, on his way for a visit to his father in Copenhagen, Denmark, the crew at winter quarters, under direction of Shanty Cross and Roy Edison, is making changes from old ideas to more modern types of carnival equipment. The record of consecutive successes the past two seasons has convinced the management that "there is really something new for the carnival field." During the absence of Mrs. Hansen (now visiting homefolks in Chicago) the office at Hotel Macon is in the hands of General Agent Harry L. Small, in addition to his duties of planning the 1935 route. Night meetings are held in the lobby, with Chairman Joe Marks commanding, and many are the jackpots cut up at each session. Frank Kingman is having the time of his life, Macon being the home of this popular carnivalite. HARRY LEE.

Cetlin & Wilson Shows

GREENSBORO, N. C., Jan. 12.—John W. Wilson and Harry Dunkel are on a trip in interest of the show. Work has really begun in winter quarters after a rest for the holidays. On New Year's Harry Dunkel was host to a double party. New Year's a birthday party for Mrs. I. Cetlin was held in the private dining room of the Cleggs Hotel. Those present included Mr. and Mrs. I. Cetlin, Mr. and Mrs. J. W. Wilson, Mr. and Mrs. Buck Denby, Mr. and Mrs. Dock Norman, George Hirschberg, Art Parent, Dave Mills, Mr. and Mrs. R. W. Brown, and when it comes to being a host Mr. Dunkel rates 100 per cent, as there was nothing left undone and a real time was had by all. D. L. Basinger and William Heppding were over from Sallabury. Billie Basinger, who recently returned from the hospital, is reported as doing very well. I. Cetlin and the writer attended the fair meeting in Columbia; Mr. Wilson and Mr. Dunkel the Raleigh meeting.

Activities are now being centered on the logical routing of the show for 1935. Mrs. Wilson's sister, Grace Ballard, is visiting her for a few days.
 GEORGE HIRSCHBERG.

the men and a new dish towel for the ladies—which ought to enliven the rivalry considerably. Cold weather does not affect the workshop, where the fire is always red under the supervision of Thure (Swede) Peterson. New seat covers for the Tilt and Ferris Wheel have been finished. Jack Kennedy got heart failure again and invited all the boys to the movies. Mrs. Roth made another shopping tour and this time it was a new musical horn for the Studebaker. Mr. Roth and the writer are to attend fair meetings in interest of the show and expect to be away three or four weeks. Cedil Gust was feted on his birthday Sunday.

WILLIAM R. HICKS.

Banard & Blake Shows

MERIDIAN, Miss., Jan. 12. — In the Agricultural Building at the fairsgrounds their work of preparing the equipment for the opening, which will be on the streets here under auspices of the Meridian Cotton Festival, is progressing. Several showfolks are already housed in the grounds, among them Buck and Goldie McClannahan with their Side Show. Charles Drill and wife, Pauline, have an apartment here. Pearl, wife of Manager Roy Blake, is expected to join him here shortly from her home in Rochester, Minn. A small unit of four rides has been playing the lots, with four shows and about 10 concessions. Tom Smith and wife are frequent callers. Harry McDonald arrived and reported for work as electrician. The writer, R. C. (Bob) Banard, has returned from a successful booking trip. A novelty main entrance arch is being constructed, carrying Neon system spelling the words "Banard & Blake Shows." The show will carry six major rides, eight shows and about 30 concessions. All shows will be sound equipped. The management is awaiting the arrival of Edward (Candy) Sabbath who will have charge of the office.

COMMENTS—

(Continued from page 27)
 on you again."—CHARLES G. DRIVER, manager O. Henry Tent and Awning Company, Chicago.

"Greatest issue of all times, and to those responsible I give my hearty congratulations."—IRV. J. POLACK, Polack Bros. Circus.

"Congratulations! One of the finest things I have ever seen."—JAMES DOOLAN, Newport, R. I.

"Far beyond all expectations. When I received it I immediately cocked my feet up and was in showman's paradise until the wee hours."—ERNIE WISWELL, Erie, Pa.

"Congratulations! It's tremendous."—DAVID AHLSTRAND, Minneapolis.

"Congratulations! We are receiving many words of congratulation from theater 'row' on same."—F. K. HASKELL, Portland, Ore.

"Congratulations! It's wonderful. May you continue for many 40s more."—JOE H. NICHOLAS, Los Angeles.

"Congratulations on the 40th Anniversary Number of our dear old friend The Billboard."—CHARLES C. ARRAS, Lockport, N. Y.

"By far the greatest thing I have ever seen in the form of an amusement trade paper."—JACK ARNOTT, owner-manager Odds and Ends Revue.

"Very interesting." FRANK CAMPELL for Henry Ford, Dearborn, Mich.

"Congratulations on the remarkable issue. Every angle of the business is covered. Of course, this issue will be kept as a reference by thousands. I have, of course, not had the chance to read it thru as yet. There is so much that it will take time and you may be sure that it will be read from cover to cover by thousands. Mrs. Donaldson must feel proud of the members of the staff who have so faithfully carried out the ideas and wishes of W. H. The number is a tribute to him sure."—GUY WEADICK, Longview, Alta., Can.

"As a reader of The Billboard regularly since 1908 (of which year I have a March issue, purchased in Winnipeg), I want to congratulate you on a wonderful piece of work. My edition is going to be preserved along with my 1908 copy and other prized issues saved in the last 25 years of enjoyable reading."—VICTOR T. LEISE, the V. Leise Amusement Enterprises, Denver.

"Staff deserves much credit for compiling such a marvelous number."—AL S. PITCAITHLEY.

"Congratulations on the monumental edition."—MILTON DANZIGER, secretary Bay State Circuit, Springfield, Mass.

"Congratulations! I hope I'm here 40 years from now to see what you have to offer on your 80th birthday. The book was read and discussed here with a great deal of interest."—MAX J. HARMEL, Los Angeles.

"Congratulations on the fine issue. You are to be commended for your ef-

forts and for the fine service you render every branch of business your valuable magazine represents."—TOM MURRAY, Fort Worth, Tex.

"A veritable gold mine of useful information."—ROY B. SIMPSON, St. Louis.

"Great!"—DOC DEWEY, late of Morris Miller Shows.

"Sure a surprise. It's going to take me a week to read it all, but it's sure good reading. Congratulations!"—DOC HALL, veteran Western outdoor showman.

"Tremendous! Mighty glad I had my ad in it and hope to be alive when the 50th Anniversary rolls around, so I can have a page ad in it. Congratulations on the greatest paper in the history of the show world."—TEX SHERMAN, rodeo and circus publicist.

"Congratulations on the eighth wonder of the world. It is certainly proof that we are around that corner to prosperity."—JOE WILLIAMS, ex-showman and pitchman.

"There never was such an edition by any theatrical paper in my recollection. What memories it brings back!"—L. T. BERLINER, New York City.

"Congratulations! An outstanding achievement. Many will save the issue for future reference."—JAKE J. DISOH, Cudahy, Wis.

"Congratulations! Dandy edition and read same with pleasure."—JOHN O. E. CARLSON, manager Essex Opera House, Essex, Ia.

"Very interesting and want to congratulate you on a swell issue."—WILLIAM D. GEER, Time, Inc.

"Great! Congratulations! I bought eight copies and carry them with me. When I meet up with some trouper who didn't get a copy I give him one. We should all be proud of Old Billyboy."—THE GREAT SANTINI, magician.

"Congratulations! A whiz bang in every respect."—WALTER D. NEALAND, press representative.

"Orchids to the entire staff and others who had a part in getting this wonderful historical record together. Issue has been made a part of my personal permanent collection of items pertaining to the circus."—RALPH HAVIS MILLER, Memphis.

"Without doubt the finest ever gotten up and it is to have a permanent place in my files, as it is impossible to get all the good out of it in one reading."—ARCH E. CLAIR, president New England Section NAAPP and manager Norumbega Park, Auburndale, Mass.

"Congratulations! Finest I have ever seen."—LEWIS REIS, San Francisco.

"For 50 years I have read anniversary numbers of theatrical papers and the 40th Anniversary Number beats them all."—BILLY S. GARVIE, Hartford, Conn.

"A really great edition and you deserve my compliments."—EMERY BOUCHER, secretary Exposition Provinciale, Quebec.

Gibson's Blue Ribbon Shows

COLUMBUS, Ind., Dec. 12.—Work is progressing in winter quarters, where the crew numbers 18 men, all busy. All rides have been finished except the Caterpillar, which will undergo a new paint job to change its color scheme. Manager Roth states that he will have the most beautifully decorated carnival of his career. Francis Biggs reported and is in working clothes. Mr. and Mrs. Stevens spent the New Year's visiting relatives in Indianapolis. The Bridge Club has offered a prize for the best scores each week—a new paintbrush for



MUSEUMS

Philadelphia Houses

PHILADELPHIA, Jan. 12. — Eighth Street Museum has made quite a number of changes and improvements since Jack Clifford assumed the management and the business still holds up well. This week's bill has Miss America in poses plastique; Al Paultette's bloodless operation illusion; Original Singalese, fire worshiper; King Family, novelty musical entertainers; Prince Osawa, African pygmy. Dancing girls still the feature in the annex.

Palace of Wonders, under direction of Nell Austin and Prof. Kuntz, still goes along to a nice business. Chief White Eagle and Princess Iona, impalement act, and Amok, head hunter, are features along with the rest of the bill of last week.

South Street Museum keeps up the pace to good business. Bob Hason, manager, has a most entertaining bill, with the Smith & White Revue of eight people in plantation songs and dances; Leopold, leopard boy; Mlle. Olivette, bag punching; Dentine, magician; Capt. Sig, tattooed man, and Mine, Verona, mescalist. Jack W. Kelly, who for the past five years has been connected with Philadelphia museums, is still holding down the front. In the annex the girls now consist of Vivian Krause, Virginia Palmer and Babe Bardoni.

Baltimore Dime

BALTIMORE, Jan. 12.—Charles Smith, who has been conducting the Baltimore Dime Museum for seven weeks, opens his No. 4 unit in Norfolk, Va.; the No. 2 unit in Scranton, Pa.; No. 3 in Washington. The museum here is headquarters for many showmen in this line. John T. McCaslin, former owner of the museum, is a nightly visitor. George LaFollette Reuschling, a former partner, is conducting a museum in Richmond, Va. Hank Slio, Bill Williams and Frenchie the Tattooer are connected with the enterprise. Jack Leper is managing the museum here for Mr. Smith.

FOR SALE OR LEASE WORLD'S MUSEUM. Property all new and beautiful. Not showing this week. Can open on short notice. WALTER L. MAIN, JR., 2400 Charles St., N. E., Pittsburgh, Pa.

Cash Miller's Oddities

CINCINNATI, Jan. 12.—The roster of attractions with Cash Miller's Oddities was augmented this week. Among the additions are Wilbur Plumhoff, human pin cushion; Roland Worthy, anatomical wonder; A. W. McAskill, magician; Hosea Wheeler and the misus, African pygmies; Scotty Kean, bagpiper, and now here and booked to start Monday, Ema Von Lynd, three-legged girl, and Eva LaTour, exhibiting monster reptiles. Others of the attractions were named in last issue.

Business at the museum, located in the 600 block of Vine street, continues better than fair. The fore part of the storeroom is arranged as a free-in-the-looby space where the inside show is announced. The engagement will continue at least two more weeks.

Cash Miller left on a booking trip to several cities yesterday. Yesterday was Mrs. Cash Miller's birthday and the entire personnel wished her "many happy returns of the day." John Williams, elephant-skin man, was granted his annual week's vacation at his home in Anderson, Ind. The daughter of Mr. and Mrs. (La Goldie) Dave Frances left this week to attend school at Scranton, Pa. In addition to her sword swallowing La Goldie, assisted by Frances, presents sword torture box as one of the special added attractions.

World Fair, New York

NEW YORK, Jan. 12.—Program of attractions current at World Fair Museum (Conank Amusement Company), Sixth avenue, is as follows: Seal the Seal Boy; Great Phelan, strong man; Cortland, mentalist; Ajax, King of Swords; Prince Leo and wife, three act; Ed Marino, magic and ventriloquism, and sword box. Bill changes every two weeks. Fred Sindell, manager, reports business satisfactory.

World, Pittsburgh, Halts

PITTSBURGH, Jan. 12.—After 10 weeks' operation, the last six weeks at one location, the management of World Museum has decided that the museum halt its showing tonight. The paraphernalia which was built new last fall will be placed in storage near the home of Mrs. Walter Main on the North Side.

From Daily and Weekly Newspapers

"Nothing so voluminous or so full of meaty material in the way of a publication has come to this desk lately as the 40th Anniversary edition of The Billboard, which reaches this desk as a 324-page magazine bigger and heavier than an ordinary book. . . . The edition is, of course, a real achievement, especially when one looks back to find that the first issue was only eight pages in size and issued monthly. . . . Its amazingly wide dissemination of information makes it a decidedly valuable publication. We would not be without it."—Excerpt from A. S. Kany's column in Dayton (O.) Journal January 6.

"The 40th anniversary edition of The Billboard is at hand. This publication, the Bible of the stage, has fattened the holiday issue to 322 pages, plus front

and back covers."—PORTLAND OREGONIAN, Portland, Ore.

"Marking its 40th anniversary, the largest special edition of The Billboard, outstanding amusement weekly, ever published is now on the newsstands and being received by subscribers. . . . In addition to its 32 regular departments, the special issue has 26 anniversary divisions, in which are traced the histories of radio, motion picture, legitimate stage, circus, carnival and other fields."—THE LA FORTE (IND.) DAILY HERALD-ARGUS.

"If you want to know who played in what and where, or if you need a good topmounter ("chislers save postage") don't miss this greatest aggregation of fact and fun in the world."—NEW YORK ADVERTISING & SELLING.

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YOU SHOULD PUSH

HAZARD BLADES—Double-Edged, Non-serrated, Safety, 45c, 50c, 60c, per 100.

STONE HONES—Each in Box. **\$3.75**

SOFT COLLAR SLICES—Doz. on Card. Gross. **1.80**

FOUNTAIN PENS—Transparent Barrel. Doz. **3.00**

SAFETY—Pretty Bags, Assorted Scents. Doz. **.50**

TOOTH BRUSHES—In Sanitary Containers. Doz. **.75**

RUBBER BANDS—Odd Sizes. Gross. Doz. **.15**

Prices F. O. B. New York. Samples at Wholesale. Shipping Charges Extra. Order Must Be Sent on All G. O. D. Orders. Prompt Service. Square Dealings Since 1913.

CHARLES UFERT,
18 East 17th Street, NEW YORK.



By GASOLINE BILL BAKER (Cincinnati Office)

Some New Year Thoughts
By V. L. TORRES

Hip Majesty 1935 is now with us and for us. That's nice because in a way we don't have to take anything back. From the first to the last day of the year 1935 every morning we are handed 24 hours. They are about the only things in the world we get free of charge whether we want them or not.

If we had all the money in the world we could not buy an extra minute or an hour. So in this respect we are on a plane of equality with the richest and the poorest. We must use time as given. AT ONCE! We cannot save up a few days, weeks or months for our old age. And once wasted we cannot ask for and receive more time to replace what we have lost.

Time is the only thing given to us that we can sell at a profit. But the fact that it costs nothing is one reason why we are so lavish with it, and why wasting time is a habit so difficult to overcome. If we were compelled to pay a certain sum in cash for those daily 24 hours, which are waiting for us every morning of our lives, we might use them to better advantage.

Payment sometimes comes in regrets and tears after time has flown forever. Friend and foe, let us stop right here and THINK IT OVER. To attain success or realize our dreams, we must set a value on time at our disposal and find out how much it can be made worth to us.

Let us not expect trouble today or any day, that is the wrong attitude of mind. People who are always looking for trouble generally get it. Business and trouble do not mix well.

Being an optimist gives us mental and physical well-being. Optimism is the disposition to take the most hopeful view. But optimism must be backed by the firm resolution to work so as to make things turn out right. Optimism is constructive. It builds up. Pessimism is destructive and tears down.

These remarks have so often been mentioned thru these columns that they sound out of place and somewhat trite. But a reminder is sometimes helpful. Most of us are more or less familiar with the out-of-date worn-out "pitch till you win." Granting it as so, then let's get away from the midway, walk across to the corner or empty lot, spring the joint and PITCH UNTIL WE WIN. It is easy if we put it to a test. "His profits most who serves best" and this paragraph is truthful, logical and easy to understand.

"WE ALL HIT" something some time or other," cards Ricton, from Attagulugus, Ga. "Six of these would put any show in the barn. The mayor told me all about it, but I wouldn't believe him. Wanted to find out for myself. I did! Our tent was a dozen times too large. Never again! Worst goes in 93 weeks."

J. F. McREYNOLDS Magnolia, Ark., pipes: "The holidays are over and I still feel like a stuffed toad. Am ordering new stock and getting ready for the road again. Just came from a chat with John Law, and received his permit to work. Am now set to pitch or write a little sheet. Am getting three hats and have no right to complain. Am still right with it and think it is a big thing. All you old boys who have tired of the trapes, why don't you spend 15 cents and visit Bill in the Pipes. Read up on all the new fads and gadgets. You will soon be out selling again if I know anything about it."

"HERE MY FIRST PIPE" In 10 years—I just had to come thru—" cards Jack Lamora from Houston, Tex. He continues: "I want to tell the boys that I think it is about time we adopt a new name for our kind. When the newspapers begin calling fireworkers and noise-making peddlers 'Pitchmen,' as The Houston Times recently did, don't you think it about time we change? I see that Frank Libby lived up to his

word and actually moved north—he is around Hot Springs, Ark. Let's have the word from Tom Sigourney, Rubie Nelson, Guy Warner, Pencil White, Rance Gray, Earl Wilson, Bill Cody and all the rest."

ANDY HARRIS is reported doing well on Market street, Philly. Boys in town were considerably disappointed by a rainy New Year's Eve. Since the death of Joe Hlzer, Rac has been carrying on the business and is not only holding the old trade but doing well on her own. Boys all swear she has personality plus.

HARRY B. MENEFEE is still working blades in Fort Wayne, Ind.

STANFORD SMITH cards hurriedly from Springfield, Ill. "I am working here, two blocks from the Square. Business is fair. Jefferson City, Mo., is okch with a reader on o. m. Do Soto, Mo., is fair—daily reader is law."

JOE E. KEOWN cards from Bainbridge, Ga. "I am on The Southern Agriculturist and Poultry Tribune. Recently made a trip to Moultrie, the best town in the State, and found things in good shape. Money did not grow on trees but the boys paid off. I had a good day in Doctum, Ga."

"I CLOSED MY SHOW" in Pulaski, Va., and stored most of it away last fall," writes E. J. Franklin. "However, the fever got me early and instead of waiting until spring I opened again in Arlington, Ga., on December 27. I'm still using colored performers and am enjoying fair business."

HERBERT JOHNSTON shoots one from Oakland, Calif. "In recent issues I notice where more pipes from the boys of the trapes and kelster in the West are requested. I have heretofore been content in letting Doc Lonsdale and Frank Libby speak up and take the Pacific Coast honors. They are both champions and have taken care of the job in a workmanlike manner. Arranged a Christmas dinner for all stray workers of the trapes family in the Bay district. They all acclaimed a fine time. Plenty of goose with all the trimmings, including a few rare vintages from a near-by winery. None of the boys fell overboard. Wonder what some of the authorities who keep pitchmen on the move would do if they were as suddenly cast loose from their regular pay check. I fear they would not fare as well. They get their waffles three times daily and they should worry. The knights of the road ask favors of no man—only a right to sell their wares and conversation. Would like to see pipes from Earl Blake, the 'Wandering Mugger'; Bill Gorfath, Eddie Smith, Cy Stinson and Shorty Walker, who all missed our Christmas gathering. Many towns in California have been closed the past year. San Diego and Los Angeles are partially closed. No street ballying. Still layouts okch. Oakland refuses to issue new readers. Good old Frisco is closed tight. The Crystal Palace Market is the only friendly place in the city to work. And Earl Kitridge is holding it down with razor strops. Stockton, San Jose, Santa Barbara and Santa Rosa are all closed tight. Fresno is closed, except that you can work in the public outdoor market three days a week. Louis Pavor, of flukum fame, is seriously ill in a San Francisco hospital. He has been ill for some four weeks. Is cheerful and making a good fight. Paul Reeves had a successful season working fairs with his med. O. W. (Silk Hat Harry) Downing was working a store on Market street, in Frisco. Looking fine, well dressed and must be clicking. Whitey Erickson, Jean Delmar, Tagore and Bob Bellman were in a huddle yesterday (January 2) on Washington street when I came along and stopped to pass the time of day and exchange New Year greetings. Noticed them glancing furtively at one another. Sud-

denly I was whiked around the corner into Frenchy's hotel and behind locked doors was taken into their confidence. I thought at first I was being treated to a holiday nip. But no such luck. Whitey, being spokesman of the crowd, pulled a map out of his pocket and showed me some meaningless drawings. It seems Whitey had a tip that there was a gold mine to be discovered somewhere on the Rio Grande, near the Mexican line. Whitey, always on the alert, was getting a few trusted lieutenants together and hitting for the border. They left under cover of darkness last evening for the new Eldorado. Let's all join wishing them the best of success. Should any of you 'radio pitchmen' hear broadcasts from station 'GOLD' we will know that the boys really struck the grease."

DOC KREIS SHOOTS . . . "I know what 1934 did for me and I can't help wondering what 1935 will bring forth. I am wondering where all my acquaintances of the med business are: Lone Wolf, Barefoot Billy Williams, Mr. and Mrs. Wilson, George Grant, Billy Ramsey, Bruce Clark and many other oldtimers. Why don't you folks send in some pipes now and then? Am writing this pipe under some difficulties. On

IT'S NEW PLUNGER FILLER VAC

ZIP! ONE PULL—IT'S FULL!
EVERYTHING IN FOUNTAIN PENS & SETS.
JOHN P. SULLIVAN
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Can make greater profits in 1935 handling "Ohio" brand Medicines, Soaps, Liniment, Tablets, Etc.

Low prices, higher quality, prompt service assured. Write at once for Catalog.

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9 in. long, 4 in. wide. Made of Paper or Material in Assorted Colors. Inflates Giant Cat \$1.00 and six bow around the neck. A Big Finish, with Giant Two-Colored Envelope.

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Author narrating story of Pittelton would appreciate tales of famous pitchmen and their selling, and interesting characters of past and present. Address BOX 548, Silsbee, New York City.

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OUR NEW LINE IS READY.
Price \$24 to \$39 Gro.

Also a complete line of new Chromium and Iridium finish Rings. \$3.00 per Gross and up.

Our GLASS-TOP RING TRAYS are being used with great success. Sample Atst. No. 1—12 Chromium Rings. Prepaid, \$1.00. Sample Atst. No. 2—5 Baguette and Sterling Rings. Prepaid, \$1.00.

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Most Staple and Best Selling Items. Buy Direct from Manufacturer. Send 25c for Sample Assortment and Price List.

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THIS AMAZING BANDAGE BREATHES

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Fall in line with the latest Sales Stimulator in your Hosiery, Department of Hosiery Department. Feature a special 2c counter sale of Hosiery, Stagnant Items. Regular 5 and 10c items to be sold at 2c. We are originators of the H & D stationery promotions. Write for particulars.

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AUTO JOKER

Also known as Whiz Bang or Auto Hurler Alarm. It is the greatest fun-making novelty created. "You laugh until you cry," it screams, whistles and whistles. We are also manufacturers and contractors of high-class display Fireworks for fairs, parks and all outdoor celebrations. It might pay to get in touch.

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We Make Them **You Sell Them**

November 19 I was overtaken by a stroke. Was brought to my home here and two doctors called in. Their verdict was apoplexy, caused by overwork. I can now only eat about half a meal three times a day and must go thru a rigorous daily treatment. Ain't I got fun. The treatment must go on for at least five months. Would appreciate seeing any of the boys who happen this way. My address is 410 Aswell court, West Scranton, Pa.

other branches of show business and I believe they are welcome and clean-cut additions to the med profession. Will someone please pass the rabbit stew?"

F. W. RYAN shoots in page 17 of the January 5 issue of *The Washington Post*, wherein Charles M. Bradford, magic, coin tricks and tie forms. Is given a very favorable column writeup, with a two-column picture "n' everything. Ryan's comment in that it just goes to show the value of a clean pitch. It is Bradford's boast that he hasn't had a complaint in nine years. More power to you, Charlie.

MORRIS GOLDING writes in from Seattle to pass the info to all coupon workers that the town is "difficult" to say the least.

"WELL, WE ARE BACK in Old Ohio," tells Doc George M. Reed from Hamilton. "Opened here the eighth to fair business. Had nine very good days at the store in Indianapolis. We both sort of hated to leave. It is a very sociable city. You can work on the corner of Washington and Missouri streets. There is a small yearly reader I was told. While there I was told that two old timers, Doc George A. Groom and E. R. Waymen, had doubled. They are two mighty good pitchmen and should get some real money."

GEORGE STEWART knife sharpeners, and Tommy Burns, two good old timers, were into the office for a visit last Wednesday. Tommy is looking well after the operation on his eye, tho still unable to work or get around much. George hasn't changed much and seems to be his same old self year after year.

DOC TEX MACK writes to tell us he sent in a pipe recently and wonders why it hasn't appeared in print. Sorry, Doc, but it didn't reach the Pipes desk. Try again.

H. T. MILLER writes in to record a pertinent thought: "At the Century of Progress this summer I particularly noticed that everyone suffered from tired feet (I know mine were) and yet I couldn't find one pitchman on the grounds selling foot powder. Think of it. Thousands of people suffering from tired feet and no place to secure foot powder. Incidentally, it wouldn't hurt some of our large advertising agencies if they were to use the same punch in their advertising as the pitchmen use in selling."

RAY HUBERS sends word from Pittsburgh that he is still getting the nut. Wants to see a pipe from H. Williams.

FRANK BRESK writes from Eustis, Fla.: "I had a few good weeks during the holidays so have decided to lay off for about a month until business picks up again. The recent freeze in Florida was certainly of no help to the paperman. Among the many papermen that I ran across in Tallahassee (all of them on their way to the Florida fairs) were Senator Lewis, W. P. Smith, Sullivan, J. Hogan, Jack C. Martin, Richie Kleffer, Snyder, Teddy Rose, Sol Castle, Cohen, M. Russell and a few others who I did not happen to know. Now, let's hear from some of the boys just mentioned. Let us know about the fairs. I will be in Leesburg for three or four weeks of fishing before returning to work."

MANY NAMES are misspelled in Pipes from time to time and all because some of our excellent scribes simply WILL NOT PRINT NAMES PLAINLY. Please, boys, a little more co-operation.

DOC BRUMMETT IS BACK in Louisville for the first time in three months, according to his newsy note of last week. Doc info: "The same few boys are in town, including Art Belyea with wire slicers, and Doc Roy French, who has a real headquarters on South First street. This spot seems to be the hangout for most of the local boys and I can easily see why. Wonderful meals are served and everyone is treated in a grand manner. Doc Warner was in last week and said that business with him

**Established Brands That Lead Wherever
Razor Blades Are Sold**

**FULLER, BLUE DIAMOND, WONDER, RAMISES,
BLUE FOX, WILDING**

**EASTMAN—GEM (BLUE STEEL ETCHED), AUTO-STROP DOUBLE-EDGED, AND DUDMAN DUPLICATION TYPE
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For Prices, Communicate with your Local Jobber. We would be pleased to advise you of the Nearest Jobber to you featuring our Blades.

FULLER BLADE CO., Inc.
6 West 32nd Street NEW YORK, N. Y.

has been fair. Doc Bowers came in this evening with a little long green so you can see for yourself that Louisville is still on the map. How about pipes from Jeff Farmer, Kid Smith and Tom Rogers? Those who remember our old friend, Cotton Hart, will be glad to know that he is making a comeback after being off the road for many years."

BENTON AND CLARKE where they are playing with Doc Frank Keith's med show: "Christmas Day we played Delaplaine, Ark., and the entire company had a wonderful time. After the show we gathered around a big Christmas tree and Doc Frank Keith took the part of Santa Claus and handed out presents to everyone. The company gave Elwood Benton a radio for his house trailer. Afterwards the ladies prepared a great dinner and we ate heartily. The lineup of our little group of trouper is: Doc Frank Keith, Mrs. Keith, 'Sugar Lip' Boyd, Mae Clark, Elwood Benton, Tommie Thompson, Levine, Bud and Cliff Davis and Keller and Mr. and Mrs. Les Thompson, who are visiting for a few weeks."

DOC N. R. KERR of the Kerr Indian Remedy Company, Spartanburg, S. C., writes: "Biz is n. g. down here. Bad weather and short cotton crops. I enjoy reading Sid Sidenberg's Pitchmen I Have Met series. It seems as if he never meets a Southern pitchman—all from the East or West. Am proud to say that some of the finest pitchmen are from the South. Doc D. D. Lockboy is one I have in mind. He shows small cotton-mill towns, carries his family with his outfit, has several fine housecars, gives a nice free show (all white performers), shows the same towns over and over year after year and leaves all towns clear. He is a nice worker and does not use any jam methods. At one time he did black with the late Doc Nametta, but has had his own show for the last 15 years. We Southern pitchmen read pipes faithfully and don't like to be overlooked. Will send in some dope on another Southern pitchman soon."

THE ARKANSAS STATE Centennial, scheduled for 1936, is being advertised on the State auto tags. Keep your eyes open for this event.

ASTROLOGERS mindreading acts, etc., should be doing well in the vicinity of Flemington, N. J. Wonder how many are in the neighborhood.

WHAT'S GOING ON in the Windy City. Not a line recently.

"GUMMY" JACK CURRENT and the missus say from Austin, Tex., that they haven't shot a pipe in some time, so here goes: "Have worked practically all the Southern States in the last 12 months and found things very good. Had the biggest season I have had in five years. As the old saying goes, it's not what you sell but the way you put it over. I have seen some of the boys getting nice money and others starving to death. South Boston, Va., for instance, has a high daily reader, but is worth it. I liked the town so well I stayed a week. Licenses in most all tobacco towns runs to a fair daily amount. Worked Mallina, S. C., to a fine business. But the daily reader was, well a little more than reasonable. Am making Waco and then will jump direct to Los Angeles for a three months' visit and then back to the grindstone. Bob Posey, pipe in. Let's hear from you. "Stickum" Johnson has been with me all year and had a nice season."

FLASH KIDNAPPED

Written Around the GREATEST SENSATION THE WORLD HAS EVER KNOWN. Rep. Ocean. \$15.00, Chicago, \$10.00 a week. Send \$5.00 Deposit with Order. Balance C. O. D. Send \$5.00. **KARL F. SIMPSON, Hall Bldg., Kansas City, Mo. ROBERT J. SHERMAN, Susquehanna, Pa. P. S.—The WISE Ones Will See the Point and ACT QUICK.**

DEMONSTRATORS!!! FAIR WORKERS!!! UNUSUAL VALUE!!!

Wholesale Rings, \$3.00
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Hundreds of other fast-
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Write for Catalogue
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OLYMPIC SEAO & NOVELTY CO., Importers, 307 5th Avenue, New York City.

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PRIVATE LABEL TONICS, Immediate shipment. New Price List. WRITE OR WIRE

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\$5.50 per Gallon. Chypre and Gardenia only. This Perfume is real good, lasting and will repeat. Is worth \$15.00. Send 25c for a quarter-ounce sample of each. Many other items.

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SIGNS AND SHOWCARDS EASILY PRINTED. LITTEr PATTERNS WRITE FOR FREE SAMPLES. **26 RANKIN ST. CHICAGO**

REX HONES Now Less Than 3c Each

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Send \$1.00, Bal. C. O. D.

Each Hone in Roshly silver box, priced \$1.00. A real fast cutting abrasive stone of good quality. Wonderful demonstrator for Pitchmen. The REX HONE always sold for a much higher price. Home men are cleaning up. **ACT QUICK! REX-HONE PATTERN, 1500 W. Madison St., Dept. 1-8, Chicago.**

ENDURANCE NOTES
(Continued from page 25)

see notes from Bert Ray, Mickey Chromick, Orrie Bayliss and Doris Heartponce.

CURT THATCH is spending the holidays at his home in Atlanta, Ga., after finishing the Detroit contest. Curt would like to see notes from Guy Swartz, Jack Hayes and Maxie Capp.

BOB LEE would like a contribution from Hugh Talbott and Ray Dunlap.

MICKEY RAY writes from Logan, W. Va., that "he would like communications from Carolina Webster, Tom Strickel, Bert Ray, Bill Cain, Pee Wee Rooney and Eddie Worthington."

CAROLINA WEBSTER, in Winston-Salem, wants to know the whereabouts of Eddie Worthington and Peggy and Doris Richards.

W. E. TEBBETTS and Al Painter, veteran showmen and promoters, were among visitors at the Cowi Asheville show recently.

Pitchmen I Have Met
By SID SIDENBERG

For about 10 years I dreaded even the thought of going south of the Mason and Dixon line. In the years that I made the South cotton was usually at a low level and besides—well, all who ever made it about 10 years ago know what the roads were like. On one of those trips we went from St. Louis to Memphis and we fought gumbo roads until we cussed a blue streak and vowed that we would never go south again.

However, since the new deal and the farmers have been borrowing 12 cents per pound for the white fluffy product, things south of the old line have started to stir and you can hear and feel the reaction up in the Northern States. As I am always on the alert for red spots I took a flyer and here I am in Southeastern Missouri at the very edge of the cotton belt, and as I travel farther southward I find conditions better and the roads very good. It is really the land of cotton. And the songs of the darkies bring back memories of the nights around the radiators of the hotels where you only heard those songs on a phonograph or over the radio.

At first I was amazed at the number of boys down here. But I have quit wondering when I find with each spot my bank roll is getting fatter and I run into bigger and better workers at every stop. I had just come out of a small town in Missouri and was just ready to make my left turn at a stop sign. Well, I stopped and was almost frozen stiff in my seat at what I saw. It was a young circus (and I mean just that), for none other than W. C. Harper, known to the boys and girls of Pitchdom as "Chief Rolling Cloud," and his caravan were rolling down the highway headed further into the "Land o' Cotton."

Well, I have heard of these medicine operas of great proportions, but this is the first time I ever saw one as big as this. The chief and the missus headed the procession, and in their wake there were exactly eight trucks, with some pulling trailers; five housecars, two animal trailers transporting two horses and 18 well-trained dogs and monkeys. The rolling stock was painted a bright yellow, with the initials C. R. C. in black on every truck and trailer. Sixteen people comprised the personnel of the company.

Well, I heard so much about the chief down in this neck of the woods that I was really ready to make a 30-mile drive to catch that show, but what I saw was enough and I am satisfied that he has the biggest outfit I have ever seen and maybe the biggest that is in the business.

The chief told me that he is in his eighth year in the med opry game. The Harpers call Kokomo, Ind., home when not hitting the highways and the byways.

HERE IT IS - FEATURE No 1

ELECTRIC ORIENTAL SHADOW LAMP, HAMMERED EFFECT URN, WITH INSET, INLaid LARGE BRILLIANTS, COLORED GLASS Pendants ON SIDES. SIX DIFFERENT COLOR COMBINATIONS. NATURAL FINISHED FIGURE. REVOLVING SHADOW THROWN ON FIGURE. 16 Inches High. Individually Packed for Reshipping. Sample, \$2.00. Del. \$18.00

SALESBOARD SPECIAL
6 Complete Lamps with 1000 Mole Se Per Sales Board.
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THE LATEST ITEMS FOR STREEMEN, WALKATHON CONTESTS, INDOOR BAZAARS, BALLROOMS AND NIGHT CLUBS. SEND FOR CATALOG.

Be Sure To Mention Your Line of Business. All Orders Shipped Same Day.

MIDWEST NOVELTY CO. KANSAS CITY MISSOURI



Hartmann's Weekly Broadcast

CHARLES BERNARD, the veteran showman of Savannah, Ga., has a suggestion which he has given me permission to pass on to whatever circus or other show manager might be interested in it.

After following closely the stories with reference to handling of mail and telegrams on circuses and other shows, published exclusively in *The Billboard* in the last several weeks, and believing there was need for some systematic method of handling mail and telegrams that would lessen complaint and create a feeling of satisfaction for all concerned, it occurred to Charley that some manager might look with favor on an innovation for the handling of mail.

His suggestion is the placing of a wagon or truck similar in size and equipment to a ticket wagon, arranged inside with boxes in alphabetical order, like a hotel mail rack, with special compartment for show manager and others for heads of departments; an office with desk for the man in charge; the necessary equipment for operating as a business wagon; the wagon to be appropriately painted to designate that it is the show post office; a reliable man of some show experience to be the manager or superintendent, and if necessary to give bond as a guarantee of his reliability; mail and telegrams to be handled exclusively thru that office; the wagon to be on the lot early and late and in a prominent location. Further, it was Charley's thought that the man in charge of that department, with a helper, could handle the sale of *The Billboard* and the official route cards and possibly a concession of some kind.

It is Charley's opinion that if shows installed such an innovation it would not only prove a solution of the trouble that is brewing over the handling of mail and telegrams, but would bring plenty of beneficial publicity.

I would like to receive any comment one wishes to make on the suggestion.

There will be an *Honest Bill Circus* going out of Raymond, Ga., this spring. William Newton Jr. now has repair work under way there for the launching of the show, but, he says: "I am not going to tell you that I am buying a lot of new canvas, new trucks, a whole bunch of animals for it's not so. The only thing I am buying is a lot of new dogwood stakes, side poles and paint, and four brushes to put it on with." Bill further says that he did buy an ax but somebody stole it, so he had to borrow one for cutting the stakes.

MANY readers of our 40th Anniversary Number derived much pleasure from reading the old-time stuff reprinted from back files of *The Billboard*, but none probably more than Jake J. Diech, the ex-billposter, ex-circus owner, ex-railroad man, ex-picture theater owner and ex-correspondent of *The Billboard*. Jake for some time has been a columnist on *The Cudahy (Wis.) Enterprise*, a weekly newspaper. He conducts a column of current and old-time circus stories under the title of "Here, There and Everywhere."

"Sure was glad to see that list of Wisconsin Billposters' Association in the first issue which you reprinted," Jake writes. "I remember well when the first issue of *Billboard Advertising* came out. We all took to it like a duck takes to water. And those Donaldson 'Santa Claus' posters in that ad—how we tried to get local dealers to use them! Frank Fitzgerald is still at the head of the Cream City Billposting Company in Milwaukee. W. C. Tiede at Racine is retired, and I, who was at Kenosha at that time, am at Cudahy. All on the

Dixieland: Franklinton, La., 14-19; Lafayette 21-26.
Florida Expo: De Funiak Springs, Fla., 14-19.
Great Southern: St. Marys, Ga., 14-19; Kingsland 21-26.
Martin Bros: Wagner, S. C., 14-19.
Marlin's United: Greenwood, S. C., 14-19.
Miller Highway: Wark Island, La., 14-19; New Meria 21-26.
Palmetto: Cameron, S. C., 14-19.
Price Greater: Arabi, Ga., 14-19.
Royal Amusement Co.: Luling, La., 14-19.
Spencer, O. La Delico Island, La., 14-19.

THE ONLY CARNIVAL SUPPLY HOUSE IN KANSAS CITY

Vanities: (English) Indianapolis, Ind., 14-19; (Hartman) Columbus, O., 17-19.
Within the Gates: (Chestanut St.) Philadelphia 14-19; (Shubert) Boston 21-26.
Whitcliffe, Walker: (Tulane) New Orleans 14-19.
Ziegfeld Follies: (Curren) San Francisco 14-26.

REPERTOIRE

Applegate's Comedians: Willcox, Ariz., 14-19.
Blifroy Comedians, Billy Whelan: Vero Beach, Fla., 15; Melbourne 16; Rockledge 17; Titusville 18; Apopka 19; Sanford 21.
Bishop Tent Show: Sevean, Ga., 14-19.
Princess Stock Co.: Pittsburg, Tex., 14-19.
Russell Players: Stillmore, Ga., 14-19.

MISCELLANEOUS

Alexander Players: Medford, Minn., 14-19.
Arizona Wranglers: (Memorial Hall) Vancouver, Wash., 16-19; (Dance Pavilion) Rockyway, Ore., 20; (Ross) Toledo 21; (Egyptian) Marefield 22; (Hiland) Myrtle Point 23.
Bell & Grey: (Revere Gardens) Jackson, Mich.
Bell's Revue: (Arcade) Ft. Myers, Fla., 16-17; (Paramount) Miami 18-20; (Queen) Ft. Lauderdale 21.
Bink Circus Revue: Kiel, Wis., 14-19.
Birch, Magician: Newport, Ark., 18; Batesville 17; Augusta 18; Wynne 19.
Carnival, Mirale Mare: Indianapolis, Ind., 14-19; South Bend 20-26.
Connie & Dolly Show: Midland City, Ala., 14-19.
DeClo, Mystic: Byhalia, O., 18; (Moose Lodge) Columbus 22; (Knickerbocker) Columbus 27-28.
Dresson Vaude Revue: Gulfport, Miss., 16-17.
Fec Shows: Gettysburg, S. D., 14-19.
Felton, King: De Leon, Tex., 14-19.
Haines, The: Hot Springs, Ark., 14-19.
Johnson, Zeke: Mentalist: (Royal) Wilmington, N. C., 14-19.
King, Nellie M. E.: Musical Show: Carrollton, O., 14-19.
Lofstrom & St. Elois Monkeys: Banner Oak, Pa., 17; Blackburn 18; Hickory 19; Salcm 21; Sharon 22.
Long, Leon, Magician: Orlando, Fla., 16-18; Winter Garden 19; Clermont 20; Kissimmee 21; Haines City 22; Florence Villa 23.
Lucy, Thos. Timor: Rockford, Ill., 19-20; La Crosse, Wis., 21-22; Minneapolis, Minn., 22-24; Akeley 25.
McNally & Craig Show: Weems, Va., 14-19.
Miller, Cash, Oddities: Cincinnati, O., 14-19.
Oriental Med. Co.: Spartanville, Pa., 14-19.
Pain Show: Lagrange, Tex., 14-19.
Pharo, Magician: Louisville, N. C., 16; Spring Hope 17; Henderson 18; Oxford 19.
Philadelphia Comedy Co.: Little York, Ind., 14-19.
Princess Edna Show: Corpus Christi, Tex., 14-19.
Raitson, Magician: East Orange, N. J., 17-19.
Ripston Show: Berlin, Ga., 14-16; Omega 17-19.
Rippei, Jack Splash: (Auditortium) Opp, Ala., 14-19; (Theater) Samson 21-26.
Schneider, Doc, Yodelling Cowboys: (Station WBB) Atlanta, Ga., 14-19.
Sunnyland Picture Show: Norman Park, Ga., 14-19.
Turtle, Wm. G., Magician: (Club House Tavern) Portland, Ore., 14-19.
Wright, O. A., Vaude & Animal Show: Newport, N. H., 25-26.

CIRCUS AND WILD WEST

Fisher Bros: Bristol, Ind., 16; Millersburg 17; Fremont 21; Grand 22; Angola 23; Hamilton 24; Shipshewanna 25.
Lee, Frank H.: Pawtucket, R. I., 21-23; Taunton, Mass., 24-26.
Oklahoma Ranch Rodeo: Chester, S. C., 17-19.
Polk Bros: (Garden Temple) Springfield, Mo., 14-19; (Mirza Temple) Pittsburg, Kan., 21-26.

CARNIVAL COMPANIES

Babe's United: Ninety Six, S. C., 14-19.
Bar-Brown: Titusville, Fla., 14-19.
Blue Eagle: Livingston, Ala., 14-19.
Big Four: Waynesboro, Ga., 14-19.
Classic City: Irwinton, Ga., 14-19.

west shore of Lake Michigan and we can meet in a half hour any time, so close are we to each other after these 40 years. I have lost track of some of the others, but I guess some of them are still in the posting business.

"I billed the Barnum Show about the time it had its first ad in *The Billboard*. Also remember the Barlow Bros.' Minstrels which carried the first minstrel ad in your columns. They showed Rhode Opera House at Kenosha about that time and I handled their billboard and window lithos.

"Am inclosing an old postcard photo of what I am sure is the first big billing ever put out on motion pictures. In 1912 no motion picture company had anything bigger than a one-sheet for advertising pictures—that's all we received from them. Being a circus biller previous to this time, and with the American Show Print in Milwaukee having a nice stock of big dates, also stock lithos, I arranged this stand on a board across the street from my Coliseum Theater at Cudahy. I am positive it was the first big billing ever given a motion picture."

The motion picture in question was called *Attacked by a Lion* and the poster showed a large lion, alongside of which the title was painted by Jake. Photo was taken June 28, 1912, and the picture was advertised to appear at the Coliseum the next day.

MARRIAGES

(Continued from page 30)
Nancy Lyon, motion picture actress, were married at Harrison, N. Y., December 30.
KAY-RIO—Edward Kay was married to Carmen Rio, screen actress and dancer, at Los Angeles December 31.

LANNING-PICKERING — Livingston Lanning, manager of Fox's Wisconsin Theater, Milwaukee, and Gertrude E. Pickering, Milwaukee dancer, were married in Waukegan, Wis., January 1.

LUDWIG-LA POINT—Frank Ludwig, drummer with the Hugenbeck-Wallace Circus, and Madeline B. La Point were married in Scranton, Pa., January 4.

MACCOLL-ZIPPER—James A. MacColl Jr., now playing in *Life Begins at 4:40* on Broadway, and Jean E. Zipser, nonpro, were married in Harrison, N. Y., January 7.

MERRITT-HARDY—Russell B. Merritt, pianist in the KDKA orchestra, Pittsburgh, and known nationally for his solos on the old Strollers' Matinee under Zoel Parenteau, was married to Mildred Hardy, nurse, in Pittsburgh last week.

PIPER-CHINN — William Piper and Edith Chinn, of Station KHL, Los Angeles, were married recently in Mexico.

ROOT-WALTER — Lynn Root, playwright, was married at the Catholic Church, Hollywood, January 1 to Helen Walter, assistant editor of the Fawcett publications, film magazines.

SCHREIBER-GALE — Lew Schreiber, theatrical agent, and Joan Gale, screen player, were married December 29 at Agua Caliente, Baja Calif.

TIPPETT-RATHELL—William H. Tippett and Ruth Rathell, musical comedy actress, were married January 2 at the Episcopal Church, St. Louis.

VOGLER-ALLEN—Leona Allen, non-professional, of Hendersonville, N. C., and Charles J. Vogler, of the dance team of Claudette and Charles, were married December 24 at the home of Mr. and Mrs. Lawrence K. Cone, Miami.

FOR SALE

Three-Abavat Henschel-Spittman Carrousel, 36 Jumping Horses, in best-class condition, painted last season. Fences, Ticket Box, 50 Seats for Horses, also Motor and Wheelbarrow Orphan No. 150. \$1,000.00. North & Smith Chiropractic, complete. Fences, Ticket Box and Motor. \$400.00. Theater Calligraphs, English and Flower, mounted on 3-ton Induco Truck. \$300.00. One 25-K. W. Light Plant, mounted on Trailer. \$100.00. One Motor Car, mounted on Calligraph. \$200.00. All stored in New York City. Address FRANK J. MURPHY, 2917 North East Second Ave. Miami, Fla.

CONCESSIONAIRES

Here's an all-weather, big novelty-making spot. Largest Nocturnal in Brooklyn, 6,300 Square Feet of space. Located in heart of Theatrical District in Brooklyn. Owner-concealer. WANTS CONCESSIONAIRES such as: Jeaneques, Bolt-Down, Novelty Acts, Gigarocks, Misting Gallery, etc. Reasonable rental. Write what you have today. BOX 649, care Billboard, 1504 Broadway, New York, N. Y.

WEST BROS. AMUSEMENT CO.

Now Booking Concessionaires Shows, Free Acts for 1935. BOX 57, Norfolk, Mo.

BOOKING SHOWS AND CONCESSIONAIRES

CROWLEY'S UNITED SHOWS, Richmond, Mo.

Anderson-Stader Shows, Inc.

Now Booking Shows and Concessionaires for 1935. Address RR Mail to Concordia, Kan.

"A CHALLENGE"

We Guarantee We Are Never Undersold or Will Sell for Less Compare our Prices with All Competitors. If even One of the Thousands of Items we carry are Not Priced LOWER, Tell Us, and "PRONTO" our Prices are Changed Accordingly.

19 Years of Price Leadership
FREE CATALOGS on Razor Blades, Toiletries, Sundries, Novelty and Notions. Immediate Deliveries

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

POPCORN

South American, Jap. Mullers, Baby Golden, White Pearl, White Rice and Yellow Pearl. Also Popcorn Seasoning, Cottons and Popcorn Cones, in seven flashy colors.

H. B. HUISINGA
DELAND, ILLINOIS
Grower of Pure-Bred Varieties of Popcorn.

Concessionaires NOVELTY SUPPLY FOR FAIRS, CARNIVALS, CIRCUSES, GRAND STORIES, WHEELS, PAWNS, COIN GAMES, ETC. Catalog with New Low Prices THE TIPP NOVELTY COMPANY TIPPICANDY CITY, OHIO

Wanted PROGRAM & EXHIBIT SPACE SALESMEN
Mid-Winter Fair and Circus, March 4 to 10. Rights for Demonstrations and Pitchmen. Concession Proposition Considered. A. RAUER, 816 Washington St., St. Louis, Mo.

For Sale at Bargain Prices

Nine Car Tilt-A-Whirl, Monkey Auto Drive, Fun on Farm, Four Horse, Sixteen Seat Chaperonade, Kidie Ride, Bear Mamma, Motor Truck with Loud Speaker, Two Abavat Merry-Go-Rounds, Racecar Cars, Billboard Wax Figure, above parakeet in oval condition. Will keep number 22 till Wheel Wearing, March and Onward. We now have a ride, Will book or buy Tilt-a-Whirl. Have for sale cheap, Joon Mivan. Want to hear from Edith Lynch and Bill Stead. Address all mail to West care G. W. CROSS, Barry, care Houston Hotel, 201 West Houston St., San Antonio, Tex.

SOL'S LIBERTY SHOWS, Inc.
NOW BOOKING FOR SEASON 1935
Address P. O. BOX 223, Garrettsville, Mo.



Yore the (Big) Top

Thanks to Cole (Not Bros.) Porter

FRANK CASTLE, now living in Norcatur, Kan., trouped with the Adam Forepaugh Show when that outfit engaged in its bitterest business battles with P. T. Barnum. Like many another circulate, notably Charlie Andrea, he acquired several farms in Kansas. At 82 Castle is still rugged and active, but the loss of his son several months ago has disheartened him as much as any good father can be disheartened at the loss of a child. This particular child was president of one of Kansas City's important stores and a very popular man. Mr. Castle's letter is worth quoting:

"I wonder what has become of Ed Shipp. When last I heard from him he was in South America. Charlie Bernard, who is 72, says his eyes bother him. I am 82 and my eyes are quite good yet. Our old friend Charlie Andrea has passed on. One by one the old fellows are called. I am all broken up over the loss of my dear son, Fred. I have one left, who holds a fine position with Ely Walker in St. Louis. Fred was named after his uncle, the circus performer. I have not seen The Billboard for over a year and I sure miss it, as I took it ever since I started. Things are so tough that no show has ventured in this territory in the last two years."

Bob Orth is another retired trouper now residing in Pomona, Calif. Mr. Orth's letter is dated August 26 and it comes to me thru the courtesy of Charles Bernard, circus historian of Savannah, Ga., but I could not get to it until now. Here are some of the more interesting extracts:

"THANKS for the postal showing the night scene of Bertram Mills' Circus. He has a great circus and is also an exceptionally fine man. I correspond with him occasionally. A number of years ago Charlie Siegrist gave me a photo of his troupe. On the left was Toby Thomas, Mrs. Siegrist, Chnd Wertz, another lady and Charlie. If I remember right it was taken while they were over on the old Barnum Show. Chad Wertz, who died from pneumonia up in Frisco several years ago, was a regular guy. He was Charlie Siegrist's catcher in the flying act and was also a great double somersault leaper in the leaps. Circus is my weakness. Always was and always will be. Do you remember Harry Potter, who had the 10 Peerless Potters casting act over on the Barnum & Bailey Show? Potter was out of the business for several years, due to sickness, but about four years ago

he organized another act, which from all reports is wonderful, and I am happy to learn of his success with his new act. Every time I come home I don't get very much rest because when my former pupils find out I am in town they come over. I've been very successful in teaching tumbling. I am 40 years old, and should be right in my prime. My father was 85 last July and he enjoys fairly good health, although he is totally blind and has been for 10 years. In my trampoline act I coined the word aerobic and used it with the title of the act. I took the French word aero and the last part of acrobatic and combined the two. I didn't use the word aerobic because that implies gymnastic acts working on rigging in the air. We did acrobatics in the air, so I believe the word aerobic was quite proper, don't you? We used a net 28 feet long by 4 feet wide. Instead of a canvas bed, because it gave us faster time and made possible tricks that couldn't be done on an old canvas bed. On each crowfoot we used powerful expansion springs, which made it possible for us to get plenty of height so as to make the act sensational. We did single, half, full, one and a half and double somersaults all in swing time. It never failed to click. We were doing strictly a circus act and dressed it in lights, which was correct. The bookers preferred that we wear evening clothes, but I thought differently."

Just one more throwback item. E. E. Staats, who has been in the circus business for 45 years, says he will take out his Staats Bros. Circus the coming season.

Dr. John R. Scully Joins R-B Circus as Veterinary

SARASOTA, Fla., Jan. 12.—Dr. John R. Scully, former major in the United States Army Veterinary Corps and for 10 years commissioner of public works here, as well as city and county sanitation officer, has resigned his municipal post to become veterinary with the Ringling Bros. and Barnum & Bailey Circus, effective March 1.

Doctor Scully's resignation was made public just three days after the reorganized city council, with two new members committed to replacing him, had reappointed him for another year by a 3-2 vote. Since coming to Sarasota directly from the army Doctor Scully has maintained a practice as a veterinary and is said to be quite admirably suited for the new post. He has been called to the winter quarters in many instances and is familiar with the animals.

Circus Folks To Appear In Sara De Sota Pageant

SARASOTA, Fla., Jan. 12.—Circus folks spending the winter here will play a big part in the revival of the pageant of Sara De Sota and the Sarasota County Agricultural Fair here the week of February 18.

With Orville F. (Curly) Stewart, of the Ringling Circus organization, as director general of the pageant, the sponsoring organization, Sarasota County Junior Chamber of Commerce, was planning today to give employment during the fair and pageant to a number of circus people.

Wide publicity and billing will be given the fair and pageant. Bennie Krause, of the Krause Greater Shows, will spread one-sheet deters all over this section of the State, while the pageant committee will use one-sheets, half-sheets and quarter sheets by the hundreds.

LANSING, Mich., Jan. 12.—A bill has been introduced in the Michigan Legislature by Representative Frederick Kappler calling for a 10 per cent tax on all admissions, regardless of price charged. It is understood only educational enterprises would be exempt.

HASC, Not "PCSA"
An error appears in the wording under the cut of Mrs. Margaret Haney in the carnival section of this issue. Mrs. Haney is the new president of Ladies' Auxiliary of Heart of America Showmen's Club—instead of Pacific Coast Showmen's Association. Martha Levine is the new president of the PCSA Ladies' Auxiliary.

ST. LOUIS POLICE RELIEF ASSOCIATION
Will Hold Their Annual Circus in the Near Future.
Anyone Desiring To Bid In Promoting Same Communicate Not Later Than January 21 With
WILLIAM FRIEDENWALD, Secretary, Police Headquarters, St. Louis, Missouri.

Biggest Event in the South to Assist in Raising \$100,000.00 to Finance Oratio National Convention, Held in Knoxville This Year and Backed by All Olio Organizations.
AMRA GROTO INDOOR CIRCUS
Merchandise, Manufacturers' and Automobile Dealers Exhibition, Knoxville, Tenn., February 18 to 23, 1935. 3,400 members now selling tickets. Wanted for Knoxville and five other spots: sales agents, Merchants and Greenville, Tenn.; Bostons and Lynchburg, Va.; Asheville, N. C. Several High Class Telephone Solicitors, Exhibits Booth and Automobile Shows. Baby Show and Contest People. Harry B. Wilson, Sam Burdick, Harry Logan, W. M. Brewe, Rich Halcott, Paul Doherty, answer. Public Wedding People, Lillian Bean and Robert Kobesky answer. Wanted—Exhibition Act, Boys and Girls, Grotto and Aerial Acts, Archie Silverlake. The Harbison sisters. State all and lowest winter salary in first letter. Will book Big Circus Hide Show or Small Pit Show on promenade. Field in large Tobacco Warehouse. Wanted—Lecturative Ten-Cent Merchandise Shows, Dave Tennison writes also Phil Pond, Candy Fines, Pop Corn, Peanuts, Lunch Kiosks, Photo Gallery, American Paints, Prize Package Candy. Rates reasonable. This L. Smith writes. Address replies to Manager AMRA GROTO CIRCUS, Room No. 7, Knoxville Journal Bldg., Knoxville, Tenn.

KRAUSE GREATER SHOWS
Open at Seminole County Fair, Sanford, Fla., Week February 11; Sarasota County Fair and Sara De Sota Pageant, Sarasota, Fla., Week February 18; Broward County Fair, Fort Lauderdale, Fla., Week February 25; Key West (Fla.) Fair, the Everglades Fair, Palmetto, Fla., and more to follow. Will Book or Buy Small Merry-Go-Round. Opening for two more Shows not conflicting and Legitimate Concessions. Address—TAMPA, FLA. BEN KRAUSE, Lafayette Hotel.

LARGO FAIR
(Continued from page 3)

slightly less than 10,000. Wednesday's gate was slightly below the opening day, but Thursday, when St. Petersburg held sway, attendance exceeded 32,000.

Elmer Velare, business manager Royal American Shows, said that this year's midway gross was 200 per cent greater than last year's event, which was marred on two days by rain squalls and cold weather.

SLA PLANS
(Continued from page 3)

will be reserved exclusively for the league on that night and an admission price of \$2.50 per person is to be charged, this including a delicious dinner. Many prominent show people who have been informed of the event are arranging their schedules to be in town for the event. The Inn holds only 925 people and it is expected there will be a complete sell-out far in advance of the date of the event. Hundreds of tickets have already been sold.

Sam J. Levy, chairman of the affair, has handled some of the most successful events the league has ever staged. Jack Nelson is co-chairman. An advertising program will be under the supervision of Frank Shean, and ads for the worthy cause will be solicited from all shows and show people. The press committee is headed by Nat Green; entertainment committee by Dave Russell; reservations, Maxie Herman; reception, Sam Bloom; tickets, Joe Strieblich; advertising, Jack Nelson.

RINGLING-BARNUM
(Continued from page 3)

negotiations have been going ahead for weeks.

Probable inclusion of USSR acts in the Big Show itself is given further credibility with the arrival of Pat Valdo on the Bremen on Thursday after eight weeks abroad scouting Russia, Germany, France, England, Italy and other countries for suitable material. Valdo, personnel director of the Ringling Shows, left on the Orange Blossom Special of the Pennsylvania road at 12:35 this afternoon bound for Sarasota, Fla., to report his findings to General Manager S. W. Gumpertz for the nod of approval. Interviewed on board train a few minutes before departure time, Valdo would reveal nothing about his scouting trip, saying that official announcement would have to come from Gumpertz.

NEW YORK, Jan. 12.—Among novelty acts which will be offered to Soviet Russia, according to well-founded information, are Kramer and Scott, physical culture strong act; Billy Ritchey's Water Show, Kurtz and Kurtz, Frank Reckless Trio, Six Arleys, Four Novellas, Colleen Troupe and others. Moscow is the pivotal point for the booking of three consec months and transportation to and from, and salaries are in Russian money, which must be spent while there, as described in previous stories in The Billboard.

ROSS LEADS!!
PENCILS—Yellow hexagon shape—full size, with red eraser. First Quality Gross. 97c
THUMB TACKS—Brass Tacks, 36 to box. Per 100 Boxes. 89c
MEN'S POCKEY COMBS—in case—black—first grade. Gross Display Cards for Combs, 4c Each. 4.10
Bobby Pins (12 on Card. Gross \$1.90) 25 on Card. Gross. 2.25
Single A Spring 30 on Card. Gross. 3.25
HAIR NETS—Medium Brown or Auburn, in individual envelopes. While they last. Gross. 75c
NICKEL-PLATED PINS—36 on bunch with safety catch. Gr. 3.30
MODERN NEEDLE BOOKS—Big Flash Books, containing about 80 needles and blue steel bodkin. Gross. 3.25
! BLADES !
PACKARD BLADE—Double-edge blue steel. Ask the man who uses them. Fastest cutting blade in America. Per 100. 50c
ROSS BLADE—The finest double-edge blade made. We unconditionally guarantee this blade to give complete satisfaction. We will gladly furnish you with Free Samples. 1.20
ROSS SINGLE-EDGE BLADE—For all single edge razors. A worthy mate to the Ross Double-Edge. Per 100. 1.00
Send for New 1935 (4th Year) Catalog. 35% deposit with order—please!
ROSS PRODUCTS
89 West 23d St. NEW YORK CITY.

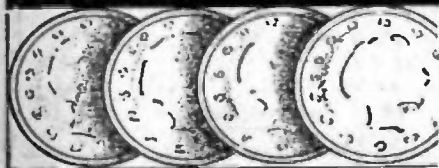
CLOSE-OUT
ROLLSO is recommended for everyday use in the car, home, office and factory. ROLLSO is indispensable for motorists, housewives, office workers, painters, printers, sportsmen, factory workers, artists, dyers, farmers, hikers, etc.
ROLLSO is unconditionally guaranteed to be absolutely free of lye, pumice, sand or any other harmful irritants.
This revolutionary preparation completely removes in half a minute all dirt, grime, grease, ink, paint and stains from the hands WITHOUT USE OF WATER, SOAP OR TOWEL!
In Lots of 100 Ea. 4c
SHERAY, Inc. 33 Union Square, New York City

At Liberty General Agent
A-1 Know the business. Can positively produce worthwhile contracts. Have recommended some of the best capable contracting highest officials. Can take immediately to line up fair route. Have new car. Am fast, close contractor, good dresser, not a houser, but earnest, reliable worker. If you want a first-class representative who can show results, write, wire, R. J. COUSINS, 620 A North Union Boulevard, St. Louis Mo.

CANDIES
made especially for Coin Machines. Hard Shell Candies in a variety of bright colors and highly flavored.
Chocolate-Coated Raisins, Chocolate-Coated Peanuts, also a Mixture of Chocolate-Coated Candies for Vending.
Hard Shell IMPERIALS in Red, Green or Violet Color—for DIGGERS.
BREATH PELLETS
for carding. Highly flavored—Five different flavors, including Clove Pellets, in demand wherever liquor is served.
Write for Our Price List
PAN CONFECTION FACTORY
(National Candy Co., Inc.)
345 W. Erie St., Chicago

75 CARD BINGO, \$3.00
A 75-Card BINGO SET, complete with Call sheet, calling Numbers and Markers, and post-paid envelope in the \$3. for only \$3.00.
GEO. W. BRINK & SON
1454 Orntel Ave. DETROIT, MICH.
(OVER THIRTY YEARS IN BUSINESS)
It Helps You, the Paper and Advertisers to Mention 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.

New York Enthusiasm Will Swell Attendance at Show

Expect greatest show in history, is general report—preparations being made by all firms—associations will send delegates—all MJA members will attend

NEW YORK, Jan. 12.—The greatest movement ever witnessed is said to be taking shape here among the distributors and jobbers to contribute everything possible to the success of the 1935 Coin Machine Exposition in Chicago. While local matters are pressing for attention, coinmen are finding time to make plans for swelling the exposition attendance and entertainment in grand style. Never before in the history of the trade in this city has there been such general enthusiasm for a convention, it is reported. The big plans being made take the form of friendly rivalry and it now appears that "the great Eastern coin-machine market" will challenge all sections of the country for attendance records and that New York distributors and jobbers will even challenge Chicago manufacturers on their own home ground for the grandeur of entertainment planned.

Hotel reservations already made by some of the leading distributors are an indication of what is being planned. John A. Fitzgibbons, Eastern representative of the Bally Manufacturing Company, says that the "Bally Special" train will bring approximately 300 coinmen to the convention. Other Eastern firms are co-operating with Fitzgibbons and swelling the crowd to record proportions. Elaborate plans are being made to assure all delegates a pleasant trip.

All operators' groups will choose official delegates to the convention at their next meetings, it is reported. It is already assumed that Joseph Fishman, Saul Kalson, Jack Gardino, Marvin Liebowitz, Lee J. Rubinow, Bart Hartnett, Max Liebner and other prominent workers in organization circles will attend. Report is current that D. M. Steinberg, president of the active New Jersey AMA, and Murray J. Saltzman, of the new Union County (New Jersey) group, will also be present. In addition to the official delegates, individual members of the associations will also attend in large numbers. A report circulated is that the sportland men may form a delegation of their own for the convention.

Every one of the 28 members of the Metropolitan Jobbers' Association is expected to be present in Chicago for the convention. The manufacturing firms also report they will be well represented. The big merchandising machine firms have already reported that they will be represented at the convention. These include Rowe Manufacturing Company, Inc.; Stewart & McGuire, Inc.; Automatic Retailing Corporation and others. Herbert M. Adler, of Adler's Shoe Stores, who has shown such great interest in premium merchandising thru sportlands, will also attend the convention as an interested observer, it is reported.

St. Louis Plans Train

ST. LOUIS, Jan. 12.—Carl Trippie, of Ideal Novelty Company, plans to lead a delegation of Missouri operators to the 1935 Coin Machine Exposition meeting in Chicago, February 18 to 21. It has been announced here. Trippie said he is not going to be outdone by Jack Fitzgibbons, in New York, who has also organized a special train to carry delegates from the Eastern district. Trippie will also call his train the "Bally Special" and much hilarity is promised en route. Operators routing to Chicago thru St. Louis are urged to get in touch with Mr. Trippie.

Correction

A typographical error was made in the advertisement of Southern Automatic Sales Company in the January 12 issue. The price quoted on the used Subway machines should have been \$18 each instead of \$10.

Merchants Offer Petition to City

ST. JOHN, N. B., Jan. 12.—A petition signed by 125 merchants has been presented to the city council asking that payout machines be allowed in stores on condition that awards be made in merchandise stocked in the stores. Included on the list of petitioners were tobacconists, pool and billiard room proprietors, restaurant owners, grocers, bakers, haberdashers, druggists, jewelers, confectioners and other merchants.

The petition states that payout machines have played an important part in the business of the individual merchants and, with the depression exerting a strangling effect on business in St. John, it behooves the city council to help the merchants carry on. By licensing the machines and legalizing the automatic issuance of slugs and tokens to be redeemed in merchandise, the merchants will be greatly aided.

The petition has been referred by the council to the city solicitor who has previously given as his opinion that jackpots may be legally operated if tokens are redeemed in merchandise.

Taylor and Garland, after closing their tour with carnivals and fairs under canvas during the summer, are now operating a shooting gallery in which has recently been installed a number of pinball games and other amusement devices. The games have been given the place of prominence in the front of the store.

Mystery 6 Man Is A New York Visitor

NEW YORK, Jan. 12.—Rube Gross, Seattle manufacturer of the Mystery 6 game, was a visitor here this week. He brought 100 of the games and turned them over to D. Robbins & Company, his representative here. Dave Robbins reported having sold the games within a few hours after their arrival. Robbins said that it was one of the fastest selling achievements seen here.

Mr. Gross related the story of the first pinball game that was brought to his office some years ago, when he was busy with a large salesboard business. He believed that the game was just another will-o'-the-wisp, he said. He confessed having changed his mind and is now ready to manufacture games in Seattle, and may establish a manufacturing branch in New York or Chicago. Mr. Gross said his greatest thrill in New York came from visiting the sportlands. He met some of the prominent sportland men here and says he is going back to Seattle to establish a sportland there.

The Mystery 6 game is described as entirely mechanical and the play unusually simple. The chief feature is said to be the fact that the player "never knows in what lane his balls will advance to higher scores."

Discussion

The annual trade convention is always a good time for discussion of those questions and problems uppermost in the minds of those who constitute the membership of the industry. Ample provision is being made by the convention management to permit discussion of trade problems and even to encourage it. The programs and group meetings during the convention will be an important part of it, even if much of the talk vanishes into thin air.

But not all of the discussion will be confined to formal meetings. It is the neighborly discussion, in groups of two to a dozen or more, that heaps up the tragedy and comedy of discussion to its fullest possibilities. With plenty of liquid refreshments to make the talk more fluid, the private discussions are likely to be most important in amount of words used.

After attending the annual conventions for a number of years and listening in on a great many discussions I have come to feel that public discussion serves as a very useful escape valve for pent-up ideas, ambitions and emotions that have been sizzling in our breasts for many months. Many trade "evils" cease to appear so serious after we have had our say about them.

Furthermore, the human race has not developed any better method for pooling ideas and arriving at conclusions than by means of open discussion. However comical the discussions may appear at times to the people on the sidelines, ideas are developed and history is made in open discussions.

A good program planned in advance is always an advantage in keeping discussion from wandering into useless channels. It has been suggested by some that speeches and discussions should be confined to constructive plans and ideas, with the definite purpose in mind of avoiding lengthy haranguing on trade "evils." Many a meeting of operators has been turned into a free-for-all argument on well-known trade evils, with the final result that the so-called "evils" were just as evident as ever. Some of these "evils" have been hotly debated since the beginning of coin machine trade conventions—and the "evils" still remain. Something more constructive—more optimistic—more progressive might be tried as an experiment for one year. If the coin machine industry can unite in an aggressive program, arrived at thru open discussion during the convention, the year 1935 may turn out to be a resultful one.

The big problem that develops after the discussion ends is the matter of carrying out plans and policies agreed upon. Force is always lacking to carry the plans into execution, and some force is always needed. Public spirit, money, government or racketeering may supply the force to carry out plans developed by associations. Public spirit or co-operation would be the simplest and most acceptable way by which to apply trade rules and ethics. Certainly a majority of the trade have enough public spirit to co-operate in carrying out trade plans for general improvement. But experience has shown that the small group of slackers in every trade can undermine and destroy the best plans adopted by general consent.

At this time, while the NRA is being revised, it is not clear how much support may be obtained from the government. Money is the vital factor in all organization work and successful plans for financing associational work should always be given full consideration. Racketeering is the thing to be avoided. It so happens that modern competition has reached that stage in business where everything turns into a racket unless the public-spirited, co-operative and thinking members of the trade can keep an aggressive program going at full speed all the time.

A good program backed by a progressive organization should be the aim. Such a result can grow out of the sessions of the convention if discussion is marked by the spirit of co-operation and good judgment. The trade is eagerly anticipating the greatest convention in its history. The same enthusiasm should be carried into discussions of problems and program, and even greater enthusiasm applied to applying the ideas agreed upon.

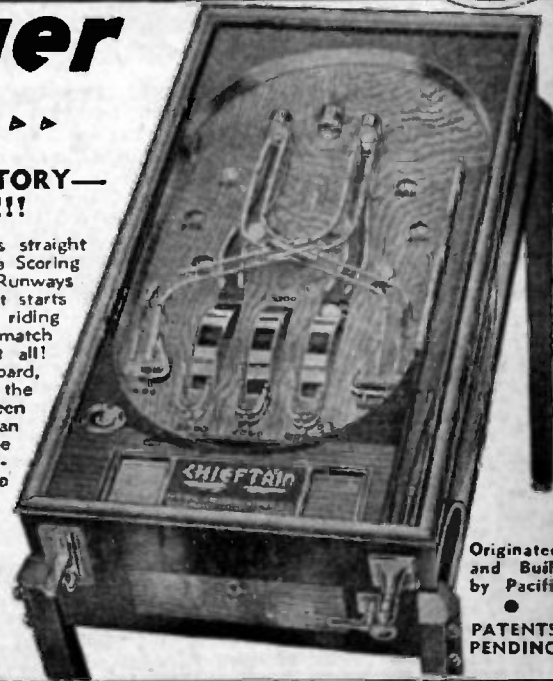
SILVER SAM.

The NEW CHIEFTAIN

Announcing Another Big PACIFIC Creation

NOTHING LIKE IT IN AMUSEMENT GAME HISTORY—
NEVER BEFORE SUCH HEAVING PROFITS!!!

The CHIEFTAIN—A Brand NEW Profit-Proven Game now hits straight at a MIGHTY EARNING MARK for Operators. A Progressive Scoring Game with balls speeding along Lower and Upper Scoring Runways like Magic! A ball in the Chief SKILL Hole out in front starts Three Reels spinning—the balls on Lower Runways riding over to Higher Scores. Then Three Colored Lights match up on each reel for more awards. And that's not all! A ball passing over contact switch in center of board, elevates other balls to Upper Tracks and into the 1500 Holes. Operators: You've never before been offered such Player Appeal by anyone other than Pacific The CHIEFTAIN is bound to be the greatest Interest-Holding Device ever produced—Enriching you far beyond any mere expression in words.



Originated and Built by Pacific

PATENTS PENDING

With MARBLO for the Counter..

A BIG MONEY COUNTER GAME

4 Plays Per Minute Easy!

DISC WHIRLS WITH EXCITING SPEED

PLAYER SELECTS OWN POINT—TWO MARBLES IN NUMBERED HOLES TO MAKE IT.

COIN SHUTE DOES ALL WORK—NO LEVERS OR HANDLES

Get Started With The CHIEFTAIN Today—
See Your Distributor or Jobber at Once!

PACIFIC AMUSEMENT MANUFACTURING COMPANY
4223 W. LAKE STREET, CHICAGO, ILLINOIS
1320 S. HOPE STREET, LOS ANGELES, CALIFORNIA

ROCK-OLA'S ARMY AND NAVY GAME

READY FOR DELIVERY

AT FACTORY PRICES!

ORDERS FILLED IN ROTATION! WIRE

Your Order With \$10.00 Deposit, Balance C. O. D.

B. D. LAZAR COMPANY

1340-44 Forbes St. PITTSBURGH, PA.

136 Franklin Ave. SCRANTON, PA.

OPERATORS! HERE IS GOOD NEWS!

THREE WINNERS READY FOR IMMEDIATE DELIVERY

ROCK-OLA'S ARMY & NAVY Write or Wire for Operators' Price.

ACTION JUNIOR . . . \$39.50 | **REBOUND JUNIOR** . . . \$39.50
SENIOR . . . 58.50 | **SENIOR** . . . 51.75

1 MILLS DANDEMASTER (3 Months Old, Like New with 4 New Wall Roses). \$275.00.
WE WILL BUY FOR CASH OR ACCEPT IN TRADE, MILLS ESCALATOR SILENT BELL, GOLDEN MYSTERY BELLS, GOLD AWARDS, GOOSENECK SILENTS OR MYSTERY JACKPOT, Q. T. OR VENDERS OF THE ABOVE TYPES, IN EITHER NO OR 10¢ PLAY, PROVIDED THESE MACHINES ARE LATE SERIAL NUMBERS AND IN A-1 MECHANICAL CONDITION.

Send For Our Latest New and Used Price List Before Buying Elsewhere.

Terms: 1/3 Deposit (money-order), Balance C. O. D.

BAUM NOVELTY CO., 2008-12 ANN AVE., ST. LOUIS, MO.

Amended Law Helps Games

Better definition in city ordinance favorable to skill game ops

PITTSBURGH, Jan. 12.—After a long battle with local authorities, operators and jobbers here won an amendment to the coin machine ordinance which was passed by city council December 12. Were it not for this amendment, headed under section four of this ordinance, all those engaged in the coin machine business here would have been forced out, it is said.

The amended section reads: "The term slot machine shall not be construed as to include any machine or machines which upon the insertion of a coin or by other means operates or may be operated and used solely as a game for amusement or entertainment; provided, that if such machine or machines shall be so adjusted by the owner, user, operator or other person as to discharge therefrom any coin, slug or token representing value, said machine shall be deemed to be a slot machine within the meaning and intent of this ordinance."

Long legal battles, headed by Alfred Block, local manager of the Oriole Coin Machine Corporation, and B. D. Lazar, coin machine distributor, convinced city council that pin games are amusement devices provided to test the skill of the players.

As a result business has taken a long jump to the good. Orders are increasing, with operators installing more machines in all available locations.

HEY LOOK — USED GAMES

42d Street Jig Saw	} 3.95	Scoreboard Silver Cup	} 4.95
Wings		Alrway Waldorf World Series	
Brooklyn Tip	} 22.50	Show Boat	} 12.50
Big Broadcast		Fleet Pleasure Island Push Over	
Electro Golden Gate	} 22.50	Contact Master	} 12.50
Super Eight		Stroomline	
Jack Rabbit	} 22.50		} 12.50
Merry-Go-Round			

ALL NEW GAMES IN STOCK.

1/3 Deposit, Balance C. O. D.

W. J. C. VENDING CO., Inc.
239 CANAL ST., New York City

January Clearance USED MACHINES

Seasonal prices on some of the latest types of machines. Write for our confidential price list issued weekly.

MARION COMPANY

440 S. Main, Wichita, Kans.
We carry a complete stock and can make immediate delivery. Drop us a post card today.

WE HAVE 'EM

All the Newest Games, Plenty of Used Games. We also make exchanges.

Operators: When in Chicago see us, it will pay you.

Write for Real Bargains. Let us know what you're interested in.

MONARCH COIN MACHINE CO.

2752 Southport Ave., CHICAGO, ILL.

◆◆ A REAL VALUE USED MACHINE SALE ◆◆ Seeburg's HOCKEY games, \$32.00 Each

Guaranteed Perfect Condition—Like New

Rush 1/3 Deposit - Balance C. O. D. - Today!

GEORGE PONSER CO.

11-10 East Runyon Street, NEWARK, New Jersey.
Tel.: Bluelow 3-3780-3781.

BRONX and WESTCHESTER OPERATORS!

For Complete Stock of all the Latest Machines and the best Repair Department in the city—CALL TODAY—at Our Branch.

FORDHAM VENDING COMPANY

2386 Jerome Avenue

Bronx, N. Y. C.

CORRECTION

In the advertisement of the New York Vending Machine Co., Inc., 32 La Salle St., New York City, in the issue of December 22, the price of the Mills 25c Silent Escalator, Double Jackpot Front Vender should have been \$34.50, instead of \$24.50.

Order Live Power TO-DAY FROM YOUR JOBBER!

QUICK SILVER

The Revelation Pin Game of 1935
A PERMANENT INVESTMENT Yielding
SLOT MACHINE PROFITS

PROVED BY COMPLETE TESTS
STUDY THESE BRAND NEW OPERATING FEATURES!

1. QUICK SILVER
Automatically Records All FREE-GAME Awards Duo Players—
Speeds up play. No tedious adding of scores. Requires no attention by merchant.

2. QUICK SILVER
Lets Players Play Awards Back Into the Game—
80% of skill awards (free games) won by players are played and lost. Operator's net profit tremendously increased. Example: If player has won six free games he can operate coin slot six times free—without inserting coin.

3. QUICK SILVER
Gives Operator Accurate Record of All Awards Paid by Merchants—
All record-keeping eliminated by the automatic recorder inside machine. No more "padding" of award payments by merchant.

4. QUICK SILVER
Completely Solves Slug Problem—
Illustrated circular full explains this remarkable and ingenious feature.

5. QUICK SILVER
Lasts Indefinitely on Location. Earning Power Does NOT Die in 60 Days, as is Case With Novelty Pin Games.

6. QUICK SILVER
Produces Profits for Operators Comparing With Slot-Machine Earnings, and Does It Legally. Like Slot Machines, It Automatically Handles Players' Awards and Allows Replay of Awards When Desired. QUICK SILVER'S Liberality Is Made Possible by This Great Feature.

A BATTERY OF QUICK SILVERS HAS BEEN ON THE TOUGHEST TEST LOCATIONS FOR A LONG TIME. EARNINGS HAVE ACTUALLY INCREASED EACH WEEK!

QUICK SILVER Is Fully Protected by U. S. Patent No. 1985736. Size 20" x 10"

WRITE OR WIRE FOR ILLUSTRATED CIRCULAR EXPLAINING QUICK SILVER'S ADVANTAGES **\$67.50**

J. H. KEENEY & COMPANY
2900 S. Michigan Blvd. Chicago, Ill.

Merchants Are Guests at Big Party by Chicago Ops

Gate showed more than 2,900 admission tickets—big ballroom and entire exhibit hall used to entertain crowd—program and order received special compliments

CHICAGO, Jan. 11.—The generosity of the Organized Operators of Chicago overflowed in an entertaining program for location owners Saturday night, January 12, that promises to establish a record for events of this kind in the coin machine industry. The affair was called the first annual frolic and dance given by the Operators' Association and the success of the event indicates that the organization will plan to repeat it as an annual affair. The Grand Ballroom and the entire exhibit hall of the Hotel Sherman were given over to the operators and their guests. Operators bought tickets at \$1.50 each and distributed them to their location owners and friends. The object was to build good will with the merchants and business men and also to provide an entertainment program that would be a credit to the organization. In this respect the affair establishes precedent and will be a landmark in the history of the local association.

Check by the doorkeeper showed that more than 2,900 tickets had been turned in, a record crowd that filled both the dance hall and the exhibit hall refreshment space. The big exhibit hall in which the annual coin machine exhibits are held had been equipped with tables and also a bar running half the length of the hall. Sandwiches and drinks of all kinds were served at standard prices. The program of entertainment set a standard of excellence. Earl Hoffman's orchestra furnished the music for dancing and also for the excellent floor show. The Music Corporation of America furnished a program of high-class acts that received unusual praise from operators and their guests. Fred A. Mann, president of the organization, stated yesterday that he had been besieged with telephone calls complimenting the fine program of entertainment provided. The crowd was gay and everyone complimented the orderly proceedings. The association had given particular attention to having the event reflect credit on the conduct of such a huge affair, and the entire program reflected the success of their plans. Mr. Mann stated that members of the organization felt assured the event had been of unusual value in cementing good will among the merchants and business men for the operating profession, and that the organization would look forward to making this an annual event and that "the attendance would be doubled in 1936." They had learned by experience, however, that Saturday night was an inconvenient time for many location owners. Mann stated.

Big Addition Under Way By Mills Novelty Company

CHICAGO, Jan. 12.—Chicago newspapers published the announcement this week that Mills Novelty Company, manufacturers of the Cannon Fire table game, had obtained a building permit to erect a \$109,000 brick building at 4038-54 Fullerton avenue.

Statement by the firm is that "for the fifth time in six years it has become necessary for the Mills Novelty Company to enlarge its factory building. The tremendous strides made in beating the depression have caused us to outgrow our space once more."

"The new building, now under construction, will consist of a huge addition to the factory, extending 200 feet farther east on Fullerton avenue. At one end of this addition will be erected a modern office building, four stories in height, air-conditioned, beautifully designed and outfitted with the latest type of office equipment. A black marble entrance, with chrome metal trim, a lavishly windowed front, will distinguish this great office building."

OPERATORS ATTENTION QUICK SILVER DEMONSTRATION

I will personally demonstrate QUICK SILVER in the following cities, on the dates and at the addresses listed below:

- BOSTON—Monday, January 14, 1292 Washington.
- NEW YORK—Tuesday, Wednesday, Thursday, January 15, 16, 17, Taft Hotel.
- PHILADELPHIA—Friday, January 18, Benjamin Franklin Hotel.
- BALTIMORE—Saturday, January 19, Lord Baltimore Hotel.
- PITTSBURGH—Sunday, January 20, Fort Pitt Hotel.

Operators, Jobbers and Distributors are cordially invited to personally inspect QUICK SILVER'S patented features, which are destined to establish a new era in Pin Game Progress.

J. H. Keeney

Checkers Game Reported Ready for the Market

NEW YORK, Jan. 12.—The first venture of the International Microscope Reel Company, Inc., into the pinball field is about ready for the market, according to Bill Rabkin, head of the firm. Altho the firm has a game called Lightning in the early days of the pin game era, this was withdrawn during the period of cheap games that marked the boom. A modern game has been developed over a long period of time. It is stated, and this game will be called Checkers and will be equipped with a device called a registrator. The attachment is said to be unique among those developments that have added to the value of modern pinball playing appeal. Mr. Rabkin reports that an option has been taken on almost 50,000 square feet of extra floor space to be used for assembly purposes. The first pinball game will be followed with three additional games, which are said to be even more original in action than the Checkers game. The registrator device is attached to the back of the game and is said to create a new trend in pinball games. All the action on the playing field is said to be shown immediately on the registrator and players standing more than 25 feet from the game can see the entire action.

Cohen Enlarging Branch

CINCINNATI, Jan. 12.—H. H. Cohen, president of the Ohio Specialty Company, 309 Main street, announces that the firm's branch office in Cleveland, recently opened, is being enlarged to take care of increased business. Cohen reports that business has been excellent in the Forest City.

GREATER DEMAND THAN EVER!

DOUBLE EDGE BLUE STEEL RAZOR BLADES, 5 to Package, Cellophane Wrapped. From 100 to 1,000,000. Per 100. **40c**

GOLF BLADES NOW CARDED **60c**

20 pkgs. of 5's to display card. Sells 5 for 10c or 5 for 15c. Per Card. **60c**

LEAD PENCILS—Mozagon, Red Eraser, Per Gross. **\$1.00**

SHAVING CREAM—BUBBLES—Ant. Brands (M) Pal. Paramount. Tally-No. Each **5 1/2c**

SEND FOR CATALOG.

BENGOR PRODUCTS CO. 10 E. 17th St., Dept. K, New York City

ELGIN AND WALTHAM

MEN'S WRIST WATCH—O. S. B. 7-Jewel, with 5000. In boxes with \$22.00. **\$3.00**

PRIZE TAG, Each \$4.00. Same in 18-Jewel, Each \$4.00. In Single Lots, 500 Extra.

POCKET WATCHES—18 Sits. 7-Jewel Yellow Beautiful Engraved Case, in 1/2 Dozen Lots, Each **\$2.95**

Single Watch, \$2.50.

18 Sits 15 and 17 Jewel, in 1/2 Dozen Lots, Each \$2.25

Single Watch, \$2.75.

BEAUTIFUL DUBER-HAMPOEN WRIST WATCH—AMERICAN MADE—with 5000. Each, strap in box, with \$22.00. **\$3.00**

Special Prices on South Bond Pocket Watches—Dixons Chain, Yellow, as Low as 50c. Also Ladies' Wrist Watches.

2% Deposit. It. 21. O. D. Send for Catalog.

N. SEIDMAN
165-A Canal St., New York, N. Y.

The New Tark **ELECTRIC RAZOR**

NEW! LATEST RAZOR

No. 3435—Electric Razor whisks off the beard like magic. It does not irritate the skin—but leaves it smooth and refreshed. The latest in Razors—A REVOLUTIONAL. **SEI-LER** comes complete with Cord and one Blade; ready for use. Guaranteed against any mechanical or electrical imperfections. Suggested selling price, \$1.75 to \$2.00.

SAMPLE 89c DOZ. \$9.60

Wholesale Order of 3,000 Fast Sellers. Send for a copy today. **SPORIS CO.**
1-35 Erie St., La Center, Md.

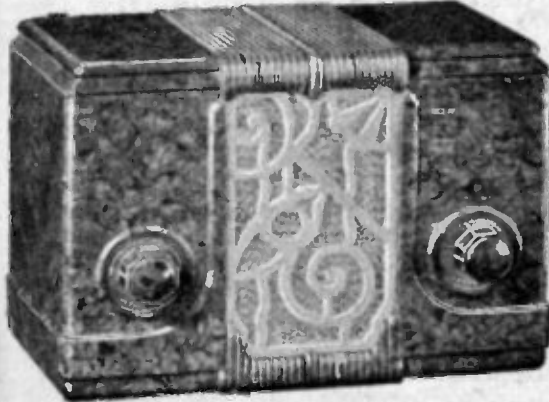
SLOTS - SLOTS - SLOTS - SLOTS		SLOTS
MILLS ESCALATOR 5r 25c Double Jackpot Silent Vender.....	\$36.50	
MILLS Single Jackpot Bell, 5c, 10c, 25c.....	14.50	
MILLS Single Jackpot Front Vender.....	16.50	
MILLS Extraordinary G. A. Double Jackpot and Bell.....	67.50	
JENNINGS 25c Double Jack (Victoria Bell).....	25.00	
JENNINGS Single Jackpot Bell or Side Vender.....	15.00	
JENNINGS Double Jackpot (Victorial Front Vender).....	25.00	
PIN GAMES - NEW - USED		
Electro, \$20.50; Lightning, \$17.50; Major League, \$25.00; Super "8", \$19.50; World Series, \$5.00; Fleet, \$15.00; Golden Cntr., \$17.50; Big Saw, \$4.00; Contact, Master, \$10.00; Relay, \$10.00; Pennant, \$5.00; Merry-Go-Round, \$13.00; Blue Struck, \$12.50; Push Over, \$12.50; Torpedo, \$15.00; Spark Plug, \$19.50. NEW—Action—Jr., Sr. Rebound—Jr., Sr. Army and Navy—Beacon in stock.		
Terms: 1/3 Cash—Balance C. O. D. Write for Free Price List and Catalog.		

NEW YORK VENDING MACHINE COMPANY, INC.
32 LA SALLE ST., NEW YORK CITY
(NEAR AMSTERDAM AVE AT 125TH ST.)
TELEPHONE: MONUMENT 2-5625

ANNOUNCING REORGANIZATION SALE OF.....
MANHATTAN VENDING CO., INC.
2306 Amsterdam Ave. • New York City
FORMERLY JOHN A. FITZGIBBONS-MANHATTAN, INC.
Look over the prices on all the Used Machines advertised in this issue—NOW—MAKE US YOUR OFFER. We have them ALL! Also included in this sale all our best floor models. We have the most complete selection of all the best pin tables in the East. NO REASONABLE OFFER REFUSED! Include One-Third Deposit with Order—Balance C. O. D.

KADETTE *Jewel*

THE IDEAL RADIO for SALESBOARDS-PRIZES AND PREMIUMS



Cleaming Bakelite Cabinets
 •
 Seven Beautiful Color Combinations
 •
 Size 5 1/2"x7 1/2"x3 1/4"

A real personal radio wanted at sight by all traveling men, tourists, students, business men (for the office) and housewives. Has universal appeal for its beauty, compactness and superb performance. Jewel grille of Tenite reproducing precious stones. Weighs only 3 3/4 pounds. Operates anywhere on AC or DC current. Gives thousand-mile reception with full volume and purest tone. Licensed under R. C. A., Hazeltine, Latour and AC-DC patents. Guaranteed factory service "One Year-One Dollar."
 • Write at once for special Proposition.

**INTERNATIONAL RADIO CORPORATION
 ANN ARBOR MICHIGAN**

SPECIAL LOW PRICES for QUANTITY ORDERS

Boost Games With Movies

Pittsburgh jobber suggests using movies to make games more popular

PITTSBURGH, Jan. 12.—An idea to develop a greater interest in coin machines has been presented by Alfred Block, Pittsburgh manager of the Oriole Coin Machine Corporation, and is being enthusiastically seconded here by distributors and operators.

In a message to *The Billboard* Mr. Block stated that "unless movements are started to greatly popularize pin table games, even to a greater extent than they enjoy today, we are going to continue to have conditions in every section of the country just as we have had in Pittsburgh during the past year to retard our development.

"There is one line of action which I believe has been sadly overlooked, and that is the proper use of our excellent instruments at hand which, with very little trouble, can be used to strengthen our position with the public. After all, they want this form of amusement. The instruments referred to above are the motion picture industry and the periodicals and magazines which reach our masses.

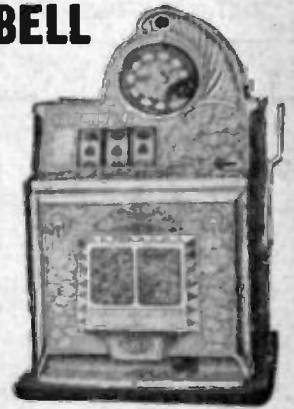
"Our cause can be presented in an unobtrusive manner, quietly and peacefully directly to millions of persons thru actual scenes in pictures shown daily on the screen. It is a very easy matter to include in the innumerable scenes of daily life, which are part of most of our screen stories today, these beautiful pieces of equipment, smartly set off in public places. So far, to my knowledge, the opportunity of taking advantage of the tremendous power of the motion picture industry to mold public opinion in favor of this great industry of ours has been sadly neglected. This great sphere of influence can and should be effectively used to boost our business.

"In the same manner," Mr. Block goes on to say, "industrial and commercial advertisers can be contacted for the purpose of co-operating with our own manufacturers in tying up their message with ours and approaching this public in this indirect but effective manner. Thus thru national magazines and trade journal advertising and the thought-molding influence emanating from Hollywood, a powerful boost will be given our industry and at a cost less than what we are all paying right now to fight unfair and unjust forces.

Turner Is Reported Better

DETROIT, Jan. 12.—Frederick E. Turner, president of Automatic Merchandisers' Association of Michigan, has been confined to his home for about two weeks with illness. He has had a severe attack of the grippe, but is recovering satisfactorily he was able to report over the telephone this week. Turner was taken ill before New Year's.

ROL-A-TOR BELL



The above machine is the first and only Bell type machine on the market with a coin top showing the last 9 coins, the best protection against slugs.

Built in 3 Models, Bell, Front Vender and Gold Award Built for 1c-5c-10c-25c Play Made Only By

WATLING MFG. CO.
 4640-4660 W. FULTON ST. CHICAGO, ILL.
 Est. 1888—Tel.: COLUMBUS 2770. Cable address "WATLINGITE" Chicago

CIGARETTE CASE AND LIGHTER COMBINATION 85c Each In Dozen Lots



B24—Here is a real buy! These attractive matched Lighter Combination Cases in choice of red, green or black color with bright chrome trim. Because of slight defects in finish we have closing out a limited quantity at this remarkably low price. Regular \$1.50 value. Guaranteed mechanically perfect. Sample, Postpaid, \$1.00.

BLANKETS



B11 — Blankets, 66x 80", Indian Dot, Each, \$1.40.
 B12 — Robes, Auto, 54x72", Ea. \$1.35
 B13 — 72x84 Floral Pattern Comfort, Plain Edges, Auto, Colors, Each, \$2.00.

25c Deposit on All C. O. Orders. Catalog Free on Request. State Your Business. **JOSEPH HAGN CO.** "The World's Bargain House." Dept. 88. 223 W. Madison St., Chicago, Illinois

COMING SOON!

Spellite

The OUTSTANDING GAME FOR 1935!

ATTENTION OPERATORS — All New Machines

ARMY AND NAVY—Write or Wire For Operators' Price.		
Red Arrow	Arrow	\$21.50
Signal, Sr.	Action, Sr.	28.50
Signal, Jr.	Action, Jr.	39.50
Spain Plug	Jennings 21 Vender	31.50
Natural	Jennings Little Merchant	35.50
Champion	Flying Trapeze, Sr.	52.50
Electro	Flying Trapeze, Jr.	55.50
Drop Kick	Subway Special	32.50
Select'em	Goal Kick	33.50
Baby Shoes	Jack Rabbit	39.50
Olion-O-Matic Vender	Super "G"	39.50
Bootsman	Equine	39.50
Little Mystery	Safety Zone	32.50
Olion Cross	Rebound	39.50
Dioclea		

Used Slots and Pin Games. Write for Price List. 1/3 Deposit, Balance C. O. D.

ROANOKE VENDING MACHINE EXCHANGE, 360 12th Ave., Roanoke, Virginia

OPERATORS!	OPERATORS!
USED IC SAWS (With Iron Stands)..... \$4.00 WORLD SERIES Mills Official, 426 Street, \$5.00 Brokers' Tip, Play Rifer, \$12.50 Pleasure Island, Keep Ball \$12.50 Fleet, \$10.00; Golden Gate, \$17.00; Torpedo, \$14.50; Relay, \$12.50; Big Bertha, \$20.00; Pleasure Island, Keep Ball \$12.50. 1/3 Deposit, Balance C. O. D.	SLOTS Mills Single Goodenack J. P. \$17.50 Venders, 25c Play Mills O. T. Single J. P. \$25.00 With Revere, 1c Play IRON STANDS, \$1.00. MINTS—Case of 1,000, \$7.50. All New Games: Shooting Star, \$34.00; Rebound, Jr. \$39.50 Action, Jr. \$39.50 Roanoke, O. O. D.

IRVING MFG. & VENDING CO., Inc.
 922 Eighth Ave., (Bet. 54th & 55th Sts.) Phone Columbus 5-4959, NEW YORK CITY

"THE FAN DANCER"



First Big Hit In Years

New! Revolutionary Fan Dance! Taking the country by storm, these fascinating dances are 12" high. A work of art, cast solid of strongly reinforced plastic composition. Hand-painted flesh color. Red, Blue, Green, Yellow, Purple, White, and Black. Feathers—Red, Blue and Green. The product hit since the Ketchup days. A fast item for Concessionaires, Carnivals, Premiums, Pin Game Operators, etc.

SALESBOARD SALESMEN, ROUTEMEN & DISTRIBUTORS
 —Write quick for complete details of our Famous Salesboard Plans for Night Clubs, Taverns, Cafes, Beer Stores, Private Clubs, etc. Liberal Commissions and Discounts. Or Save Time by Sending \$6.00 for Trial Order with Salesboards—Assorted Colored Salesboard Collect, or \$1.00 for Single Sample. Postpaid.

GAIR MFG. CO.,
 Dept. 209, 1818 Sunnyside, Chicago, Ill.

OPERATORS!!

IT WILL PAY YOU

To Write for Special Bargain Catalog—Showing Large Variety of Items for Digger and Merchandise Machines

SEND \$10.00 For an assortment of 150 items which includes Cigarette Cases, Compacts, Lighters and a Big Variety of Large Flashy Merchandise.

M. K. BRODY,
 1116 SO. HALSTED ST., CHICAGO
 In Business Twenty-four Years.

Bargains, Reconditioned, Like New

3 Official Sweepstakes at \$7.50; 4 Merry-Go-Rounds at \$8.50; 15 Jennings Ball Gum Favorites at \$10.00; Sweet Sells, 58.00; 20 Vender, \$10.00; 4 Ideal Hot Peanut Machines at \$8.00; 15 Columbus Nut Machines at \$4.00; 2 Columbus Ball Gum Machines at \$4.00; Ohio Ball Gum Machine—\$3.00. Penny, Nickel, Dime, Quarter Slots. One-third Cash, Balance C. O. D.

Charles W. Fairbanks, Marion, Ohio

THE SPORTLANDS

AMUSEMENT CENTER GIFT SHOPS

How Sportlands Came To Be

Sportlands have carved a definite niche for themselves in the coin machine industry. Many characterize them as arising from the gradual evolution of the arcades, plus the vitalizing influence of the modern pinball games. The name sportland was introduced by the former Chester-Pollard Amusement Company, Inc., prominent in the coin machine industry as manufacturers of upright cabinet games in the days before the modern table games. The Chester-Pollard firm promoted a series of stores to which they sold table games for tennis, baseball, hockey, etc. These were not coin-operated games. The firm also suggested that proprietors of these amusement centers could profitably lease coin-operated games from professional operators as an adjunct to the main line of table tennis and other games. The firm also introduced the idea of tournaments to create greater public interest.

As people outside the coin machine industry began to prove that these amusement centers called sportlands could be made profitable, professional arcade operators began to fall into line and modernize some of their old arcades. Instead of conforming strictly to the plan outlined by Chester-Pollard for the sportlands, men began to branch out on new tangents. The modern pinball games had become nationally popular and some of the places made these games the chief attraction. Premium merchandise displays were soon added and proved to be a business builder from the start. A coupon system of points for recording scores was also developed which has grown into almost universal use among the sportlands in one form or another. These innovations and the originality of the sportland idea attracted some experienced men into the sportland field, who have experimented in merchandising the amusement business and have developed the sportland business to the place it holds in the amusement field today.

Today, in the city of New York alone, there are hundreds of thousands of dollars invested in sportlands. Newspapers have been attracted to them because of the investment and because of the novelty of the idea. One sportland on Broadway is reputed to pay \$30,000 a year rental.

The sportland is no longer a small, shoddy store with a few rows of pinball table games, some antique arcade machines and a wandering change maker. The new Broadway sportlands are glittering places of public amusement that vie successfully with other bright spots. Large and beautiful neon signs flash at the front of sportlands in competition with other flashing signs. Modernistic fixtures and skill in arrangement and layout indicate that merchandising knowledge is being applied to these places of amusement. So modern

are the present-day sportlands that they are being termed "sportland department stores." Instead of marking their merchandise with dollars and cents signs, they use a coupon-point system and offer entertainment with each purchase.

The better sportlands today are attracting family groups, who come for an evening's entertainment and admit they have more fun for the amount of expenditure than they would have by attending some other place of amusement. The size of the record books in which sportlands record the scoring points of habitual players indicates the large number of people who have become sportland fans. These folk return evening after evening to play their favorite game, and at the end of

the evening when they are ready to go, scoring points accumulated on the games are recorded toward obtaining some article of premium merchandise that the player desires. Credit is given for every game played, and most players have some article of merchandise in mind for which they gradually accumulate points for the award. One sportland in New York carries approximately \$20,000 in premium merchandise at all times. The merchandise ranges from chewing gum, candy bars and cigars to the best known makes of radios, sil-



CIGAR STORE CONVERTED INTO SPORTLAND—This store has become one of Washington's most popular sportland centers. Display of premiums is a center of attraction.

verware, jewelry and wearing apparel. As the sportlands begin to attract large crowds the value of concessions becomes apparent. Many sportlands are now renting space for luncheon counters. Such an arrangement is usually profitable in office building districts where the workers will gather during their lunch hour, and after a light lunch, spend the rest of the hour playing games. Sociability is remarkably present and the games contribute to the spirit of good fellowship. Soda fountains, jewelry counters and other forms of concessions are also being tried in many sportlands. In most cases these concessions have helped to defray the overhead of the establishment and have also proved profitable to the concession owner.

New locations for sportlands is an interesting trend in this field at the present time. Amusement parks have sensed the value of sportlands so that now every resort center during the summer season will have its quota of sportlands. Coney Island, the Rockaways, Atlantic City, Asbury Park and other important resort places each had a number of sportlands during the past season. Expert showmanship is being applied in some of these places to develop new ideas to appeal to the public.

During the past year, tobacco stores and similar retail establishments, noting the success of sportlands, removed shelves of slow-selling stock and made room for a miniature sportland. This promises to be an interesting new idea.

Add Big Room To Sportland

Sports Palace on Broadway will add adjoining room to present space

NEW YORK, Jan. 12.—Once again the enterprising partners of 25 years, Schork & Schaefer, will astound the coin-machine industry here by doubling their present space at the famed Broadway Sports Palace, subject of noted columnists, writers and visitors. Max Schaefer reported that they are now tearing down the wall between the stores fronting on Broadway and will add more games, another large premium display, and will continue thru into the next store, where the fixtures of the former Brown Derby restaurant are still intact. This restaurant will be reopened in conjunction with their present enterprise.

Modernism to the last detail is the plan of New York's sportland leaders, who now have the five most prominent sportlands. The large space will be converted into a veritable department store, Max Schaefer stated. Many new innovations in merchandise and premiums will be shown. Music which has been the ballyhoo of these men since their early arcade days will be continued. The public will be given the chance to wander thru the largest indoor amusement spot in the country with this increased

(See **BIG ROOM** on page 62)

Booklet Coming On Sportlands

NEW YORK, Jan. 12.—William Rabkin, president of the International Mutoscope Reel Company, Inc., will direct the writing and publication of what is said to be the most complete booklet of information made available to the trade on sportlands. The booklet will combine the information on this subject gathered from many sources, including Rabkin's own vast experience in the sportland field. A section of sportlands in amusement parks will be included, since these sportlands differ from the city sportland, and Rabkin is well acquainted with the amusement park situation.

The co-operation of Messrs. Schork and Schaefer, sportland "kings" in New York, has been secured. Bill Gersh, of Byrde, Richard & Pound Agency, will assist in gathering information. L. G. (Andy) Anderson, of *The Billboard*, is making a tour of more than 5,000 miles over the South and Southwest and will report on the possibilities for sportlands in this territory.

Sticks to Sportland in Spite of Ban on Prizes

DETROIT, Jan. 12.—A candid report of business in Detroit's only surviving game room, with prizes banned, was made this week to *The Billboard* correspondent by Jack Katz, owner of the Ticker Shop. Katz has proved the stability of his business by being the first to open in the city, and the only one to survive the recent hasty closing of half a dozen spots.

"Play has dropped to 10 per cent of what it was with prizes," he said. "We have to play the game without giving prizes because the law does not allow it."

"We are here in business to stay, even tho at present we can barely meet expenses. While I hope to have prizes restored and legalized, I am still open for business. In the summer, with baseball returns coming in over the radio, there will be a larger crowd in the store, and play will naturally be better at that season."

"Many operators felt that the game rooms and arcades were hurting them. But we run our business as clean as any other operators, and our interests must be together. There is some small chance for the small operator or the location owner to cheat on prizes, but we could not afford to, even if we wanted to. Our interests are alike, and I believe the ordinary operator and the arcade operator should pull together. I will be in business operating a sportland as long as any other operator."

Sportland Squibs

And now the luncheonets have become a regular addition to the sportland shops. In some cases they are owned by the sportspot and in others they are concessions. Harry Pitzer's Sportshop on 23d street, just off Broadway, was formerly a large, modernistic cafeteria. Retaining the modernistic wall fixtures and lights Harry has developed one peach of a spot. He gets a big luncheon-hour play.

Max Schaefer claims he long foresaw the fact that the sportspots would become department stores and states that some day soon he will have an unusual surprise for coinmen. Max will have a regular department store wherein the play of the games will enhance the purchases. We're waiting for Max to carry out his plans.

Old Man Rumor whispers that a certain Lexington avenue sportshop may (See **SPORTLAND SQUIBS** on page 62)

ALL SPORTLANDS USE WALTHAM-ELGIN

WOMEN'S WRIST WATCHES, O. Size, 7-9.95
Jewel-REGULIT, in New Chromium Case. Strap and Gift Box. In Lots of 6, Each. Same in 15-2, Each, \$3.06.

POCKET WATCHES—O Size, of 16 Size, 7-Jewel, Regulit, New Round Chromium Case, Open Case, Thin Model. In Lots of 6, Each, \$2.00. Sample, 50c Extra.

WATCH SPECIALISTS IN SPORTLAND REQUIREMENTS.
SEND FOR 1935 CATALOG.
25% Deposit Must Accompany All Orders, Bal. C. O. D.

FILORIM WATCH CO., 155 Canal St., N. Y. C.

100% of the SPORTLANDS

In New York's Metropolitan Area use Adler's GIFT Certificates and find these Quality Shoes Tremendous Play Stimulators!

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WRITE US TODAY For Complete Information as to how you can use the Adler Plan in your Sportland, including FREE 3 Color Washable High Score Cards and other Sales Help!

ADLER'S Sportland Headquarters, 148 E. 14th St., New York City

PREMIUMS

For Sportland Operators, 1001 Items to Select From

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A NEW LOW TRANSPARENT CLOCK \$1.25
No. 2000. SPECIAL PRICE EACH

See For Yourself What Makes a Clock Go. In Assorted Clear Colors.

We carry a complete selection of highest quality merchandise for Sportlands at exceptionally low prices. We solicit your business because our knowledge of your problems and our unequalled facilities for prompt service enable us to save you both time and money.

Atlantic & Pacific Mds. Co.
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Premium Headquarters for Sportlands. Write for Catalog.

Just one of our 1001 Specials. Our Premiums attract.

SPORTLAND OPERATORS

Call on the World's largest distributors of Premium Merchandise to the Coin Machine Trade to Supply NEW, NOVEL, APPEALING merchandise to DRAW the REPEAT Business to your Sportland.

Write for catalog and price list of over 1,500 items, including many radically new numbers obtainable exclusively from us.

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Branches In All Principal Cities

LEADERS
in Equipping "Flash" merchandise Displays for **SPORTLANDS**

We have men especially qualified for this work and who have done so, for almost 100 in this area. Address mail to ARCHIE STRUHL, SPORTLAND MDSE. MGR.

MORRIS STRUHL,
Write for Latest Price List.
114 PARK ROW, NEW YORK CITY

"Sportland Equipment Headquarters"

We have outfitted the largest Sportlands in the country. Tell us how much space you have—and we'll tell you the rest!

Write for New Valuable Booklet giving you Actual Facts and Figures about how to Equip and Operate a Sportland successfully.

INTERNATIONAL MUTOSCOPE REEL CO. 516 10 W. 34th St., N. Y. C.

AMERICA'S BEST SPORTLAND PIN GAMES
Safety Zone, \$32.50 | Sensation, \$37.50

WRITE FOR SPECIAL SPORTLAND MACHINE PRICE LIST TODAY!
We Specialize in Completely Equipping Sportlands.

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Marty Rosen, Mgr.

SUPREME VENDING CO.
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Congratulations to The Billboard for the New Sportland Section, from America's first and only Sportland Association

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SKEE-ROLL. ATTRACTS THE CROWDS and GETS THE BUSINESS.

MAKE YOUR SPORTLAND COMPLETE BY INSTALLING SKEE-ROLL.

Write for Catalogue

National Skee-Ball Company
Coney Island New York

NO SPORTLAND IS COMPLETE WITHOUT BALLY'S LATEST WINNERS!!

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WRITE TODAY FOR FACTORY PRICES AND SPORTLAND CIRCULAR.

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FOR Merchandise Premiums Used With Pin Games, Marble Games and Other Machines

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WRITE FOR PRICE LIST ALSO RESERVED SEAT TICKETS, Pkg. STRIP TICKETS, COUPON BOOKS, RESTAURANT CHECKS, ROLL AND MACHINE TICKETS

112 VESTRY ST., N. Y. C.
127 N. DEARBORN, Chicago
615 CHESTNUT ST., Phila.

This is what GORDON MILLS

HEAD OF THE MILLS, SALES CO. LTD. OAKLAND CAL. ONE OF AMERICA'S MOST SUCCESSFUL COIN MACHINE EXPERTS.

Said after a secret pre-view of CHECKERS

WHILE IN NEW YORK ON MY WAY TO FLORIDA I HAD THE PLEASURE OF SEEING MUTOSCOPE'S REVOLUTIONARY NEW PIN GAME

CHECKERS

WITH THE AUTOMATIC REGISTRATOR THAT CLICKS THE SCORE BEFORE YOUR EYES. IN MY OPINION THERE IS NO DOUBT THIS GAME WILL GO OVER BIG

Gordon Mills



51620 W. 34th ST.

INTERNATIONAL MUTOSCOPE REEL CO. INC. NEW YORK CITY

Joseph Fishman Is Honored By Amusement Machine Men

More than 350 attend gala testimonial dinner to Amalg's general manager—walkout of waiters adds to gayety of party—coinmen to give Fishman new car

NEW YORK, Jan. 14.—More than 350 persons, drawn from representative elements of the amusement machine business, attended a testimonial dinner to Joseph Fishman, general manager of the Amalgamated Vending Machine Operators' Association, Saturday night at the Congress Restaurant. Entertainment was provided by the regular floor show of the night spot, with Charley Davis as m. c. and Jack Joyce and Mildred Monson as guest artists. The spirit of the occasion was unusually happy, and instead of putting a damper on the party the sudden walkout of the waiters as part of a demonstration affecting two other Broadway spots added to the fun. Girls of the chorus waited on the tables, and as a result many of the guests were included in camera shots for the leading dailies, whose photographers were drawn to the spot by the unusual handling of an emergency.

It was announced from the floor that an automobile would be presented to Fishman.

NEW YORK, Jan. 12.—Signifying their intentions of being present at one of the greatest gatherings in this territory for some time, ops' associations here voted, in many instances, to attend the Joe Fishman Testimonial Dinner at the new Congress Club here tonight in a body. The first of the groups to report this action was the Union County Amusement Association, headed by Murray J. Saltzman. At last week's meeting of the energetic group in its Elizabeth, N. J., headquarters it was voted unanimously by the members to attend in a body.

The same action was followed by Jack Gardino with his Queens, Nassau and Suffolk Operators' Association. This group will also be present in a body. Saul Kalson presented the matter to his Greater New York Operators' Association at its meeting early this week. The Greater New York Digger Operators' Association and the Amusement Men's Association also are slated to attend in a body to do Joe honor.

The MJA has bought blocks of tickets and will be present at the affair. The New Jersey AMA, of Newark, has taken a block of tickets, and it is believed that the group will bring a large delegation to the affair.

Many out-of-town men already have their reservations in, from up Boston way as far down as North Carolina, and many Chicago manufacturers are expected to be present.

The committee for the Joe Fishman Testimonial Dinner, composed of Marvin Liebowitz, of the Amalgamated; Lee J. Rubinow, chairman of the Skill Games Board; Benjamin H. Haskell, leading coin-machine attorney here; and Bill Gersh, of Byrde, Richard & Pound, advertising agency, reports that it expects one of the largest crowds in the history of coin machines here.

Louisiana Ops

The Coin Vending Machine Operators' Association is actively engaged in defending pinball and other skill games. Conditions are such that every operator in the State should co-operate with the organization to the fullest extent. An appeal is made to all operators in the State by Julius Pace, president of the organization, to get in touch with the headquarters of association. Address Julius Pace, president, 517 North Scott street, New Orleans, La.

Announces List of 10 Distributors on New Game

BROOKLYN, Jan. 12.—Scientific Machine Corporation has announced a national campaign on the new game Safety Zone, with an impressive lineup of 10 distributors covering important market centers. Among the distributors are names that have made history in the marketing of modern pinball games and enthusiasm for the new Safety Zone is said to be high among them. Announcement was also made by the firm that the game is now ready for delivery "from Maine to California."

Tested out by operators in metropolitan New York territory, considered by many as the most exacting field in the country, the game is said to have fully demonstrated its worth. Considerable attention was attracted to the game upon its first announcement, because Scientific was defying superstition in manufacturing a table game in the East. It introduces such playing features as a safety gate for the progressive scoring principle and flashing green light to attract attention. Its mechanical workmanship is said to have already stood the test in actual operation.

The Scientific firm recently attained considerable publicity when the new Flying Trapeze bar was opened in New York, with built-in pinball games constructed to order by the Scientific corporation.

Massachusetts Is Organized

BOSTON, Jan. 12.—Organization plans have been going forward here for the past several weeks. At a meeting on December 30, at the Hotel Statler, the name Skill Game Operators' Association of Massachusetts was chosen for the organization. This meeting was considered very successful and much enthusiasm for group co-operation was manifested by those present. Informal discussion of plans and ideas proved to be interesting.

Officers elected temporarily were Ellis Kagan, president; Philip Swartz, secretary; Louis Sherron, treasurer. Ernest Weeks, Fred Palmer and Ben D. Falustrant were appointed to draw up a constitution and by-laws, to be presented at a meeting on Sunday, January 6, at the Hotel Statler.

This committee met at the office of the Supreme Vending Company on January 3 and completed the work of drawing up a constitution. Thru the courtesy of the Trimount Coin Machine Company and the Supreme Vending Company lists of operators in Massachusetts were made available to the new organization for sending notices of meetings and other information.

Details of the meeting held on January 6 were not available as this issue went to press.—Editor.)

Calling Ops Thruout La.

New head of Louisiana group issues call for united support

NEW ORLEANS, Jan. 12.—The Coin Vending Machine Operators' Association held its annual meeting recently and elected officers. Julius Pace was elected president to succeed Lee Varnado, who held the post for several terms. Varnado asked to be relieved from the office due to the fact that business re-

quired him to spend much time out of the city and he could not attend meetings. Pace was formerly vice-president of the organization and has been succeeded by Roland Johnson. J. E. Peres was re-elected secretary-treasurer. The same board of directors was elected for another year.

Mr. Pace sent out an appeal to all Louisiana operators, asking for full support of the work of the organization. "The pinball game situation in Louisiana is at a standstill," he said. "Operators are being kept in suspense about the fate of their games. There are evidences that the reform element will take vengeance on the pinball games. Charges have already been made against merchants under the lottery law because they had pinball games in their stores. These machines were not of the payout type, but straight pinball.

"The association called an immediate meeting and decided to retain Clem Behrt, a well-known attorney. Attorney Behrt is now doing all in his power to defend the games. The association needs financial help." Any operator in Louisiana who wishes to aid the cause is asked to get in touch with Julius Pace, 517 North Scott street, New Orleans.

JANUARY SPECIAL

NEW—DOUBLE FEATURE—NEW
1 \$15.00 and 15 \$1.00 Prizes on a 1,000- Hole Board, called
GLOBE NEST
Takes in \$50.00—Ar. Payout \$21.00. \$30.00 Profit on an investment of
\$1.83 Plus 10% Tax

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TARGETS—AUTOMATIC PAYOUT COUNTER PIN GAME. Cost \$99.50! will service, \$22.50. (FRAND-NEW, new unmarked). Send for circular. P. M. SLES CO., Cambridge, O.

DON'T PASS THIS—Agents, Distributors, Etc. on the Market Today, PENNY MIDGET PRANUT VENDOR. A Knockout. Send \$2.50 for Manual, prepaid. G. & S. DISTRIBUTING CO., 330 S. Wells St., Chicago, Ill.

★ EUROPEAN OPERATORS

For the very latest American Machines at the best possible prices it will pay you to immediately write WESTON NOVELTY COMPANY.

We retain offices in New York City so as to immediately bring you only the best and latest American machines. Three new London games will be in our London offices soon. These games have been chosen for their perfect mechanical features, their intriguing and fascinating play and the fact that they are best suited for the European operator.

WRITE or CALL at our London offices, today!

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An Important Message To OPERATORS

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On Galloping Ghost No. 77

I'm out at the West Coast Plant of Pacific Amusement Mfg. Co., putting the Finishing Touches on GALLOPING GHOST No. 77. An added improvement here and there in the plays, and you're going to start making REAL MONEY the very FIRST DAY with this snappy, fascinating Football Game. Our Test Locations Prove GALLOPING GHOST No. 77 to be just as exciting to players as the game we fellows indulge in out on the field. Its action is perfect—Its Earning Power Is Tremendous—So, place your orders now for deliveries starting February 5th. Sure! Then the GHOST will actually Walk—Run—Gallop—and jump up your PROFITS in a BIG WAY!

Sincerely Yours,
HAROLD "RED" GRANGE.

Write—Wire—See Your Distributor or Jobber NOW!

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4223 W. Lake St., 1320 S. Hope St.,
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DRAW POKER

The Monarch of Card Games

DRAW POKER plays a real game of cards with the player, collecting 1¢ for every card drawn. Has a coin-on feature that is irrefutable.

Draw Poker gives the player a maximum amusement for a minimum cost. It has proven itself a great money maker for the operator and a wonderful trade stimulator for the merchant.

DEPENDABLE OPERATION—Draw Poker will earn many dollars without the need of mechanical attention.

Mechanism is sturdily constructed into one single unit and can be removed from the cabinet by removing two screws.

Draw Poker is sold on a 10-day trial play put on location. If you haven't received a reasonable return on your money in that time, send it back, transportation prepaid, and we will refund your money.

WIRE OR WRITE YOUR ORDER NOW!

\$28.50

One-third Deposit, Balance C. O. D.

National Coin Machine Exchange
2137 Tryon Lane, Toledo, Ohio



SURE PROFITS

Big Premium Plan Is Ready for Game

NEW YORK, Jan. 13.—One of the biggest plans for the use of premiums in stimulating sales of pinball games is seen in the announcement of the Modern Vending Company that gold-and-blue wool mufflers will be given to the first 1,000 purchasers of the new Army and Navy table game to be released by the Rockola Manufacturing Company. The colors of the mufflers correspond with the color scheme used in the games and is considered a unique tieup. Order for the mufflers has already been placed with one of the leading manufacturers which calls for the mufflers to be specially made for this use.

Report of the new game says that it is made attractive with the gold and blue colors, and Nat Cohn insists that the operators will like the "games even better than the mufflers." A plan is under way to redecorate the Modern offices in the gold and blue color scheme upon the arrival of the new games. This will express the spirit in which the Modern firm puts its facilities back of a new game, Cohn states. The firm has established some remarkable records in distributing machines and everything is being put into readiness to beat its own record with the new Rockola game.

Celebration will take place when the games arrive. Irving Sommer stated that "even the typewriter ribbons would be gold and blue, that an Army-Navy club was being formed and that all who come will be required to do a dance to the tune of Sweet Adeline.

HOTTEST AND NEWEST COUNTER GAME, "SELECT-EM"

WITH THE NEW DESIGNED CABINET

With "SELECT-EM" players select their own lucky number to win. Play Pennies, Nickels, Dimes and Quarters thru same slot. (Also available in straight or play.) NEW has a BALL GUM Vendor, making it suitable to most all locations everywhere. "SELECT-EM" is chest-proof and always shows the last coin played. Has two Howard Cards, to play for cigarettes or trade merchandise, together with the simplest, easiest understood "P A X OFF" requiring no explanation to player.



PRICE **\$12.50**
1 of 100 TAX PAID
Deposit with Order, Bal. C. O. D.

OHIO SPECIALTY CO. CINCINNATI, O.
309 Main Street.

AMERICAN POCKET WATCH WHILE STOCK LASTS

Mirror Polished Case.

QUANTITY

PRICE

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Sample Post-paid, 5 c e b.

Send for New Catalog.

AMERICAN MADE WRIST WATCH Wild Link Band. Each in \$1.65

Box

ROHDE-SPENCER COMPANY

Wholesale House,

223-25 W. Madison St., Chicago.



Slant on Salesmanship

DETROIT, Jan. 12.—Thoughts on salesmanship as an invaluable asset to the operator were offered by Ed Witte, manager of the Ticker Shop, this week. Witte formerly operated a leading downtown cigar store and has observed operators and their approach to locations. "An operator should be enough of a salesman to hold the locations in which he has placed machines under almost any conditions," Witte said. "He must sell himself to the owner so securely

that some other operator will not be able to come along and induce the owner to take out the first machine and put in something else just on a sales talk. The reliable store owner will always play fair with an operator whom he realizes to be conducting his business in a businesslike manner."

LOW PRICE LEADERS

• USED PIN BUYS •
World Series, Silver Cup, Always, Pennants, Pontiac, Waldorf, Leland, Ambassador and 42d Street. . . \$5.00
Golden Gate, \$17.80; Super "B", \$19.95; Big Bertha, \$14.00; Fleet, \$14.00; Show Boat, \$14.00.
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1/3 Deposit, Balance C. O. D.
WRITE FOR BABE'S BARGAIN LIST.

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ARMY AND NAVY, CRACK SHOT, REBOUND, JR.; REBOUND, SR.; SAFETY ZONE, SKYSCRAPER, ACTION, CRIB CROSS, GRIDIRON, FLYING TRAPEZE, LIVE POWER, ETC.

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At Last the News You Have Been Waiting for
ROCK-OLA'S
ARMY and NAVY GAME

Not enough space to give you details. Order sample and be convinced it is the outstanding coin machine. We make this prediction: **WHATEVER QUANTITY YOU ORDER YOU WILL REGRET NOT HAVING ORDERED MORE.**

OF COURSE, we will be one of the first distributors to have machines.

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"The Game Without a BUG"

THAT'S WHAT OPERATORS CALL

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Built Right . . . Priced Right! But that's only half the story! Operators report that **CRISS CROSS** is earning truly **SENSATIONAL** profits for them—**AND CRISS CROSS** will make big money for YOU too! Order **CRISS CROSS** at once and watch your income **G-R-O-W!** **CRISS CROSS FROM YOUR JOBBER OR ORDER DIRECT—DON'T DELAY!**

AND IT IS Only **\$39.50**

F. O. B. CHICAGO

GET JOBBER OR ORDER DIRECT—DON'T DELAY!

GENCO, Inc. 2625 N. ASHLAND AVE. CHICAGO

Tantalizer Adds Punch To New "Roll 'Em Dice"

DALLAS, Jan. 12.—Big-scale production of the new model Roll 'Em Dice Machine was started last week by the Cardinal Company, Clay Folsom, manager, announced. Mr. Folsom is highly optimistic over the new machine, an exclusive feature of which is the crystal tube tantalizer. Mr. Folsom completed work on the machine several weeks ago.

By addition of the crystal tube tantalizer, the roll 'em model uses combinations of two sizes of dice, the regular size on the disc and small dice in the tantalizer. Many new games never before played on a dice machine can be played with the new combination. It is possible to play two games at once, and the player can win on either one or both games at the same time.

Real player interest is created by the crystal tube tantalizer, in which one, two or three small cubes—depending on the game played—rotate furiously. The regular dice, meanwhile, are whirling on the disc. Mechanically, the roll 'em machine is as simple as months of experimentation and severe use have been able to make it. The sturdy cabinet is 10 inches in diameter and stands five inches high.

BIG ROOM

(Continued from page 59) space. Many new and elaborate innovations in the sportland world are planned and many precedents will be set when the new quarters are completed.

At the present time there are more than 75 men employed in the Sports Palace, which opens at 9 a.m. and continues business until 3 a.m. With this new addition it is estimated that more than 100 men will be employed by Schork & Schaefer and that they will have one of the brightest and most interesting play spots on famed Broadway.

Many new attractions for the public will be added, with some of the newest games installed in unique fashion. The entire layout of games will be changed and some new systems may be adopted. The large, featured display of merchandise will be continued, with the possible addition of more concessions in the space added. This new spot will be one of the largest enterprises ever attempted in the sportland division of the industry here.

SPORTLAND SQUIBS

(Continued from page 59) change ownership overnight. The question of a month-to-month lease is involved in return for a regular yearly signature.

Note the various ways to make legs of the pins more rigid in the sportspots. The Sports Palace uses a criss-cross iron bar idea. The bars are screwed onto the legs and the game does have greater solidity because of this method.

The different point systems being used are interesting. Nat Faber uses a higher point system than any other sportland owner. He believes that the players like to receive 10s, 20s and even 100s. Other sportlands follow along the idea of from one-quarter of a point to perhaps 10 points as the highest possible on any game. In the latter spots a package of gum or any other 5-cent item is valued at one point. Max Schaefer has gone a step farther and, instead of a coupon ticket for a point, gives the player a button-hook-holder combination. When the player turns in this little gadget at the merchandise counter he can have a package of gum, a chocolate bar, or any other 5-cent item. Most sportspots believe that the player is more interested when he sees the premiums marked up with a smaller number of points, for the obtaining seems so much easier.

For some time the Gordon Hosiery people couldn't see their way clear to selling the sportshops, claiming that these spots would lessen the value of their hosiery and also create conflict with their regular retail trade. But investigation has convinced them otherwise and today their hosiery can be obtained in many sportlands. This has also been the case with other leading manufacturers of quality merchandise. The manufacturers of silverware have also seen their way into the sportspots. Toy manufacturers are doing a land-office business with the sportlands. Stetson hat certificates has a connection with a local haberdashery and many of the male patrons appreciate this service. Usually the sportland receives a discount from the haberdasher, who not

only values the return advertising, but also the fact that he can sell the certificate holder other necessities. Adler's shoe stores are solely interested in the return ad value. Yes, verily, the sportland has developed into a new type entertainment-department store.

Max Weiss' 14th street sportland is still one of the major attractions in the city. At one time Max was huffed in with competition, but clever understanding of the business has brought him out on top.

One of the new features at Nat Faber's Broadway sportland is the Western Electric sound-amplifying system. One of the nine Faber Bros. will get up to the "make" behind the merchandise counter and spiel off a line of ballyhoo that would make a circus spieler green with envy. And perhaps circus spieler can now find something to do in the winter months.

How many sportland owners remember when Max Schaefer was the first chairman of the Amusement Men's Association and Bill Rabkin, president of the International Telescope Reel Company, Inc., the first secretary, with the meetings held in Bill's offices, where drinks, sandwiches and smokes, at Bill's expense, were served after each meeting?

Alex Geller has a sweet little spot over on Myrtle avenue and at the Plaza in Brooklyn. The Alex doesn't say much either way it is understood that he is piling up what it takes.

The flashiest spot in Brooklyn is the new sportshop next to the Paramount Theater, where the Eddy brothers are attempting to influence the public to entertain themselves for merchandise. Here is one of the largest neon signs ever seen in the sportland world. The place is well lighted and crowds are beginning to enter in greater numbers. Good luck.

The sportspots do a tremendous cigaret biz. Computation of one sport owner is that he purchases almost \$1,000 worth of cigarets per month. And that is business.

Henry, over at the Sports Palace, tells of the fellow who carries his own level and rule when he comes to play the games. Before inserting coin he will place his level on machine and then, if satisfied machine is level, will insert coin and gauge the plunger with his small pocket rule. He is also said to tear his hair when ball just misses high-score hole.

The diggers and larger machines are always placed toward the front of the sportlands here. The only answer given for this fact is that these machines make an attractive opening display for the passersby, being lighted and all that.

Most sportlands have the complete front open to the public. This is arranged with folding front doors. This open-door policy is followed every day in the year, weather permitting.

CANNON FIRE
Junior Size, \$59.50 Standard Size, \$42.50
 Immediate Shipment from Stock to All Points in the United States.
AN OUTSTANDING GAME
THE KANSAS NOVELTY CO.
 "Serving Best the Central West."
555 W. DOUGLAS AVE. WICHITA, KAN.
 Largest Stock of New and Used Pin Games in the Central West—All the Latest Games.
 "Selling Only Professional Operators."

AMERICA'S GREATEST USED MACHINE SALE

Major League, Gr. \$27.50	Shyver Cannon Fire, \$28.50	Contact, Master \$10.00
Major League 28.00	Always 3.95	American Beauty, new 10.00
Big Bartha 18.00	Blackstone 3.95	model 5.00
Super "B" 14.00	Century 3.95	Rally 7.50
Contact, Jr. 18.00	Silver Cup 3.95	American Beauty, old 7.50
Push Over 12.50	Escorte 17.50	World Series 4.95
Blue Street 12.50	Lighting 14.00	Waldorf 3.95
Forward Pass 10.00	Golden Gate 14.00	Pennant 3.95
Blue Ribbon 8.00	Feet 12.50	42nd Street 3.95
Streamline 8.50	Sherry-Go-Round 12.50	Jigsaw 3.95
Step-Up 7.50	Jack Rabbit 12.50	
Pontiac 4.95	1/2 Deposit With Order—Balance O. O. D.	

AMERICAN VENDING CO., 45 Elizabeth Ave., Newark, N. J.

GUARANTEED
WALTHAM-ELGIN, E., \$2.50
 18 1/2—17 J, Nickel-plated movement. Like new, Open case, new engraved chrom-plated or Indian Head Yellow Cases. Minimum quantity 1 Dozen. SAME IN 15 J, \$2.00; 17 J, \$4.00.
 25% Deposit, Bal. O. O. D. Money returned in 5 days. Sample, 50c Extra. Send for Special Circular. **PALTER & SMITH, INC., 110 Trinity Place, New York City.**

Wernecke Will Decorate For the 1935 Convention
 CHICAGO, Jan. 12.—Roy P. Wernecke and associates have been named as official decorators for the 1935 Coin Machine Exposition, according to announcement which has been sent to manufacturers. This is the fifth consecutive year that the firm has been awarded this distinction, Mr. Wernecke says.

Wernecke says that the 1935 exposition promises to surpass all others in the display of manufacturers' products. There will also be many new premium and merchandise ideas, he predicts. "My associates and I have prepared many new innovations in the displaying of these products so that every exhibitor will find brilliant displays designed especially to merchandising a product in the most effective way."

RED HOT
NEW FAST SELLING VALENTINE CARDS.
 Ass't. No. 3, 10 kinds \$100, \$125 site in 8 color. Per 100, \$3.50; \$28.00 M. Ass't. 2, 17 diff. \$1.50 per 100. Env. included to match. Samples of 27 Cards and New Special List, 50c. New Oval Trick Coat Manneq. Doz. \$1.75
 "How Am I Doing," New Squin Nov., Doz. 1.50
 Valentine For Gancee (hot poem), Doz. 1.40
 A Special Valentine Gift (a pic), Doz. 1.50
 For My Valentine's Neck, funny, Doz.80
 Snake Whiskey Flask, best make, Doz. 1.50
 Auto Wize Bangs, orig. best make, Doz.80
 New Improved Snake Radio, Doz.80
 Card Cards, 6 kinds V. P. Size, Doz.30
 Comic Mirrors, Comic Spinners, Doz.25
 Samples of 50 Best Sellers. 2.00
Megatrix Novelty Corp., 136 Park Row, New York

"SHAKE-THE-SHAKER"— \$1.50
 1,000-Hole Fascinating Game.
 With Dice in Shaker. \$35 Profit.
BLU-BLADES (COW!)— \$5.00
 Per 1,000
 On above terms, cash with order, plus postage. Certified Goods. Perfume, Chic. Lacaire, Handies, Balis Boards, HOUSE-HOLD NEEDS.
CHAMBERLAIN SPECIALTY CO., 814-O Central St., Kansas City, Mo.

WANTED
NATIONAL DISTRIBUTOR For Products of an Old Reliable Manufacturer of Proven Money Making Coin Operated Amusement and Pin Games.
QUALIFICATIONS:
 1. A sales organization covering the entire United States or proof that you can properly organize one.
 2. Sufficient capital to handle a minimum of 1,000 machines per week and up.
 3. A suitable office from which to do business.
 4. Proof of your knowledge of today's Pin Game market.
 If you can fulfill the above qualifications and you are a live wire accustomed to results from \$2,000.00 per week and up this offer will interest you, otherwise save your time and trouble.
 Our new and latest Pin Game now in production and priced at \$39.50 to operators promises to be one of the outstanding machines of the year. Two other new basic ideas will be ready to follow.
 Answer, BOX D-266, care The Billboard, Cincinnati, O., and give all information to your first letter.

when it's coin operated AMUSEMENT MACHINES



— write to the MANUFACTURER of the most popular proven PROFIT MAKERS in the Coin Machine Industry — whether it's PIN GAMES, COUNTER GAMES or DICER Machines.

EXHIBIT SUPPLY CO. 4222 W. LAKE ST. CHICAGO, U.S.A.

HARLICH Newest SALESBOARD CATALOG Advance Issue

Just out! Contains all the newest and hottest numbers! If you operate salesboards—or sell them—you simply can't get along without this big new catalog. Advance copies now ready.

Send for your copy NOW and begin to share in the tremendous profits that are being made everywhere with Harlich sales boards.

SEND FOR IT NOW HARLICH MFG. CO. 1401-1417 W. Jackson Blvd., Chicago, Illinois

Coinographies

Words and Music About People According to

The COINOGRAPHER

Joe Fishman grew up with an instinct for organization work and as the years went by found that this instinct became more and more pronounced. He has been a salesman, manufacturer, and then managed his own insurance brokerage business. He is a native of New York and believes it to be the greatest city in all God's world.

Back in 1932, when the coin-machine industry in New York was entering a period of growing pains, certain far-seeing and well-informed distributors called at Joe's insurance brokerage offices to suggest that he help organize the operators in New York. These gentlemen were well acquainted with Joe's organization record in other industries and believed that he could do just as well in this business.

Not knowing anything of the coin-machine business, he asked for time to become acquainted. He purchased a few pin games and other machines and placed them on location. He claims to this day that this was the most valuable experience he gained in the industry and it left him with a warm spot in his heart for the ops in general. During this brief operating career he learned the trials and tribulations that the operators were forced to undergo. Certain of his good locations were stolen from him by coinmen sharpshooters. He also learned the heartache the operator endures when returning to a location on which he had expended much energy to promote and to make profitable, only to find the storekeeper had purchased his own machines. And so after a few months at operating he sold his machines, announced to his sponsors that he was ready to start an organization, and with his remarkable energy, ability and tact he plunged into the formation of the first ops organization in the Bronx and Manhattan.

Since those 1932 days Joe's progress has become a matter of general knowledge. By 1933 he had the largest and most powerful organization of operators ever formed. He then decided to branch into Brooklyn and the organization swayed the entire city for some time. He soon learned that it was impossible for one man to direct the destinies of the five large boros of New York and so he returned to confine his efforts to the Bronx and Manhattan. The Amalgamated Vending Machine Operators' Association is known all over the world as the largest single organization of operators ever formed, with a membership exceeding 500.

And now he has recently accepted the directorship of the Greater New York Digger Operators' Association and it is believed that once again he will mold one of the strongest groups in the industry.

Joe Fishman is 35 years old, is married and has two children. He is an energetic bundle of dashing, fighting nerves. . . . Smokes cigars and cigars continuously, lighting one from the other. . . . Keeps on the go an average of from 12 to 18 hours every day. . . . Has a breezy, stimulating air about him. Likes to dress well. . . . Is friendly and diplomatic. . . . His speeches are always fiery. . . . Will not tolerate stupidity. . . . Sleeps in old-fashioned nightgowns and claims to sleep sound for a certain number of hours. . . . Leaps out of bed in the mornings. . . . Can take it—and can also give it. . . . Affects large cravats. The best definition of him came from one of his close associates: "Joe is a bundle of energy ready to blow up at a moment's notice."

Is also one of the best promoters in the industry. . . . Doesn't eat breakfasts. . . . Will eat at 11 a.m. in a regular luncheon and then eats at 4 p.m., and enjoys a big meal at home—when he gets home. . . . Is not particular about his food. . . . Likes to travel but wants the trips fast and furious. . . . Enjoys good company and always wants a crowd along with him.

Crack Shot

A WINNER. Sample, \$39.50 Cash. 3—\$34.50 Cash Each. Send one late Counter 6—\$33.50 Cash Each. Send one late Pin Game. Used Machines sent to you freight prepaid, with Locks and Keys.

EDW. T. REISER 423 Main Street, Ploverville, Wis.



ROLL 'EM

5 NEW GAMES New Model ROLL 'EM with Crystal Tube Tantalizer

All the popularity of dice play, plus games that are positively new and original, make the latest model ROLL 'EM Menarch of All Dice Machines.

One of the many features of the new ROLL 'EM is the Crystal Tube Tantalizer, shown in illustrations. Combinations of regular dice on the disc and one, two or three small dice in the Crystal Tube Tantalizer, makes possible the following rapid-action games, never before played on any dice machine.

- No. 1—TWO GAMES AT SAME TIME. No. 2—MATCHING ONE TWO OR THREE OF A KIND. No. 3—DOUBLING SCORES. No. 4—DOUBLING AND TRIPPLING SCORES. No. 5—SMALL DICE TO SHOW POINTS WON. Complete sets of Dice, five Score Cards and full instructions, including tested pay-off percentage on each game, furnished with every machine.

CRYSTAL TUBE TANTALIZER SHOWING HOW TWO SIZES OF DICE ARE PLAYED

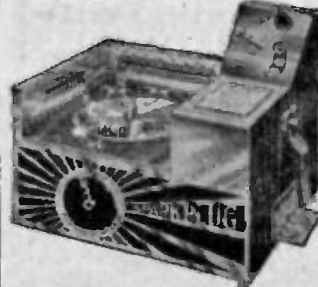


- OTHER FEATURES OF ROLL 'EM are: 1. POSITIVELY NEW RAPID ACTION. 2. SIMPLE, TROUBLE-FREE MECHANISM. 3. NEW DESIGN DICE. 4. TILTING DEVICE. 5. RUBBER SUCTION FEET. 6. VISIBLE COIN CHUTE. 7. 10" COUNTER MODEL. 8. WEIGHT, 8 LBS. 9. RICH, COLORFUL CABINET FINISH. 10. ALL WORKING PARTS EXTRA STURDY. 11. MULTIPLE PLAY—PENNY, NICKEL, DIME, QUARTER, CAN BE CHANGED BY OPERATOR IN A MINUTE TO PENNY, NICKEL OR DIME, OR PENNY AND DIME, OR DIME ONLY.

The rapid-fire action, the new games, the eye-appeal—distinctive features of the new ROLL 'EM, give operators a machine that will put new play and profit into tens of thousands of locations. Immediate delivery.

The Cardinal Co. 216 No. Austin St., Dallas, Texas

Operator's Price \$11.90 One-third cash with order. Balance O. O. D.



SPARK PLUG

New Improved, with Closed Cash Box, and Now Guaranteed by MARKEPP.

SENSATIONAL LOW PRICE \$29.50

MARK EPP 3902-4-6-8 CARNEGIE AVE., CLEVELAND, OHIO 1410-12 Central Parkway, Cincinnati, O.

OFFER 275 SCHERMACK VENDING MACHINES

Containing three and four units to the case. 100 pockets to each unit. Six of pocket 4 3/4" wide, 1" high, 3" deep. Will vend 5-10-15 and 25c articles. Will sell all or part at best offer.

N. B. EPSTEIN CO., Scranton, Pa.

FROM MAINE TO CALIFORNIA OPERATORS! YOU CAN BUY FROM US WITH CONFIDENCE. USED MACHINE SPECIALS: GOLDEN GATE, \$15.95; ELECTRO, \$19.00; FLEET, \$19.95; JACK RABBIT, \$19.95; LIGHTNING, \$18.95; SUPER, \$19.95; MERRY-GO-ROUND, \$13.95; MAJOR LEAGUE, JR., \$27.90. We Positively Guarantee Every Machine We Sell To Be In A-1 Condition. 1/3 Deposit, Balance O. O. D. WRITE FOR COMPLETE LIST OF OTHER BARGAINS. 1435 Coney Island Ave., BROOKLYN, N. Y.

HERB BESSER RECOMMENDS THIS WEEK FOR IMMEDIATE DELIVERY ARMY & NAVY, Write or Wire for Operator's Price; SHOOTING STAR, \$34.50. REBOUND, \$39.50; LIVE POWER, \$36.50. We will accept Trade-ins on the above numbers.

USED MACHINE SPECIALS: Fleet, \$15.00; World Series, \$7.50; Puckett Vender, \$7.50 \$5.00; Pop-O-Roll, \$6.50; Major Keys, \$6.50; Official Sweepstakes (Gum), \$5.80; Cub, \$4.00; Great Streamline, \$12.50; Push-Over, \$15.00; Sweet Sally, \$6.00; Wings, \$6.00; Mills Official \$6.00; Drop Kick, \$27.50; Major League, Jr., \$47.50; Major League, Jr., \$35.00; 21 Vender, \$9.00. 1/3 Deposit, Balance O. O. D.

Besser Novelty Co., 3077 DELMAR BLVD., ST. LOUIS, MO.

UNION'S SENSATIONAL DRIVE FOR 500 NEW ACCOUNTS THE GREATEST ARRAY OF BARGAINS IN COIN MACHINE HISTORY

OUR GUARANTEE: If you are not entirely satisfied with any Machines ordered because of appearance or defective mechanism you may return same within 5 days and we will cheerfully refund purchase price in full.

BUY WITH CONFIDENCE -- "REBUILD MACHINES WITH NEW MACHINE GUARANTEE"

EXTRA! EXTRA! MAJOR LEAGUES 4-4 X22 \$39.50

we will prepay Freight (not Express) to any part of the U.S.A.

- CONTACT JR. (Rebuilt) \$21.50 MAJIK KEYS (Rebuilt) \$3.50 GOLDEN GATE (Rebuilt) \$6.00 FLEET (Rebuilt) \$6.00 AIRWAY (Rebuilt) \$6.00 CLOSE-OUTS ON COUNTER GAMES New Deal \$ 7.50 Metal Magic Beer Barrel 9.00 Sweep Chicago Club House (Gum) \$9.50 (Like New) 10.00 Chicago Club House (Gum) \$9.50 Chicago Club House 21 Vndrs. 9.00

ATTENTION! Slot Machine Operators FREIGHT CHARGES (Not Express) WILL BE PREPAID ON MILLS Q. T. VENDERS IN THE FOLLOWING STATES: MISSOURI, ILLINOIS, IOWA, INDIANA, OHIO, KENTUCKY, TEXAS, KANSAS, OKLAHOMA AND ARKANSAS. G. T. BELLS. 1. \$49.50 10 \$47.50 50 \$7.50 50 \$2.50 10% Federal Tax Additional on Bill. Just low REBUILD Q.T. VENDERS at \$47.50. ACT NOW—OFFER GOOD FOR A LIMITED TIME ONLY.

Terms 1/3 Deposit, Balance O. O. D. UNION NOVELTY CO. "Which We Grow In" 1107 N. Taylor Ave. St. Louis, Mo.

PENNY ARCADE, Piano, Digger, \$250.00 HINS STANORA KLLMAN, 2230 No. 35th Street, Milwaukee, Wis.

ACTION



World's Greatest Thriller!

No wonder ACTION is smashing all records for earning power! It has more startling ACTION, more suspense and thrills than 5 ordinary games. PROGRESSIVE SCORE with a new angle OUT-BALL RETURN everything! For bigger, steadier profits get going with ACTION at once!

JUNIOR (20 in. by 40 in.) **\$39.50**
F. O. B. CHICAGO.

SENIOR (22 in. by 46 in.) **\$58.50**
F. O. B. CHICAGO OR LOS ANGELES.
1/3 With Order, F. O. B. Chicago.

SKYSCRAPER

The Original "LIGHT-UP" Pin Game WITH NEW "FREE SCORE" DIAL

Write for Details!

- RED ARROW 1-Shot Pin Game*
- CHAMPION ● ROCKET*
- SPARKPLUG Horse Race Game*
* HAVE AUTOMATIC PAYOUT
- NATURAL Counter Dice Game

See Your Jobber!



BALLY MFG. CO.

4619 RAVENSWOOD AVE.

CHICAGO, ILL.

» OPERATORS «

IN
CENTRAL AND NORTHERN
NEW YORK STATE

IT WILL PAY YOU TO DEAL WITH US

Reconditioned Machine Bargains

ELECTRO	17.00	JIG SAW	4.00
SUPER 8	17.00	WORLD'S SERIES	5.00
FLEET	14.00	MAJIK KEYS	17.50
PUSH OVER	10.00	ROCKET	35.00
DROP KICK	19.50	CHAMPION-BLUE	57.50
MAJOR LEAGUE JR.	22.50	JENNINGS SPORTSMAN	70.00
MAJOR LEAGUE SR.	32.50		
SEEBURGS HOCKEY	27.50		
MERRY-GO-ROUND	17.50		

WRITE US YOUR WANTS IN
USED MACHINES

Also All Latest Machines of Leading Manufacturers

"DOING BUSINESS ON THE SQUARE SINCE 1919"

SQUARE AMUSEMENT COMPANY
75 CANNON ST. POUGHKEEPSIE, N. Y.

THE GREATEST SUCCESS

IS ASSURED ONLY WITH THE BEST MACHINES. WE ENDORSE NO OTHERS.
Jackpot Bells—Venders—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.

Is Your Subscription to The Billboard About To Expire?

ALREADY A TREMENDOUS SUCCESS DICE-O-MATIC VENDER

Enthusias operators by its tremendous earning power. Reports indicate average net earnings of \$11.40 per week—after all rewards are paid.

Beautiful streamlining cabinet, flashy chromium finish, takes pennies, nickels, dimes. Last coin visible—Anti-Tilt, reliable Gum Vender.

ATTENTION — Dice-O-Matic is entirely mechanical in operation—no electrical parts to get out of order. Six reward cards—money or cigarettes.

In addition to a Set of 5 Regular Spot or Number Dice, Dice-O-Matic is equipped with the fascinating new



SIZE:
12x7x5.
Weight,
9 Lbs.
\$12.50
One of 100.

POKER DICE

7,800 DIFFERENT COMBINATIONS.



All Poker Hands possible from 2 Pairs to Royal Flush.

See Dice-O-Matic at Your Jobber.

GROETCHEN TOOL CO.,

130 N. UNION STREET, CHICAGO

Keeney on Trip With New Game

CHICAGO, Jan. 14.—With an itinerary covering the important cities of the eastern half of the United States Jack Keeney, of J. H. Keeney & Company, left Chicago today to tell the trade about a new pinball table game which is now in production in the Keeney plant. The itinerary of Mr. Keeney, as published in the advertising columns of *The Billboard*, will afford members of the trade in many centers an opportunity to see the game, which has been called Quick Silver. The firm has recently taken over the second floor of the building at 2900 South Michigan avenue. Ample facilities have been installed for turning out as many as 200 machines per day.

The Quick Silver game is called an innovation that "embodies all the advantages of payout devices and ticket devices, and at the same time eliminates all the objectionable features of these machines." The game is equipped with a new free-play registering device which is said to be protected by patents, as well as some other new features, also covered by patents. The object of the new development is said to be to protect the earnings of the operator and at the same time require as little attention from the merchant as possible.

The game is described by the manufacturer as a "six-ball game with 30 scoring holes and two skill holes." The player must score a ball in one of the skill holes and also a ball in one of the holes marked "3" in order to win free plays. When this scoring is made the free-play registering device automatically shows that the player is entitled to three more free plays. A skillful player may win as many as 3 to 15 free plays on one coin, it is stated.

The free-play registering device reveals the ingenuity of its mechanism when a player starts to use his free games, if he chooses to do so. Each time he pushes the coin chute in for a free game, the register deducts this play from the dial. Slugs cannot be used to cheat the game, the manufacturer says, because it is impossible to insert a coin in the slot as long as there are free games due the player.

The game is modern in every respect, with anti-tilting device, electric "kickers," attractive cabinet and other features. The upper section of the playing field is arranged with plenty of skill appeal. The game is also equipped with a device for recording an accurate check on the merchant's payouts. It is said to require less attention on the part of the merchant than any other game placed on the market.

Ops Warned on Licenses

LOUISVILLE, Jan. 12.—Operators of pinball machines have been given one week by Mayor Miller to obtain new licenses on pain of destruction of the devices. It is estimated that there are 2,800 machines on location in drug stores, restaurants and saloons here. Only 700 have been licensed so far this year. About a month ago the council reduced the license to \$7.50.

Here's HI-LO!

The Newest, Fastest Playing Board You Ever Saw. And Profit! Just Place a Board and Watch Your Bankroll Grow.
A 600-Hole Thick Board complete with satin finished Metal Escels and Celluloid Protector Over Jack-Pot Holes. Over 40 Winners with a \$15.00 High for the Boys To Shoot at. Yet It Shows an Average Profit of Almost \$20.00! Sample Only \$2.25. One-Third Off in Dozen Lots. Get It Now!

SUPERIOR 111 MAIN ST. PEORIA, ILL.

PUSH Articles Requiring Less! SALES PRESSURE!

Pitchmen, Demonstrators, Window Workers and Canvasers make big money easily selling Levin's Specials at Bargain Prices.

Get the "DOUGH" Quickly With These Splendid Items.

No. B1—Geneva Straight Razor	\$45.00
Dosen, \$3.85	Gross
No. B2—Gold Plated Pocket Watches, Each	98c
No. B3—Engraved Band Rings	65c
Gross	
No. B4—Wildomar Gaining Dns.	80c
No. B5—White Stone Scarf Pins (on Tissue Pads), Oro.	\$3.25
No. B6—Parachute Shell Water Flowers, Gross	\$1.00
No. B7—"A. & N." Needle Books, Gross	\$1.75

Don't Wait, Rush Your Order Today

LEVIN BROTHERS

Terre Haute, "O" Indiana



SMALL NEAT PEANUT VENDOR FOR BOOTHS and SODA FOUNTAINS
Modern Design!
Chromium Plated.

What Our Customers Say:
"It might interest you to know my Vend-o-Matic machines are running dollar a day more for the week."
—Lorenz O. Boyd, Anderson, Okla.
"Looks like it was a good buy."
—E. H. Cole, Canton, O.

Ask About Our 30-Day No Risk Trial Offer!

THE VENDEX CO.
Dept. U.
1128 Vermont St., Boston.

WANTING to see TWIN JACKPOT BELLS AND VENDERS, \$35.00; 1c Jennings Little Duke Jackpot Bells or Venders, Latest Coin Chute, \$27.50; Mills' 1c Double Visible Edna's Head Jackpot Bells, \$27.50. 1/3 Discount. Get our prices on New and Used Latest Model Machines. KINZEL'S NOVELTY CO., 110 E. 6th St., Chicago.

A BOWL THAT BRINGS IN CASH GALORE

AN ALL-SKILL GAME WITH WEALTH IN STORE!

LITE-A-LINE

TWO WAYS TO MAKE YOUR PROFITS MORE!

A WORLD OF MONEY FOR ALERT OPERATORS EVERYWHERE

Here's LITE-A-LINE with ALL-SKILL and Big Ready Money Power—Set up with the smartest Pin Board and Mechanical Action ever injected into any progressive scoring game. A complete sweep around the board—Gates directing the balls over two distinct and fascinating fields—With LIGHTS flashing in LINES to hold incessant interest. It's a WINNER—Don't Miss It!

LITE-A-LINE—the Original Score Drome Model—for FAST Playing where LUCK and SKILL combine to bring RICH PROFITS constantly. LINES of Numbers LIGHT up instantly as balls trickle into scoring holes. Clearing Jewels—Thrilling Suspense—Earnings that stagger the imagination! It's LITE-A-LINE that Players demand wherever you go!

Write—Wire—See Your Distributor or Jobber NOW! You Can't Miss!

Triple Playing—A Big Lite-A-Line Operating Feature

Act Today!

Three Coin Chutes for Triple Income

Always in Perfect Order

PACIFIC AMUSEMENT MANUFACTURING COMPANY

4223 W. LAKE STREET, CHICAGO, ILLINOIS

1320 S. HOPE STREET, LOS ANGELES, CALIFORNIA

PIN BOARDS! PIN BOARDS!

BRAND NEW MACHINES—ALL LATEST RELEASE

Rebound	Write	Merry-Go-Round	\$39.50	King's Horse, with	
Four-Leaf Clover	\$18.95	Major League, Sr.	\$9.00	Ball Game	\$31.00
Crash Shot	39.00	Sportsman	90.00	Contact, Master	96.00
Genoa Goal Kick	\$33.50	Skill Shot	90.00	Contact, Jr.	49.50
Lite-A-Line	Write	Jennings Football	84.00	Super Sign	30.50
Pacific Football	Write	Hold and Draw	29.50	Cannon Fire, Jr.	59.50
Demco Gelas Cross	\$39.50	Wings	14.50	Signal, Jr.	38.50
Pacific Ticket Game	Write	Radio Wizard	9.50	Blue Streak	29.80
Live Power	39.50	World's Series	17.50	Subway Special	32.50
Stonard's Equigue	90.00	Jigsaw	17.50	Wild Cargo (New)	20.00
Peo Pig Bait	35.00	Champion	89.50	Major League, Jr.	42.00
A. D. T. Auto Winner	98.50	Signal	59.50	Drop Kick	39.50
Cannon Fire, Jr.	59.50	Spark Plug	29.50	Mail Keys, Jr.	39.75
Lightning	99.50	Rocket	72.50	Mail Keys, Sr.	49.75
Electro	39.50	Autobank	95.00	Red Arrow	94.50
Booster	10.00	Autowheel	89.50	Monkey	46.50
Salco-Em	12.50	Autocourt	87.50	Mills "Q" Past Table	
Golden Gate	39.50	King's Horse, Regular	27.50	World's Best Pay	
Flying Trapes, Jr.	30.50	Three Point Pin Game	39.50	Table	87.50

Write, wire or phone your orders. All machines in stock ready for instant shipment. Terms: One-third deposit with order. We ship O. O. D. for balance due.

KNOWN ALL OVER THE WORLD.

THE VENDING MACHINE CO.
205-15 FRANKLIN ST.
FAYETTEVILLE N. CAR.

☆ **FREE** ☆
NEW 1935
CATALOG
WRITE NOW

RECONDITIONED MACHINE BARGAINS

QUARANTEED PERFECT CONDITION.
(Only a Few of Each.) (Subject to Prior Sale.)

Contact, Jr.	\$25.00	Big Bertha	\$18.50	Fict	\$14.50
Pushover	15.00	Golden Gate	18.50	Penning	6.50
Electro	19.50	Jigsaw	7.50	Lightning	19.50
World Series	7.50	Merry-Go-Round	18.50	Penning	6.50
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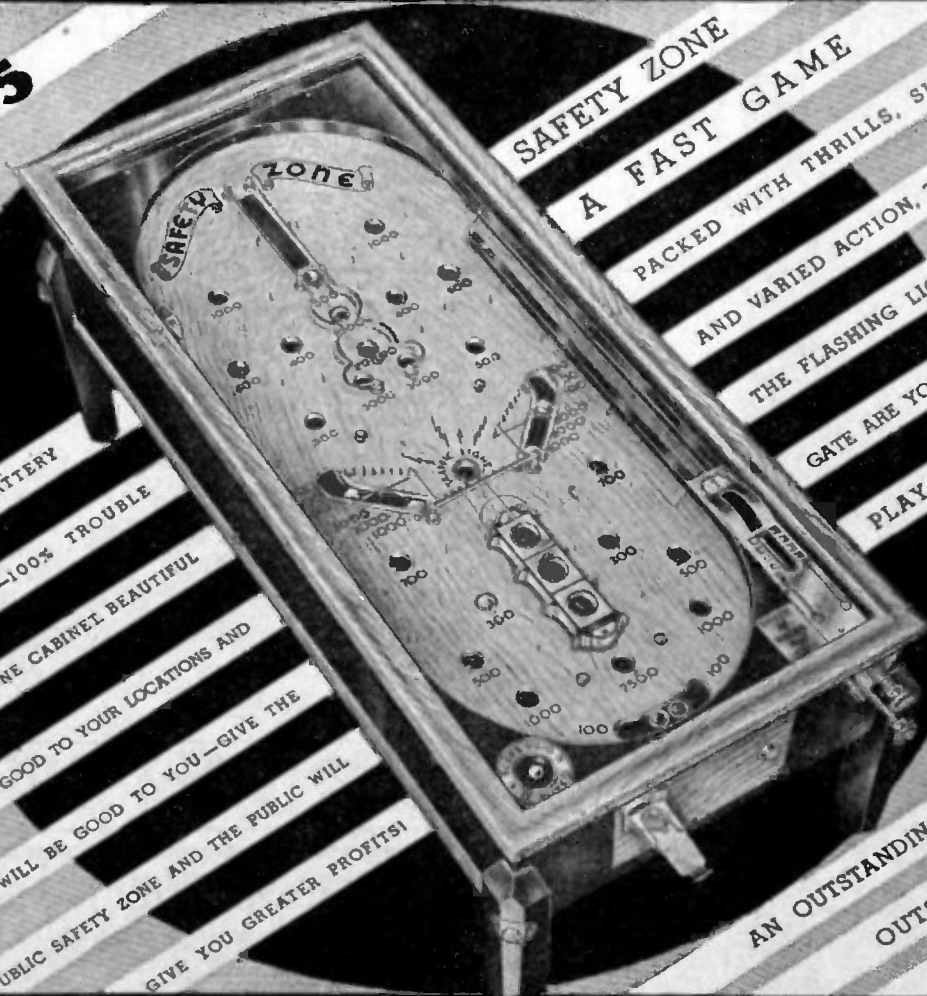
MILLS	ESCALATOR SILENT DOUBLE J. P. FRONT VENDOR, 5c, 10c and 25c Play, Serial Nos. 285,000 to 315,000	\$39.50
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	QUARANTEED Original Factory Built Machines. Furnished with New Reward and Pull Cards, New Frames and Handles. Must Be Seen To Be Appreciated.	
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A FAST GAME

PACKED WITH THRILLS, SUSPENSE

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THE FLASHING LIGHT, AND NO-ACTION SAFETY

GATE ARE YOUR GUARANTEES OF SUSTAINED

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NO ELECTRICAL CONNECTIONS—BATTERY

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YOUR LOCATIONS WILL BE GOOD TO YOU—GIVE THE

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AN OUTSTANDING MACHINE AT AN

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\$32.50

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<p>Stoner's New Game BEACON Operators' Price, \$39.50.</p>	<p>Sen or Model REBOUND Operators' Price, \$69.00. Size: 22"x45".</p>	<p>Dudley-Clark Co. LIVE POWER Operators' Price, \$39.50.</p>
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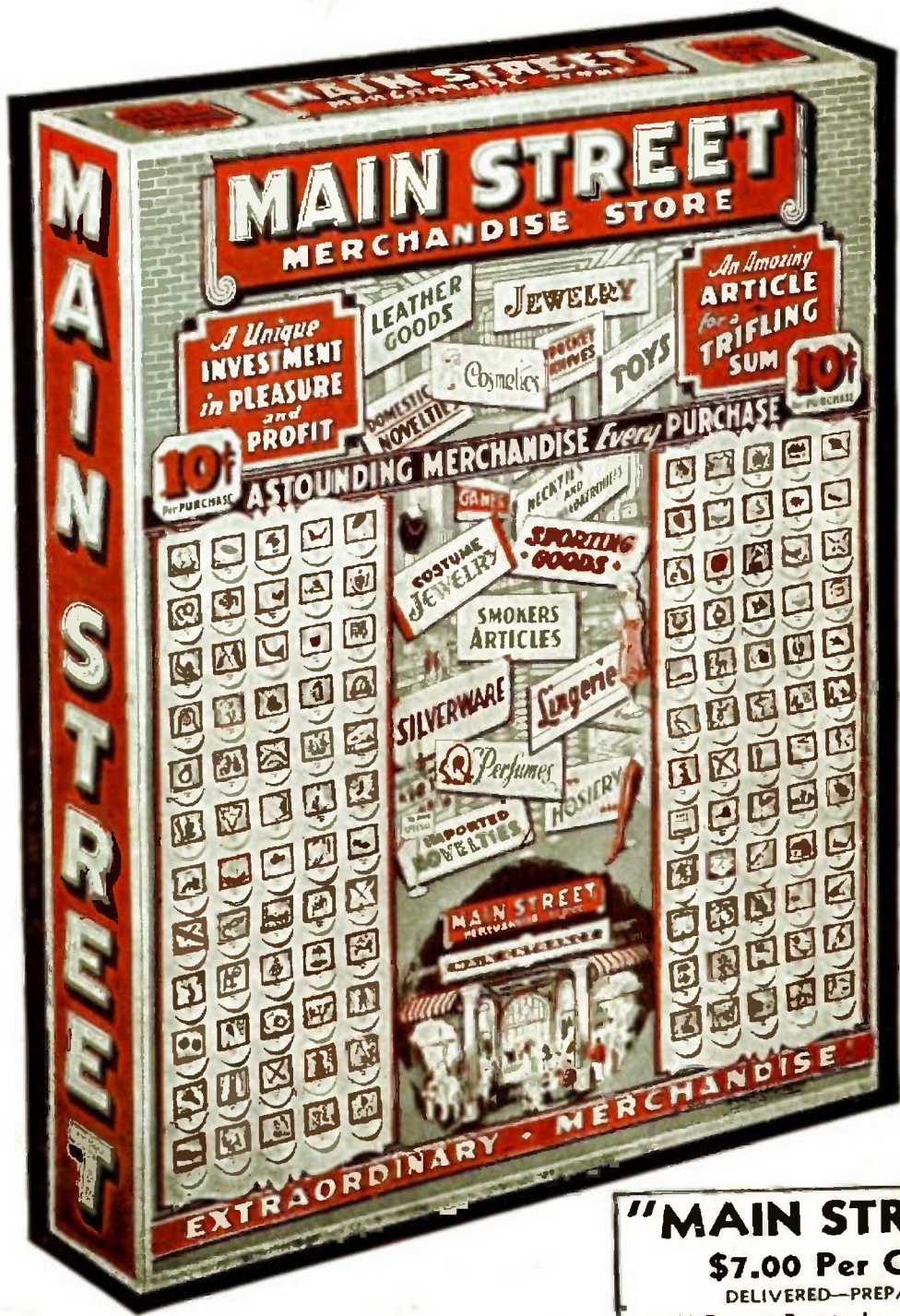
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